

Job Description

Post: Marketing Officer
Salary: £17,400 - £19,200 (£29,000 - £32,000 FTE) dependent on experience
Hours: 3 days per week
Term: Permanent
Accountable to: Head of Fundraising & Communications
Accountable for: Content Executive

Role summary

To support the Head of Fundraising and Communications in the delivery of the communications and fundraising strategy at ReMind UK through planning, production and delivery of on and offline marketing communications. You will work with ReMind UK's Content Executive to plan content and delivery of regular social posts and emails to supporters and beneficiaries as well as design and production of leaflets, posters and adverts. You will manage campaigns to raise the profile of ReMind UK, engaging supporters, partners, local organisations and the public in the organisation's work and reaching out to those affected by dementia ensuring people are aware of our memory services, research studies and post diagnosis support and inspiring people to support our work through fundraising and volunteering.

ReMind UK overview

ReMind UK is an independent charity and internationally renowned centre for research, diagnosis and treatment of neurodegenerative diseases. Our research aims to improve life for people with dementia and their families and carers, and to find drug and non-drug treatments for people with conditions such as Alzheimer's disease and other diseases predominantly affecting older people. Our contracted NHS Memory Clinic service, private memory assessments and allied activities also provide support to people affected. We are currently in an ambitious phase of development looking to increase our clinical and academic research programme. We work closely with the Universities of Bath, Bristol and other research institutions, both nationally and internationally and with the Royal United Hospital, Bath.

The role

As Marketing Officer, you will play an important role in helping ReMind UK to realise its vision by overseeing marketing for ReMind UK. You will line manage a Content Executive and together you will design, produce and disseminate materials and communications to raise the profile of the organisation and its work, and in turn raise funding to enable ReMind UK to continue its vital research and support for people affected by dementia.

You will plan and deliver an annual calendar of social posts and adverts, emails, marketing and PR activities including digital and print through organic and paid for media, and working with local organisations and groups. Working closely with ReMind UK's Content Officer you will coordinate website updates and content additions.

Key responsibilities

- Line management of ReMind UK's Content Executive to create an annual plan for coordinated marketing campaigns across channels.
- Responsibility for day-to-day management of the charity's social media channels including Facebook, BlueSky and LinkedIn, delivering consistent promotion of the organisation, ensuring content remains fresh and engaging and moderating accounts to ensure positive PR for the organisation.
- Develop excellent working relationships with external suppliers, publications, local and national press, magazines, TV and Radio to create new opportunities for ReMind UK to publicise its services and support across the region.

- Working with the Head of Fundraising and Communications, produce and deliver a communications strategy that incorporates digital marketing, PR activity and fundraising communications.
- Manage ReMind UK's email management tool - regularly designing and sending tailored emails to beneficiaries and supporters.
- Update and maintain contact and email data on the supporter CRM with supporter and beneficiary contact details and unsubscribes retained in accordance with Data Protection policy and patient and families wishes.
- Measure and report analytics as required by Head of Fundraising & Communications including email and social media engagement rates, website use and content management indicators, exposure to marketing ads placed and awareness created through partnerships with local social prescribers and partner organisations.
- With the Content Executive maintain ReMind UK's website ensuring content is consistently refreshed, added to and tested to ensure optimisation and coherent journeys and user experience for each of our audiences.
- Design marketing materials and internal publications as requested by the ReMind UK staff team.
- Act as brand guardian in the production and use of materials, documents and marketing across the organisation.
- Ensure ReMind UK is marketing its services and support through the use of posters, leaflets and video and maintain the leaflets and materials available in the reception area.
- Manage marketing campaigns through from planning to reporting on impact and results.

Essential

Minimum two years' experience of working in a communications or fundraising environment.

Experience of creating impactful emails and using email marketing software.

Experience of using social media for commercial or charity purposes.

Experience of writing copy for different audiences and objectives.

Ability to plan and manage own time and workload.

Excellent communication and language skills and the ability to promote a cause/product.

Data literate - ability to use MS 365, Adobe, Canva and Wordpress.

Self directed and proactive.

Ability to remain calm under pressure and retain attention to detail.

Desirable

Experience of people management

Experience of working face-to-face with clients, service users or members of the public to produce content.

Experience of working within brand guidelines.

Experience of the charity sector.

Experience of healthcare provision England.

Confidentiality statement

The post holder must maintain the confidentiality of information about patients, staff and other business in accordance with the Data Protection act and organisal policies.

Safeguarding adults and children

ReMind UK is committed to safeguarding and promoting the welfare of vulnerable adult, children and young people and expects all staff and volunteers to share this commitment.

Health & Safety

All employees are expected to comply with the Health & safety at Work Act 1974, and other relevant health and safety legislation and regulations. The post holder must take reasonable care for their own health and safety

and that of others who may be affected by their actions or omissions.

Equal Opportunities

ReMind UK is committed to equality of opportunity in the workplace.

DBS and Eligibility

You must have eligibility to work in the UK. All staff at ReMind UK are required to undergo DBS checks.

Closing date and Interviews

Closing date for applications : Midnight Sunday 29th June 2025

Interview date: W/C 7th July 2025

Please note applicants will only be contacted if they have been shortlisted for interview.

For further information on the role and any queries: please contact Catherine Wright, catherine.wright@reminduk.org

To apply: Please complete the application form and send to Alison Easto, HR & Operations Manager, alison.easto@reminduk.org