

JOB DESCRIPTION

Job Title:	Marketing and Communications Manager
Service:	Corporate Services
Hours of work:	30 hours per week
Pattern of work:	Variable across Monday to Friday Some evenings and weekends to meet the needs of the service
Office base:	CANW Head Office and hybrid working
Work locations:	Other bases and across North West as required
Salary Range:	Scale SO1 - £34,300.25 - £36,221.58 per annum, pro rata
Reporting to:	Corporate Services Director
Responsible for:	Marketing and Social Media Apprentice

1 PURPOSE OF THE JOB

At CANW we are extremely proud of our innovative portfolio of services designed to support children and young people, families and communities. We passionately believe that every individual has the right to achieve their full potential whatever their background or circumstance.

The role of the Marketing and Communications Coordinator will be to support CANW and its services to achieve key objectives, through developing engaging content for marketing materials, social media posts, newsletters and flyers to effectively communicate CANW's message.

The role will contribute to and execute an innovative communications strategy to ensure continuous and consistent online and offline presence.

The role is responsible for creating, coordinating, and managing all marketing and content activity across CANW - from planning social campaigns to producing newsletters, flyers and website content.

You will work closely with members of the Wider Senior Leadership Team to understand marketing and communication needs across the different services and translate these into social posts, newsletters and website content.

2. PRINCIPAL DUTIES

Social Media & Content Planning

- Creating and managing a content calendar for all CANW services

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- Planning and posting daily content across Instagram, Facebook and LinkedIn.
- Developing a Tik Tok channel for the charity.
- Engaging with comments, DMs and tagged content.
- Creating and editing reels to bring the story of CANW to life.
- Managing all paid advertising, in conjunction with Heads of Service.

Campaigns & Advertising

- Write, edit and coordinate copy and produce visuals for digital and print campaigns, using Canva or similar.
- Support in the communication and promotion of fundraising events.
- Ensure all literature is kept up to date at all times.

Newsletters, Flyers and Emails

- In conjunction with the Fundraising and Events Lead, writing and designing email campaigns
- Create regular internal newsletters.
- Produce quarterly external newsletters and the annual impact report.
- Ensure that all services receive and have access to high quality marketing, digital and promotional materials in readiness to promote the 'public face of CANW' to all relevant stakeholders at events, exhibitions, presentations, online web content and campaigns.

Website & SEO

- Updating website copy and images regularly, in conjunction with Heads of Service
- Ensuring consistency of messaging, tone, and visual identity.
- Uploading blogs and news stories
- Monitoring Google Analytics and keyword performance.

Reporting & Review

- Creating a monthly marketing report summarising activity and engagement.

Brand

- Understand brand guidelines and consistently implement these and the brand voice across all channels and collateral.
- Police and oversee the use of CANW's brand identity both internal and with external partners ensuring deployment is in line with CANW's brand guidance.
- Undertake copywriting, proofing, image collation and final proofing for print and online content.

3. ORGANISATIONAL RESPONSIBILITIES

- 3.1 Represent CANW at meetings, conferences and exhibitions as required.
- 3.2 Provide a non-discriminatory service in line with best practice and legislative guidance and treat all who access CANW services fairly and equally.
- 3.3 Be aware of the Health and Safety requirements in the workplace, and in particular, as it relates to own service area and/or department.
- 3.4 Work within allocated budgets and agreed expenditure levels.

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- 3.5 Keep accurate records and provide written reports as required.
- 3.6 Contribute to CANW's operational and strategic development, including any organisation objectives identified through designated quality standards, such as Investors in People.
- 3.7 Participate fully in personal supervision meetings and the annual appraisal process and undertake any training deemed necessary for the role.
- 3.8 Review own delivery performance against agreed annual KPIs (key performance indicators), aiming to meet or exceed personal targets/performance levels.
- 3.9 Undertake additional duties, training and/or hours of work as may be reasonably required which are deemed appropriate to the levels of responsibility within the role.
- 3.10 Be aware of the safeguarding policy and procedure for children and vulnerable adults and ensure that the safeguarding of children, young people and adults is given the highest priority in the work undertaken.
- 3.11 Have a personal responsibility to ensure that person identifiable, confidential or sensitive information is processed in line with GDPR and complies with any other relevant data protection legislation, organisational policies and best practice when processing information.
- 3.12 Work outside of normal office hours (ie evenings and weekends) as and when required to meet the needs of service users as appropriate.
- 3.13 Undertake other appropriate tasks as may be required of the post holder from time to time and provide cover for tasks during periods of sickness or holiday.

NB. This Job Description describes the principal purpose and main elements of the job. It is a guide to the main responsibilities as they currently exist and is not intended as a fully comprehensive or permanent schedule of tasks. The jobholder is expected to work flexibly and respond positively to changing needs of the organisation.

Employee (name in caps)	Employee (signature)	Date (signed)

Date produced: January 2026