



Welcome from the Trustees

I am Dr Eleanor Jones, Chair of Trustees of Peaches, and I welcome you to the application process for the role of Marketing and Communications Manager.

We are a small charity with big ambitions and are looking for someone to help us achieve our aims. We are a friendly, approachable team, committed to changing the lives of people affected by womb cancer.

Peaches Womb Cancer Trust was founded in 2020 by a team of medical professionals who all have a particular interest in womb cancer and research. We are dedicated to improving the lives of those affected by womb cancer through raising awareness, supporting those affected by the disease, advocating for those affected and funding research.

We are looking for someone with experience and skills to join our small team as Marketing and Communications Manager. Reporting to the Operations Executive, you will be responsible for the strategic development and provision of digital and printed marketing and communications. You will take responsibility for raising awareness of womb cancer and Peaches' services and activities with all stakeholders. This will include effective and compassionate stewardship of our community fundraisers.

This is a varied and exciting role. You will undertake a wide range of marketing and communications activities and have an opportunity to inform our direction of travel. The role is part time, working remotely with a requirement to attend regular team meetings in the Greater Manchester area. For this reason, the ideal candidate will be able to travel to South Manchester in under an hour.

If you want to have an informal chat about this role, please email recruitment@peachestrust.org and we can arrange a call with either myself or our Operations Executive, Julia Hewer.

Peaches Womb Cancer Trust are committed to equitable treatment and opportunity in employment irrespective of sex, gender, sexuality, age, marital status, ethnic origin or disability. If you require additional support through the recruitment and selection process, please do let us know.



Marketing and Communications Manager

£35,000 FTE (£21,000 actual) plus 3% Employers Pension Contribution

Home working contract for 24 hours per week, ideally worked across 4 days.

Location – Remote working, based within 60 minutes commutable distance to South Manchester

CLOSING DATE FOR APPLICATIONS – MONDAY 3rd NOVEMBER 2025

INTERVIEW DATE – WEDNESDAY 12TH NOVEMBER 2025

Peaches Womb Cancer Trust is looking for a Marketing and Communications Manager who is passionate about developing accessible and relevant assets that reach all current and future stakeholders of our charity. This is a hands-on, creative role that would suit someone passionate about social media, marketing, and making a difference in the lives of others.

This is an exciting opportunity for someone with prior experience in marketing and communications to enhance their skills in the charity sector and help raise awareness of womb cancer, and Peaches, with all audiences within a brilliant organisation!

It is crucial that anyone at risk of, living with and living beyond womb cancer has a clear understanding of Peaches' mission, vision and support. In this role, you will develop our marketing and communications strategy; planning and implementing tailored activity. You will be responsible for growing the online presence of Peaches Womb Cancer Trust and deepening engagement with stakeholders, ensuring our message reaches the right audiences in the most effective ways. You will also have prime responsibility for managing our social media channels, creating digital content and campaigns that raise awareness, promote fundraising and share the stories of those we support.

You will work closely with our Clinical Nurse Specialist and Operations Executive and will be responsible for ensuring that we have the assets and materials we need to achieve maximum sustainable impact for the charity. You will work within our branding guidelines and budget to build upon our previous assets and materials, increasing engagement across all platforms including the media. You will also work with national and international partners on joint campaigns, press releases and events. There's never a dull moment at Peaches!



Key responsibilities

Strategy Development and Implementation

- Develop and deliver integrated marketing and communications strategies to raise awareness, drive engagement, and support organisational goals.
- Assist in developing and implementing the charity's fundraising strategy
- Prepare and analyse data for evaluation reports, using audience insights to inform content and engagement strategies.
- Carry out desk research to inform marketing and communications approaches to new and existing products.

Marketing and Communications Execution

- Ensure high-quality, consistent and accurate communications across all platforms to enhance the charity's profile and ensure alignment with Peaches Womb Cancer Trust's values and brand.
- Manage and oversee the charity's organic social media channels, creating and curating engaging content that resonates with diverse audiences.
- Lead video production and editing to create impactful video content for campaigns, social media, podcasts and web use.
- Design and produce digital and print materials, coordinating with external agencies or managing in-house production as needed.
- Lead on the case study process, working with the wider team to identify opportunities and supporting beneficiaries to share compelling stories that drive awareness and inspire donations.
- Handle press enquiries, including coordinating responses, preparing statements and tracking media interactions.
- Assist with data cleansing, including mailing inboxes and social media inboxes.
- Lead campaigns with measurable outcomes across all channels
- Strengthen brand visibility and ensure consistent messaging across all channels.
- Promote inclusive, transparent, and responsive communication.
- Build partnerships that extend reach and support long-term growth.
- Champion the Charity's mission as representative at public events and promote and support the engagement and involvement of the Operations Executive, and the Board of Trustees in public relations and media opportunities.



