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Job and person specification: Centenary Communications & Digital Marketing Lead

Department: Fundraising & Supporters

Location: National CPRE, London N1, or Home based

Reporting to: Director of Fundraising & Supporters

Duration: Fixed-term to December 2026, potential to work part-time (four days per week)

Job summary - the big picture

We are seeking a highly skilled and strategic **Centenary Communications & Digital Marketing Lead** with a passion for storytelling, a sharp editorial eye and strong understanding of digital channels, to plan, execute and deliver our Centenary Comms.

Key people – who you will be working with

- **Internal** – Centenary team, Communications, Policy & Advocacy
- **External** – All key external stakeholders directly connected to delivery of our Centenary Comms

Main areas of responsibility - the day-to-day work

- **Content creation & copywriting:** write, edit and oversee the production of high-impact Centenary content across all channels
- **Digital communications:** Lead the development and optimisation of digital content strategies, ensuring consistent messaging.
- **Digital marketing & promotion:** develop an integrated digital marketing plan to build excitement and reach for key Centenary activity.
- **Strategic Communications:** bring to life the strategic comms plan, driving the development of key tools to ensure widest engagement
- **Stakeholder engagement:** work closely with key internal and external stakeholders to build strong understanding and engagement
- Role model CPRE's values and behaviours
- **Proactive responsibility for own development** through learning, networking, self appraisal and other opportunities for growth
- Support team colleagues and support other teams as requested.



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Selection criteria – what you need to do the job

- Significant professional experience in communications, content strategy and brand development.
- Proven track record of exceptional writing, editing, demonstrating the ability to translate ideas into clear engaging language
- Proven track record of using digital marketing to optimise engagement
- Strong understanding of a wide range of digital platforms
- Proven ability to develop and implement strategic communications
- Exceptional communication skills, ensuring effective collaboration with a wide range of key stakeholders.
- Experience of working with creative teams, and external brand agencies
- Calm under pressure with excellent problem-solving skills
- Recognise when there is a need for change or improvement and adapt quickly
- To be an active contributor, sharing knowledge and expertise
- Enthusiastic, proactive and positive
- Ability to work independently and effectively as part of a team
- Occasional evening and/or weekend work will require some flexibility in working hours