

Job Description & Person Specification

Position: Senior Creative Marketing Manager

Reports To: Director of Marketing & Communications

Levelling Framework: 4B

Salary Range: £43,582 - £48,423

Contract: Permanent

Hours Per week: 35

Responsible for: Senior Graphic Designer

Our Values and Behaviours

To act in accordance with “Our Values and Behaviours” at all times when delivering your role, ensuring that “Kindness”, “Respect”, “Belonging”, and “Empowerment” are fundamental to your behaviour.

Kindness We create an environment where everyone can thrive. Our behaviours: Empathy – We understand diverse perspectives and experiences. Compassion – We are considerate of others and are generous with our time. Supportive – We build and maintain positive relationships. 	Respect We respect people's human rights and act with integrity. Our behaviours: Dignity – We value and respect people, recognising their right to choice. Integrity – We do the right thing even though no one may be watching. Fairness – We treat others how we would wish to be treated ourselves. 	Belonging We pride ourselves on being a Norwood Family. Our behaviours: Trust – We build a safe environment for people to flourish. Inclusivity – We value difference and celebrate diverse voices. Collaboration – We connect with others to form a positive community. 	Empowerment We enable people to reach their potential. Our behaviours: Accountability – We make a positive impact and get things done, owning our actions and decisions. Innovation – We encourage people to be curious. Ambition – We strive for success in everything we do. 
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In addition to undertaking the accountabilities as outlined below, the post holder will be expected to fully adhere to all Norwood policies and procedures which are referenced in the employment contract and Norwood's intranet.

Role Summary

This role is responsible for the planning, coordination and delivery of high-quality marketing materials and promotional support for Norwood's services, fundraising, events and community engagement.

Working with internal stakeholders across fundraising and services teams, the postholder will take end-to-end ownership of marketing production, from initial briefing and planning through to design, delivery and evaluation. A core focus of the role is ensuring the production of high-quality print, digital and event materials that reflect Norwood's brand and deliver impact through supporting services and fundraising.

The role combines production expertise and hands-on delivery, with strong campaign management, requiring someone highly organised, detail-oriented and creative, with the ability to manage multiple projects and stakeholders. Excellent writing skills are a prerequisite for success in this role.

Key Accountabilities

Planning and delivery

1. Lead the planning, coordination and delivery of marketing support across fundraising appeals, events, and service promotion.
2. Take end-to-end responsibility for production of marketing materials and promotional support, including briefing, timelines, asset development, approvals, delivery and evaluation.
3. Work closely with Communications colleagues, Fundraising, Events and Operations teams to develop marketing approaches to increase income, engagement and take-up of services.
4. Ensure materials and promotional support are delivered on time, on budget and to a high standard.
5. Use insight and data to inform campaign planning and improve performance over time.

Production and creative delivery

6. Oversee the development and production of high-quality marketing materials and assets, particularly for fundraising campaigns, events and community engagement.
7. Manage the full print production process, including briefing, specification, proofing and delivery of a wide range of collateral including leaflets, events materials, merchandise, and in-venue branding.
8. Develop proposals for campaign outputs in line with our brand creative platform and work closely with designers and suppliers to ensure creative output aligns with briefs and brand requirements in messaging and visual expression.
9. Commission and manage external suppliers including printers, designers, photographers and videographers.

Events and fundraising support

10. Act as a key marketing lead for fundraising events and campaigns, working closely with the Events and Fundraising teams.
11. Oversee the production of event-related materials such as invites, brochures, menus, pledge cards and venue branding.
12. Contribute to the development of creative concepts for campaigns and appeals.
13. Support flagship events such as the Annual Dinner, including end-to-end production oversight and quality assurance of marketing materials.
14. Write and oversee the development of compelling copy for fundraising appeals, event communications, and marketing materials; draft speeches and key messages for senior leaders as necessary; and ensure all content is accurate, engaging, and aligned with Norwood's tone of voice.

Digital and email marketing

Job Description & Person Specification

Date Updated:

15. Plan and deliver effective email marketing campaigns, including writing compelling content, creating clear calls-to-action, using AI tools to support content production, audience targeting, scheduling and distribution, and monitoring performance.
16. Support the integration of digital channels, including website and social media, and manage content through CMS systems, social channels and AI-enabled digital tools when required.
17. Coordinate targeted advertising and media placements, working with partners and agencies to reach key community and sector audiences.

Management and collaboration

18. Lead and coordinate multiple concurrent marketing projects, managing timelines, budgets, approvals, and external suppliers to ensure effective delivery, while maintaining strong communication across teams and stakeholders.
19. Line manage the Senior Graphic Designer, supporting their development and ensuring high-quality design output.
20. Act as marketing 'account manager' for Norwood's fundraising, events and community engagement requirements, and attend events as necessary.
21. Collaborate closely with colleagues across Marketing, Fundraising, and Services to foster a positive, solutions-focused, and high-performing team culture.

Person Specification

CRITERIA	ESSENTIAL	DESIRABLE	Evidence
EXPERIENCE	- Good experience of marketing gained in a charity environment, or with clear transferrable skills from other sectors - Significant experience of delivering end-to-end marketing campaigns, from planning to execution and evaluation	- An understanding of the issues involved in delivering Norwood's services - An understanding of the range of Norwood's stakeholders	Cover Letter, CV, Interview

	• Strong experience in production and delivery of marketing materials, particularly for fundraising campaigns and/or events • Proven experience managing print production processes and suppliers • Experience working with designers, agencies and external suppliers • Experience delivering email marketing campaigns and using email platforms • Experience of copywriting for a range of audiences, including fundraising or marketing content • Ability to develop campaign and promotional ideas in line with brand platform • Experience coordinating complex projects with multiple stakeholders • Experience of managing or mentoring staff (or readiness to step into line management)		
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KNOWLEDGE AND SKILLS	• Excellent planning, organisation and project management skills • Strong understanding of print production, materials and finishes, including event and environmental branding • Ability to deliver high-quality creative output and maintain brand standards • Outstanding creative copywriting skills with strong editorial judgement • Strong understanding of email marketing and audience engagement techniques • Good working knowledge of digital channels and CMS platforms • Ability to manage multiple priorities and work to tight deadlines • Strong interpersonal skills and ability to work collaboratively across teams • Confident in the use of AI tools to develop, schedule and deliver marketing content	• Familiarity with Jewish culture or a willingness to learn about Jewish life in the UK • Knowledge of the issues experienced by people with learning disabilities, or neurodivergent children, young people and families	• Cover Letter, CV, Interview
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QUALIFICATIONS	Degree educated or a similar qualification	- Marketing or other relevant degree - Evidence of on-going professional development e.g. CIM	Cover Letter, CV, Interview, Onboarding
PERSONAL CIRCUMSTANCES AND ATTRIBUTES	- Passionate about Norwood's mission and the communities it serves - Collaborative, values-driven and inclusive management style - Resilient and confident operating in a fast-paced environment - A strong team player, willing to adapt and support wider marketing and communications priorities as needed - Approachable, with strong self-awareness and an understanding of others - Highly organised, with the ability to prioritise and manage time effectively - Positive, proactive, and solutions-focused with a can-do attitude	Able to work at Norwood HQ for a minimum three days per week	Cover Letter, Interview



All roles require a DBS check and satisfactory clearance under Norwood's safer recruitment policies. We are committed to safeguarding the wellbeing of our people and maintaining a respectful, safe environment.

This job description is not exhaustive and may be updated as accountabilities evolve.