Stakeholder Engagement

- Champion the organisation's impact to diverse communities and stakeholders.
- Develop and deliver regular, engaging communications to donors, supporters and other key stakeholders, strengthening their connection to the charity's mission.
- Assist in creating and delivering tailored communications to volunteers, ensuring they feel informed, valued and connected to the charity's activities and goals.
- Liaise with internal stakeholders, to make improvements and updates to the website and for content to our digital channels
- Identify and cultivate relationships with high-level stakeholders including current and potential corporate partners, major donors, supporters, advocates and decision-makers from charitable, statutory and private sector funding bodies, working with the Operations Executive and Trustees where appropriate.

Online Presence and Performance

- Manage and optimise the charity's website, enhancing its content and functionality to increase engagement and profile.
- Create email marketing and social media campaigns for a range of products, including events and publications.
- Maintain the charity's social media presence, keeping it up to date and engaging, for example, by drafting and scheduling social media posts for LinkedIn, Instagram, TikTok and Facebook
- Monitor our social channels and website comments, flagging any issues and responding to our audiences to build engagement.

Campaign and Fundraising Support

- Design and execute direct marketing campaigns aimed at raising awareness of womb cancer, growing the supporter base and increasing income.
- Support event coordination and set-up/breakdown.
- Represent Peaches Womb Cancer Trust at events and work closely with charity volunteers and ambassadors to raise awareness and engagement.
- Work with the Operations Executive to plan, develop and deliver a programme of seasonal and income generating events.

General Responsibilities

- Deputise for the Operations Executive when necessary
- Assist with ad-hoc projects and tasks as needed to support the charity's goals and respond to emerging opportunities.
- Demonstrate a commitment to equality and the positive value of diversity.
- Work within the Peaches Code of Conduct, act in a professional manner as per the values of the organisation.
- Work within Peaches' policy for safeguarding and protection of the welfare of children and vulnerable adults, including completion of mandatory safeguarding training.



Person Specification

	Essential	Desirable
Experience		
At least 3 years' experience of marketing and communications within the charity sector	✓	
Experience of working in a remote role		✓
Experience of brand management and ensuring consistent application of visual identify and tone of voice	✓	
Proven experience in content creation, digital marketing and campaign support	✓	
Experience in managing corporate communications, including media relations	✓	
Experience of developing and implementing insight-led, multi-channel comms and marketing plans	✓	
Experience in managing social media platforms, digital marketing tools and website management in a professional setting	✓	
Experience of engaging with external stakeholders.	✓	
Experience of working with major donors and/or other means of income generation		✓
Demonstrable track record of developing fundraising related marketing and communications		✓
Demonstrable track record of developing stories and generating media coverage for an organisation	✓	
Experience in using design software such as Canva	✓	
Experience of using WordPress	✓	
Experience of using Mailchimp		✓
Experience with analytics tools to measure campaign and online performance, using data insights to drive continuous improvement.		✓



Attributes, skills and knowledge		
Excellent verbal and written communication skills, with the ability to craft clear, persuasive content for different audiences and channels	✓	
Excellent interpersonal skills, with the ability to influence, negotiate, and build positive relationships at all levels	✓	
A strong commitment to Equality, Diversity and Inclusion with a passion for ensuring marketing and communications are accessible, reflective and inclusive.	✓	
Confident with social media scheduling tools and analytic platforms	✓	
Collaborative, adaptable and proactive, with a commitment to supporting the charity's goals and values.	✓	
Strategic thinker with ability to deliver operational results.	✓	
Excellent attention to detail, proofreading & editing skills	✓	
An ability to work on own initiative and focus on delivering results	✓	
Excellent organisational skills, with the ability to manage multiple projects and competing deadlines without compromising quality or attention to detail	✓	
Willingness to carry out a range of tasks and to travel as required for meetings and events	✓	
Commitment to equality and the positive value of diversity	✓	
An awareness of the gynaecological cancers and the impact that they have on wellbeing	✓	
Ability to attend monthly meetings in South Manchester, and other in-person events (with notice)	✓	



Application guidance

To apply for this role, please send your CV **and** a skills, knowledge and experience supporting statement to:

recruitment@peachestrust.org or through the Charity Jobs application portal.

The **skills, knowledge and experience supporting statement is a key part of the application process** that allows you to provide evidence of your skills, knowledge and experience that are relevant to the role. We will use this evidence in our shortlisting process, so it is important that you demonstrate clearly how you meet each requirement. No assumptions will be made about your achievements and abilities.

Please choose examples of experience that clearly demonstrate what we are looking for and give a succinct account of what you did, how you did it and the outcome or result of your actions.

Please provide recent examples wherever possible.

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Any offer of employment will be subject to satisfactory references and DBS check. There will be a probationary period of three months, and we will ask for proof of identity and your right to work in the UK.

Thank you so much for considering this role. We're really looking forward to hearing from you.