

Digital Marketing Manager

Contract: 1-year fixed term (with possibility to extend)

Hours: 4 days per week

Salary: £35,000 - £37,000 (£28,000 - £29,600 pro rata) depending on experience in a similar manager level role plus benefits including 25 days (pro rata) annual leave and Christmas closure.

Location: Hybrid (Old Street, London, and home working with a minimum of one day a week in the office)

Reports to: Head of Marketing and Communications

Liaises with: Events & Programmes Manager, Head of Programmes

How to apply: see final section

Deadline for applications is **Wednesday 26 August 2026, 12 noon.**

About the Sheila McKechnie Foundation

The Sheila McKechnie Foundation (SMK) supports people and organisations working to create lasting social and environmental change. We help campaigners develop the skills, knowledge, and confidence they need to run effective campaigns, while championing the right to campaign and connecting changemakers across the UK.

Each year, we work with grassroots, professional and freelance campaigners tackling a wide range of issues including human rights, health, housing, environmental sustainability, and social justice.

Our support includes:

- Training and Workshops that build campaign skills, strategic thinking, and innovative approaches.
- Bespoke Consultancy to help organisations design and deliver effective, high-impact campaigns.
- The SMK Campaigner Awards, which celebrate and promote outstanding campaigning achievements across the UK.

From improving local services to influencing national policy, SMK equips campaigners with the tools and support they need to make change happen.

About the role

SMK is at an exciting moment in its history with a newly launched strategy [Change is Possible 2026 -2028](#), a recently appointed permanent Chief Executive this year and a new Chair. The refreshed vision and mission of SMK is both ambitious and needed in our drive to support campaigners across the UK.

Digital engagement is evolving, and fast, so that is why we're looking for a creative, experienced, strategic and data-driven **Digital Marketing Manager** to lead, develop and grow our digital presence across multiple channels. You'll manage and support our digital ecosystem, including social media, website development, email communications and digital advertising, ensuring every channel delivers measurable results.

Working closely with the Head of Marketing and Communications and the Training and Consultancy team, you'll be responsible for creating engaging digital content that inspire audiences, strengthens our brand and supports the communications and digital function at SMK. Importantly, you have the experience to successfully promote and drive sales of our training programmes through digital marketing techniques to optimise performance.

About You

You are passionate about the power of people to create social change and are motivated by SMK's mission. You enjoy working collaboratively and thrive in a flexible, fast-paced environment where you can take initiative and adapt to changing priorities.

You are organised, proactive and solutions-focused, with a willingness to learn and develop your skills. Comfortable managing your own workload, you bring curiosity, creativity and a commitment to using insights, innovation and new technologies to help maximise impact.

The specific skills, knowledge and experience required to thrive in this role are set out in the Person Specification.

Job description

Marketing

- Social media management including the creation of a data led strategy and implementation plan for SMK's channels.
- Manage the planning, creation, and scheduling of multiple marketing projects, ensuring the 'SMK voice' through tone and brand is implemented across digital channels.
- Create the vision for the annual SMK National Campaigner Awards social media approach and manage the roll out.
- Write compelling and impactful content for SMK's digital channels.
- Create graphics and video content for digital channels using Canva.
- Manage paid digital ads (LinkedIn, Google Ads).
- Support the crafting and implementation of email marketing via Mailchimp including audience segmentation.
- Support the audience development strategy including research and data management.
- Identifies opportunities to increase sales (bookings for training/ events), growing reach and engagement.
- Support the development and implementation of a content strategy.

Website

- Support the Head of Marketing and Communications with the relaunch of a new website in 2026/2027.
- Lead on how AI is affecting search (SEO/GEO) and what SMK's website needs.
- Monitor and translate website performance using analytics tools (e.g. Google Analytics).
- Implement and manage on-page SEO/ GEO best practices (keywords, metadata, content optimisation).
- Identify opportunities to improve search visibility and organic traffic.

Data, Insight & Reporting

- Monitor, analyse, and report on digital marketing performance.
- Use data to continuously optimise marketing activity.
- Provide insights into audience behaviour and trends.
- Database management, including cleaning and updating records.
- Support the implementation and management of the CRM (Salesforce).
- Undertake relevant training when required.

Other

- Undertake any other duties commensurate with the purpose and remit of the post.

Person Specification

(Please read these notes carefully)

Essential criteria describe the skills, knowledge and experience that are necessary to do the role. Some criteria will be assessed at the shortlisting (S) stage, and this will be based on the information you have provided in your CV and supporting statement backed up by examples of how you have gained the experience or used a particular skill or knowledge.

