

**Local Trust**  
trusting  
local  
people

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# Marketing Manager

February 2024

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# How to apply

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Dear applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing your application.

To apply, you should submit:

- An up-to-date CV which shows your full career history. We recommend that this is no longer than two pages.
- A supporting statement, with your name and location at the top of each page, explaining why you are interested in this role, and how you fulfil the person specification. Each section of the person spec should be addressed under clear headings. We recommend that this is no longer than two pages.

Please note that applications can only be considered if both a CV and supporting statement is submitted. Please send your application by email to [recruitment@localtrust.org.uk](mailto:recruitment@localtrust.org.uk)

**Closing date for the role is midnight Sunday 9 March 2025.**

**Interviews will be carried out on Tuesday 18 March 2025.**

Due to the number of applications received, we are only able to offer feedback to applicants who attend interview stage.

Good luck!

Kind regards



Alexandra Askew  
**Head of Operations**

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# Welcome to Local Trust

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Local Trust was established in 2012 to deliver Big Local, a National Lottery Community Fund programme which committed £1m to 150 local areas in England, with delivery set to end in 2027.

Big Local is one of the most radical and exciting grant programmes ever launched by a major lottery funder. Between 2010 and 2012, the National Lottery Community Fund identified 150 areas that had historically missed out on lottery and other funding. Each of those areas was allocated £1m of Big Local funding. This could be spent in any way they chose, provided residents organised themselves locally to plan and manage that funding, involving the wider community in the decision-making process.



The programme was designed not just to provide funding for projects, but to do so in a way that would build community capacity, confidence and skills in the longer term. To accomplish this, Big Local is bottom-up and community-led; there are no top-down targets or centrally imposed delivery models. The rules, constraints and priorities that define Big Local have been for local people to decide. The timeframe extends over fifteen years, allowing communities to take their time, build confidence and skills, make decisions and deliver change, without the usual pressures to meet end-of-year spend targets or other arbitrary, bureaucratic deadlines.

To secure the funding, resident-led partnerships of local volunteers work together to form a common vision for their area and agree priorities, in order to make a difference to the things that matter most to their community. The outcomes set for Big Local at its outset were deliberately broad to provide maximum scope for communities to set their own priorities, and were as follows:

- Communities will be better able to identify local needs and take action in response to them.
- People will have increased skills and confidence, so that they continue to identify and respond to needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is an even better place to live.

To help them make the most of their opportunity, residents involved in Big Local are supported in developing and delivering their plans by an extensive programme of training, networking and light-touch, on-the-ground support provided by Local Trust and its partners.

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# Welcome to Local Trust

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With one year remaining on the Big Local delivery plan and two years remaining to tell our story, Local Trust is a dynamic organisation where you could have a substantial impact, helping to influence positive changes in policy and practice for the benefit of communities that consider themselves 'left behind' or forgotten.

You will be joining a team of enthusiastic and supportive professionals, who care about their work. It's a great atmosphere as there is a genuine buzz and momentum about what we are doing. You will get to see the impact that Local Trust is making on the ground, as well as the extent to which our ideas and learning are influencing policy and practice nationally.

We have put together this pack to give you a stronger sense of who we are and you can find out more at [www.localtrust.org.uk](http://www.localtrust.org.uk).

Best of luck with your application.

Matt Leach  
**Chief Executive**



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# About Big Local

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Big Local is an exciting opportunity for residents in 150 areas around England to make a massive and lasting positive difference to their communities between 2012 and 2027. These are areas that have significant challenges to overcome and are places that are likely to have missed out on funding previously. Big Local brings together all the local talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Underlying this is a belief that residents have a capacity and desire to drive change. That they can achieve lasting and positive results when supported by those they trust and respect; and that this can build skills; confidence; networks; relationships; and expertise in each community. Residents identify what matters most to them, and can then take action to change things for the better.

Local Trust will distribute more than £1m to each of 150 Big Local areas over its fifteen-year lifespan. We commit our money at the outset, and then support local residents to develop their own plans to spend the funding in ways that they collectively agree will improve their local area and the lives of those living there.

