

Senior Marketing and Communications Manager

We are seeking a creative and strategic Senior Marketing and Communications Manager to share the magic of Over The Wall Camp, inspiring supporters and reaching more children who need us.

Position: Senior Marketing and Communications Manager

Salary: £34,890

Location: Hybrid – based from our new site in Derbyshire, with at least two days per week in the office

Hours: Full-time

Contract: Permanent

Closing Date: Tuesday 22 April 2025

The Story of Over The Wall Camp

Imagine a place where children with serious illnesses and disabilities can forget about hospitals and appointments, where they can laugh, play, and truly be themselves. That's what we create at Over The Wall Camp.

For over 25 years, we've been bringing joy, confidence, and friendship to children through our transformational residential camps and Camp in the Cloud programmes. We provide a space where every child can feel safe, included, and valued, regardless of their challenges.

And now, we're growing. We've just purchased our forever home in Derbyshire, where we will welcome even more children for life-changing experiences. But to make this dream a reality, we need to share our story with the world - and that's where you come in.

About the Role

As our Senior Marketing and Communications Manager, you will be the voice of Over The Wall Camp, leading the charge in making our charity a household name across the UK. You'll play a key role in developing and delivering long-term marketing and communications strategies that raise awareness, drive engagement, and leading the charge in making our charity a household name. You'll craft powerful stories, design impactful campaigns, and build connections with families, supporters, and partners.

Working closely with the Director of Marketing and Communications, you will help shape our brand, ensuring that more children, families, and supporters discover the life-changing magic of Over The Wall Camp. You'll play a key role in developing and delivering long-term marketing and communications strategies that raise awareness, drive engagement, and leading the charge in making our charity a household name.

This role has significant opportunity for career growth and development.

Key Responsibilities

- Bring our story to life, develop and lead engaging marketing and communications strategies.
- Create compelling content (videos, blogs, social media, press releases) to inspire action.
- Grow and manage our social media presence, ensuring our community feels connected and engaged.
- Develop innovative marketing campaigns to boost fundraising and increase brand awareness.
- Work closely with our Community Team to engage new audiences across the Midlands and beyond.
- Lead PPC and email marketing campaigns to drive donations and supporter engagement.
- Collaborate on creative content for online and offline platforms.

About You

We are looking for a visionary storyteller who believes in the power of Belonging, Authenticity, and Growth. You are a strategic thinker and creative communicator with a passion for purpose-driven work. You bring a balance of big-picture vision and day-to-day tasks, and you're confident in influencing across all levels of an organisation.

You will have:

- Proven experience in strategic marketing and communications.
- A creative mindset, with a passion for storytelling and audience engagement.
- Strong digital marketing skills, including social media, email, and paid campaigns.
- A love for community building—you'll be engaging families, supporters, and stakeholders.
- Experience leading high-impact offline marketing campaigns.
- A collaborative approach, working across teams to make a difference.
- Proficiency in tools like WordPress, Canva, Mailchimp, and Google Ads.
- Experience managing PPC campaigns, including Google Ads management.
- Ability to develop and manage relationships with internal and external stakeholders.

Most importantly, you'll be driven by purpose. You'll believe in creating safe, inclusive, and empowering spaces where every child can shine and realise their potential.

Other roles you may have experience of could include: Marketing Manager, Digital Marketing Lead, Communications Manager, PR Manager, Brand and Engagement Manager, Social Media Manager, Fundraising Marketing Manager.

Are you ready to help us share the magic of Over The Wall Camp? Apply today!

We are working with Loates Recruitment t/a Loates Business Solutions Ltd to manage the recruitment process exclusively on behalf of Over The Wall Camp, Loates Recruitment is a third-party data processor. The lawful basis for processing data is consent.