Other criteria may be assessed as part of an assessment (A) or at interview (I).

CRITERIA	ESSENTIAL	HOW WILL THIS BE ASSESSED?
Skills and knowledge	A Degree or Diploma in Digital Marketing, or strong work experience in digital marketing at the manager level of at least 2+ years.	S
	Proficiency in Canva and Hootsuite and where possible other design and editing software.	S
	Excellent written communications skills. High attention to detail including good use of grammar and spelling and persuasive and sales-focused content.	I + A
	Proficient knowledge and understanding of digital marketing including marketing strategy, digital engagement, content planning, advertising and brand management.	S
	Knowledge of one or more web stat evaluation package e.g., Google Analytics	I
	Well-developed understanding of SEO and GEO and how this is affective website traffic.	I
	An understanding of what the key trends and challenges are in digital engagement.	S + I
Experience	Significant experience in social media delivery including content creation for appropriate channels.	S + A
	Experience of developing and implementing a social media strategy and delivery.	S + A

	Experience managing social media channels including social media analytics and best practice.	S + I
	Evaluating and reporting on digital performance.	S + I
	Some experience and knowledge of paid social and paid advertising (particularly for LinkedIn)	S
	Ability to find pragmatic solutions, seek improvements, and adapt to changing situations.	S
	Excellent organisational skills, able to manage own workload effectively, take initiative and work under pressure.	S
	Good working knowledge of Microsoft Office, with a willingness to learn and use new digital systems.	S
	Working knowledge of databases and/ or CRMs to manage data and improve marketing efforts.	S + I
	Familiarity with AI tools for marketing optimisation such as AI content generation (e.g., social posts).	S + I
Other	Willingness to work occasional evenings and weekends, if required.	I
	Experience working in the NGO /charity/non-profit sector.	S
	Excellent time management and organisational skills.	I
	Good research, analytical skills and structured thinking.	S
	Flexible, hardworking, happy to work within a small team, and committed to continuous personal development.	I

CRITERIA	DESIRABLE	HOW WILL THIS BE ASSESSED?
Skills, knowledge or experience.	Experience working in a campaigning organisation in the UK charity sector.	S
	Good working knowledge of Salesforce.	S

	Some experience or knowledge of the benefits/ strategies of working and collaborating with influencers and advocates.	S
	Proven experience and success in driving online revenue or product sales (ideally courses/ training programmes) through course-focused content.	S

Our Values

Our values are at the heart of everything we do. They are underpinned by behaviours that help put these into practice throughout our organisation's operations and services. Please find out what our values are [here](#).

How to apply

If you're interested in the role, please apply via [Charity Jobs](#). This enables us to screen applicant anonymously and mitigate against unconscious bias.

You will be asked to submit a CV and a cover letter. Your covering letter should be no more than two-pages (at a minimum font size of 11pt), and should address the following:

- Why you want the job
- How you meet the requirements of the role, as set out in the person specification

Please note that generic application cover letters do not allow us to properly assess an application and will result in the application being screened out.

The Sheila McKechnie Foundation is committed to building a diverse and inclusive organisation that reflects the communities and campaigners we support. We believe that a wide range of backgrounds, experiences, perspectives, and identities strengthens our work and helps us achieve greater impact.

We welcome applications from candidates of all backgrounds and particularly encourage applications from people who are currently underrepresented in the charity sector and in our organisation, including people from Black, Asian and minority ethnic backgrounds, disabled people, LGBTQ+ people, and people from lower socio-economic backgrounds.

We are committed to ensuring that our recruitment process is accessible and fair. If you require any reasonable adjustments at any stage of the

application or interview process, please let us know and we will be happy to discuss how we can support you.

SMK is an equal opportunities employer and accredited with the Living Wage Foundation, and all appointments are made on merit based on skills, experience, and potential.

Please read more [here](#) about our commitment to solidarity, equality, diversity and inclusion.

Applicants must have the right to work in the UK for the duration of the contract.

- Applications close: **Wednesday 26 August 2026, 12 noon.**
- Interviews: **Wednesday 9 September 2026** in the London Office.
- Ideally the candidate would start within one month of the offer.

We welcome the use of AI tools to support candidates in preparing their applications, for example to improve structure, clarity, or presentation. We are interested in your experiences, perspectives, and achievements, so we ask that applications remain an authentic reflection of your own skills and work. Any claims or examples included in your application should be ones you can confidently discuss and expand on during the recruitment process.

If you have any questions about the role or process, please email recruitment@smk.org.uk with the job title in the email header.