

Marketing Manager



About the Team and the Role

You'll have an important role in Mencap's Brand and Communications team. You will use your marketing skills to bring our campaigns, fundraising appeals and strategic objectives to life. You will represent Mencap's brand and communications teams across key projects and work areas, bringing in the skills and talents of different team members to meet briefs as required.

- You'll help spot opportunities for the brand and communications team to make an impact, and be meticulous in your planning, so that expectations and responsibilities of different team members are understood.
- You'll understand how to use different marketing channels in fully integrated campaigns targeting diverse audiences and stakeholders
- You'll be an expert in storytelling and how to use stories to make an emotional connection with audiences
- You'll help to ensure Mencap's content is on brand, accessible and representative of people with a learning disability.
- You'll play a key role in triaging work requests, clarifying briefs and booking in work for different team members.
- You'll create and coordinate communications plans, clearly outlining goals, audiences, creative approach and KPIs.
- You'll develop and maintain systems to track project milestones, outputs, and reporting requirements.
- You'll line manage members of the brand and communications team

What you will bring to the role (Essentials)

- Strong organisational and time-management skills with the ability to manage multiple projects and priorities.
- Strong story telling abilities and experience in working with case studies
- Clear and confident communication skills to engage with a wide range of colleagues and stakeholders
- A proactive and positive attitude towards work, with a willingness to challenge and try new things
- A deep understanding of how to create and project manage an integrated comms plan across multiple teams and stakeholders
- A collaborative approach to working with different teams and colleagues with a learning disability to deliver co-produced communications and content
- An eye for detail and an understanding of Mencap's tone of voice to support colleagues to produce their own on brand materials where appropriate.
- Experienced in targeting and appealing to different audiences through digital marketing and paid advertising.



“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

Mencap and our Commitment to Safeguarding



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



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



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



We are **kind**
to everyone



We are **inclusive**
of everyone

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

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.



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