We are supported in delivering the programme by a network of local “reps” who provide light touch on the ground support to our areas to help them deliver.

Because we are in it for the long term – our funding commitment runs through to 2026-27 – it provides time for areas to develop their confidence and capacity, moving from small initiatives to more ambitious projects, often leveraging in significant external funds.

But we don't just provide funding. As the largest and most broad-based place-based funding programme in the UK, we also look to share the evidence and learning from our work.

Over the remaining years, we will be investing significantly in events, research, publications and public engagement that contribute towards setting a new agenda around deprived communities.



*Local Trust is registered as a charity (number 1147511) and as a company (number 7833396). Big Local Trust is registered as a charity (number 1145916)*

# Our staff structure

## About the communications team

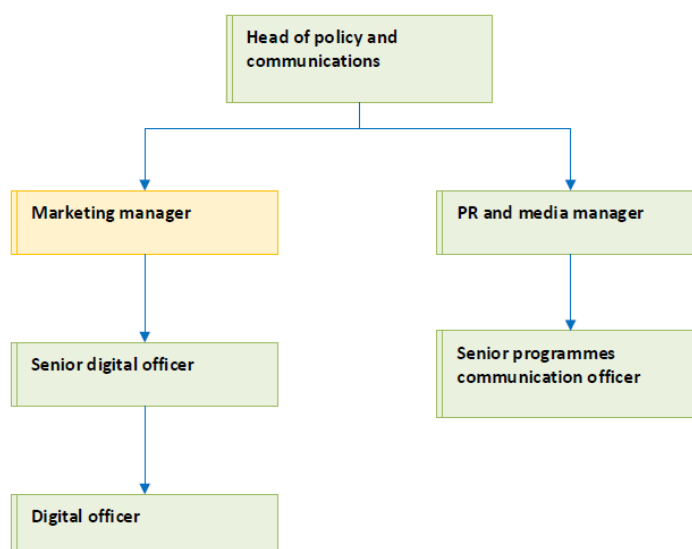
We're a highly motivated team and pride ourselves on excellent cross-team working, creative thinking and strong strategic understanding. Local Trust is a fast-paced organisation which embraces new ideas, so every team member needs to be adaptable and efficient. Suggestions for improvements are encouraged and welcomed – we love to sharpen our practice!

Our priorities now focus on communicating the legacy and success of our work, we're working closely with colleagues in the policy, research and delivery teams to drive change. Together, we're delivering communications to support Big Local areas and to capture learning from the programme, to secure its reputation for excellence.

## About the role

The post-holder will develop, manage and evaluate the delivery of Local Trust's strategic and day-to-day communications across our key digital channels, including the Local Trust website, email and social media. They will support and oversee the final phase of story gathering from across the Big Local programme; the delivery of our reports, publications and digital content; the marketing and promotion of legacy projects including the new Learning from Big Local (LfBL) website and the migration of content from the Local Trust website. The post-holder is responsible for the quality control of all external outputs and enforcer of the Local Trust style-guide.

**If this sounds like the opportunity for you, please get in touch!**



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# Our staff structure

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Most of the Local Trust team is based in our offices in Canopi, 82 Tanner Street, close to London Bridge station near Tower Bridge.

We also have a number of staff based across the country in various locations and currently operate a hybrid approach to office-working where office-based staff spend two to three days in the office.

This role is required in the London office two to three days a week. We welcome applications from candidates based outside of London who would be willing to spend a few days a week in the office. Local Trust has a travel and subsistence policy to support with these costs.

We are supported in delivering the programme by a network of local area coordinators who provide light touch, on the ground support to our areas to help them deliver.

Click [here](#) for more information about our teams.



