

Job Profile:

Senior Trust Marketing Manager

3 days/22.5 hours per week

Join the Mencap Trust Company team and use your marketing skills to increase the number of people with a learning disability with a trust fund that supports them to live a happy and healthy life.



What will you do

- This role focuses on raising awareness of the benefits of setting up a discretionary trust or disabled person's trust with [Mencap Trust Company](#) for a loved one with a learning disability or autism.
- The role will own the development and delivery of the marketing strategy, incorporating key aspects including the Mencap Trust Company's website, marketing materials, case studies, newsletters, videos, social media, strategic partnerships and events.
- Marketing will be direct to families and through key intermediaries and professionals. This will involve building relationships and raising awareness of Mencap Trust Company both internally across the wider Mencap group and externally, across key legal, financial and disability-focused organisations and networks.

You will

- Develop and deliver a new marketing strategy centred on families, intermediaries, and other third parties to increase awareness of Mencap Trust Company and the benefits of setting up a trust with us.
- Proactively identify and follow through on marketing opportunities, monitoring the effectiveness of marketing activities and adapting your approach as necessary.
- Support the wider Mencap Trust Company team to improve customer journeys and referral opportunities throughout the trust lifecycle.
- Leverage being part of the wider Mencap group, developing relationships and joint-working with network partners and the Royal Mencap Society's wills & trusts, communications and media teams, among others.
- Build effective relationships and marketing initiatives with key external partners, including our investment management partner, legal and financial professionals and other organisations and networks specialising in trusts or supporting vulnerable people.
- Be a great team player and support Mencap Trust Company's wider work and undertaking ad hoc projects as required.

What will you bring

- A commitment to improving the lives of people with a learning disability.
- Excellent communication skills, attention to detail and the ability to present information in an engaging and easy to understand format.
- Strong interpersonal skills and the ability to develop successful working relationships.
- Confident and professional with internal and external stakeholders, including senior legal and financial professionals.
- A proactive approach that identifies and makes the the most of opportunities.
- Integrity and professionalism.
- A team player with a flexible “can-do” attitude.
- Ability to deliver high quality work under pressure and to deadlines.
- Commitment to building equity and inclusion.
- A willingness to learn and grow professionally.

Your experience

- Significant experience and success in personally developing and delivering effective marketing plans in a field relevant to Mencap Trust Company’s work.
- Significant success in relationship building and effective internal and external partnership working.
- Experience of developing engaging content, marketing materials, videos etc.
- Experience of presenting and organising events.
- Excellent IT skills including full working knowledge of Microsoft Office and website management and reporting tools like Drupal and GA4.
- Experience of working well in a small team, with minimal supervision - being proactive, finding solutions, and improving things.
- Experience of marketing trust, financial or disability-related services would be desirable.

More information about this role

Location: This role could be office or home based. If home based there would be regular (at least monthly) attendance at the Mencap Centre of Engagement: 20-22 Commercial Street, London E1 6LP.

What will Mencap give you

Salary: £47,782 per annum (pro rata FTE 0.6 £28,669). This is a part time role for 3 days or 22.5 hours per week. There is some flexibility on the exact number of hours/days.

Pension, salary sacrifice loans for things like season tickets, mobile phones, computers, laptops and tablets and discounts on high street / supermarket shopping, holidays, days out, gym membership and cinemas.

How to apply

Please apply with an up to date CV that demonstrates your skills and experiences relevant to this position

If you require any further information please contact our Recruitment team on 01733 246699

Mencap's values and how they apply to this role



We are **brave**
we challenge and
try new things

You will work with the team to learn new things, take on new challenges and develop our processes and ways of working.



We are **inclusive**
of everyone

You will role model an inclusive approach in your work with colleagues and the families we support.



We are **kind**
to everyone

You will be kind, supportive and encouraging to everyone you interact with.



We are **passionate**
about making the
world a better place

You will have a genuine passion for supporting families planning for the future and raising awareness of tools like trusts which they may not be familiar with.



We are **positive**
in our work and
with each other

You will celebrate team successes and approach challenges with a positive mindset.