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# Our values

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Having the right experience, skills and knowledge as defined in the person specification is important; but so too is how you go about your work. As an organisation, we constantly challenge ourselves to be:

- *Responsive and engaged* – constantly seeking to improve the way we work to ensure we are providing Big Local partnerships with access to the support and assistance they need to achieve their ambitions.
- *Outward looking and partnership oriented*, prioritising building new collaborations and partnerships – both nationally and locally.
- *Focused on the future* – putting Big Local in context, and ensuring there is a Big Local legacy, both for areas and for the programme as a whole.
- *Proactive, questioning and challenging* – of both ourselves and Big Local areas, gathering evidence, evaluating approaches and learning from everything we do.
- *Influential, connected and informed* – valuing insight and analysis and actively informing and influencing wider debates on the future of communities.





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# Job description

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<b>Job title</b>	<b>Marketing manager</b>
<b>Accountable to</b>	<b>Head of policy and communications</b>
<b>Responsible for</b>	<b>The post holder has a direct line management responsibility for the senior digital officer who in turn manages the digital and social media officer.</b>
<b>Duration</b>	<b>Fixed term contract to September 2026</b>
<b>Contract type</b>	<b>Full-time with two days in the central London office</b>
<b>Salary</b>	<b>Circa £54,000.00</b>

## Purpose of the role

As a senior member of the communications team the post-holder will share responsibility with the press and media manager for the execution of the team's four key priorities:

1. Deliver strong communications to support our key policy and legacy projects to promote interest in our agenda: embedding long-term flexible funding directly to the communities most in need
2. Provide effective marketing of legacy outputs, especially the successful development, launch and promotion of Learning from Big Local as well as policy projects and learning dissemination events.
3. Plan robust communications for Big Locals identified as a media risk to minimise the risk of negative coverage as they approach close out and proactively pursue positive coverage of legacy organisations in Big Local areas.
4. Fulfil content migration, redevelopment and eventual switch-off of the Local Trust website and channels.

In the furtherance of this, the post-holder will develop, manage and evaluate the delivery of Local Trust's strategic and day-to-day communications across our key digital channels, including the Local Trust website, email and social media. They will support and oversee the final phase of story gathering from across the Big Local programme; the delivery of our reports, publications and digital content; the marketing and promotion of legacy projects including the new Learning from Big Local (LfBL) website and the migration of content from the Local Trust website. The post-holder is responsible for the quality control of all external outputs and enforcer of the Local Trust style-guide.

## Job description (key duties)

1. Co-lead the evaluation of the communication team's plan and KPI's, to ensure key strategic objectives are met.
2. Co-manage the communications team budget, including regular reforecasting, to support the team plan and key strategic objectives.
3. Provide line management support to the senior digital officer holding regular supervisions, managing appraisals and supporting them in their learning, development and progression as a line manager
4. Work with the LfBL project manager and implement a communications strategy for LfBL, its

# Job description

launch and continuation and handover to a successor organisation.

5. Provide editorial review and sign off on Local Trust's external communications, including reports and publications, blogs and digital content, and programme delivery communications, ensuring high standards of quality and accuracy are met.
6. Guide, develop and support Local Trust's social media planning and delivery, working with the digital and social media officer and the designated social media leads within the research and policy teams.
7. Guide, develop and support the delivery of Local Trust's digital roadmap and ongoing improvements to our digital platforms, working with the senior digital officer and digital and social media officer.
8. Provide editorial support for the monthly Local Trust newsletter, working with the senior digital officer and social media officer to develop an effective email testing and development plan.
9. Support and oversee the final phase of the story gathering from across the Big Local programme, working with the senior programme communications officer, and external agencies and freelancers as required.
10. Take ownership of Local Trust's brand and style guidelines, ensuring they are adhered to across our print and digital publications.
11. Attend relevant training courses and maintain awareness of external affairs relevant to Big Local and Local Trust.
12. Keep up to date with developments and techniques in communications, sharing these with the team and exploring the benefits of new approaches and how they can be used.

## **We expect you, as a member of the Local Trust staff team, to:**

- Demonstrate Local Trust's vision and values in your daily work
- Consistently contribute to organisation-wide learning drawing on experience gained in your role, and similarly seek to learn from the work of colleagues to inform your work
- Actively look outward and engage with the widest range of external stakeholders to influence, inform and excite others about the work of Local Trust and Big Local
- Take a proactive role in promoting equality and anti-discriminatory practice
- Help Local Trust deliver its environment and sustainable development policy and environmental management system
- Be aware that you have a duty of care for the health and safety of yourself and others.

While this JD covers your main areas of responsibility, no role profile can cover every eventuality. As this is a post in a small staff team, you are expected to offer flexibility as we may reasonably require you to support other tasks from time to time.

# Person specification

	Criteria	Essential/ Desirable
<b>Experience and understanding</b>	1. Significant experience of developing and delivering effective digital marketing campaigns and strategies	E
	2. Experience of planning and managing strategic communications projects, including working with external agencies and suppliers	E
	3. Excellent writing and editing skills for diverse audiences and platforms, including social media, email, digital and print	E
	4. Experience of overseeing the development and delivery of high-quality research reports and publications	E
	5. Experience of overseeing the development projects, including working with external agencies and suppliers	E
	6. Experience of overseeing digital platforms and tools, including websites, content management and CRM systems and email platforms	E
	7. Line management experience, including performance management and supporting learning and development	E
	8. Budget management experience	E
	9. Experience of working in a close-out context or for a time-limited organisation/programme	D
	10. Experience of working with volunteers/communities, within the not for profit or public sector environment	D
	11. Experience of maintaining a national profile for an organisation	D
<b>Education/training/previous work experience</b>	12. Relevant degree/professional qualification, professional membership or equivalent work experience	E
<b>Competence/technical skill</b>	13. A good understanding of the strategic role of digital marketing within an organisation with multiple stakeholders and programmes	E
	14. Excellent communications skills (including Plain English	E

# Person specification

Criteria	Essential/ Desirable
writing skills and proof reading) and the ability to produce materials for a wide range of stakeholders, consistently to a high standard	
15. Ability to prepare, monitor, manage performance and review budgets and work plans of contractors	E
16. Knowledge of relevant legislation and practice appropriate to the role (e.g. health and safety, data protection, crisis communications etc.)	E
17. Ability to build and maintain professional relationships across a wide sector with credibility and confidence	E
18. Significant personal accountability, with the ability to work on own initiative with a high level of autonomy at a strategic level, as well as to work as part of a small team of peers and within a team with complex relationships and diverse responsibilities	E
19. Ability and willingness to do things differently, including clear critical thinking and willingness to challenge conventional, or to suggest new ways of working, explaining the benefits to others	E
20. Ability to maintain high work standards, through self-evaluation, seeking feedback from others, and self-initiated professional development	E

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# Principal terms and conditions

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## Salary

- Annual salary for the role is Circa £54,000.00. Other staff benefits include excellent development opportunities, time off for volunteering (two days per annum), interest-free travel season ticket loan, additional 3 days leave for use between Christmas and New Year, holiday buy back and sell back scheme and salary advance scheme.

## Pensions

- There is a salary exchange pension plan, with an employer contribution of 10%.

## Hours

- The full-time hours of work for this post are 36 hours based around usual business hours. However, given the work of the organisation and the nature of the post, some flexibility will be necessary, including occasional evenings and weekend work. Some travel to Big Local areas will also be necessary from time to time.

## Holidays

- 25 days' annual leave plus public holidays. Three additional days are also given for office closure between Christmas and New Year.

## Probation

- This is a fixed term contract position to the successful completion of a 3-month probationary period. During this time your performance will be reviewed. At the end of the period, you will either be confirmed in post, the probationary period extended or in the case of unsatisfactory performance your employment will be terminated.

## Notice

- During the probationary period, notice is one month on either side. After satisfactory completion of the probationary period, this will be extended to 2 months' notice on either side.

## Location of post

- This post is based at our office on Tanner Street, near London Bridge, London. We are currently operating a hybrid working policy where office-based staff work from the office at least 2 days per week.