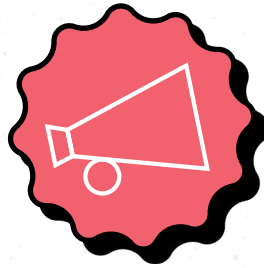


Marketing and Communications Executive



**SOCIAL
CHANGE**



Turn strong ideas and meaningful work into content people act on.

Level - Junior / early-career practitioner

Salary - £28,000 - £33,000

Location - Lincoln Office Minimum 2 days a week / 3 days work from home. Hybrid arrangement

Contract - Permanent | Full-time

The opportunity

Social Change is looking for a curious, organised and creative Marketing and Communications Executive with practical digital marketing expertise and an understanding of behaviour change marketing (social marketing). You will support work for both Social Change and our clients, helping to deliver content and campaigns that build our profile, share useful evidence and encourage audiences to take positive action.

You do not need to arrive knowing everything about behavioural science. You do need to care about people, communicate clearly, notice detail and be willing to learn. You will work closely with the Marketing team and collaborate with researchers, behavioural scientists, strategists, designers and consultants.

Your purpose

To deliver thoughtful, accurate and engaging marketing and communications for Social Change and our clients, using audience insight and behaviour change principles to help people take meaningful action.

What you will be accountable for

- Create, edit and publish content for the website, email, social channels and other formats, adapting the message to the audience and channel.
- Support the delivery of client marketing and communications campaigns, working from agreed behavioural objectives, audience insight, strategy and channel plans.
- Apply behaviour change marketing (social marketing) principles when developing messages, content and calls to action, with guidance from behavioural science and senior communications colleagues.
- Set up, monitor and optimise digital campaigns, checking targeting, budgets, links, tracking, accessibility and approvals before activity goes live.
- Maintain the editorial calendar, coordinate contributions and help projects move from idea to publication on time.
- Support webinars, podcasts, events and thought-leadership activity, including promotion, logistics, follow-up and repurposing content.
- Keep website pages, credentials, biographies, project examples and marketing materials accurate and up to date.
- Support the delivery of out-of-home marketing campaigns, coordinating artwork, specifications, approvals and suppliers to ensure activity is accurate, on brand and delivered on time.
- Help manage email lists and CRM records carefully, following privacy, consent and data-quality requirements.
- Track digital, communications and behavioural measures, prepare clear client and internal performance updates, and use the findings to suggest practical improvements.
- Work with designers and other specialists to brief and quality-check assets for clarity, accessibility and brand consistency.
- Support internal communications and team requests while helping protect the priorities agreed in the marketing plan.
- Develop your understanding of behaviour change and apply it thoughtfully to the way we communicate.

What success could look like

Success in this role means producing accurate, useful and accessible content, and helping campaigns run smoothly across different channels. You will deliver work reliably, use reporting and feedback to understand what is working. Over time, you will build your confidence, develop your skills and take greater ownership of campaigns and content.

What you will bring

Essential

- Practical marketing expertise gained through employment, an apprenticeship, volunteering, freelance work, education or personal projects, with experience using relevant channels and tools to deliver campaigns.
- An understanding of behaviour change marketing (social marketing), including how audience insight, messaging, channels and calls to action can influence behaviour.
- Confidence supporting work for clients or external stakeholders, including following briefs, managing feedback and meeting agreed deadlines.
- Strong written English and the ability to adapt tone and structure for different audiences and channels.
- Good organisation, follow-through and attention to detail, including confidence managing several deadlines.
- Comfort using common digital tools and the willingness to learn new systems quickly.
- A constructive, collaborative approach and confidence asking questions when something is unclear.
- An interest in social and environmental issues, human behaviour and communications that create positive change.
- A commitment to inclusive, accessible and ethical communication.

Useful, but not essential

- Experience with content-management systems, email platforms, CRM tools, social scheduling, paid digital advertising or analytics.
- Experience supporting events, webinars, media activity or multi-channel campaigns.
- Experience delivering behaviour change marketing or social marketing in public-sector communications, health, climate or other social-impact work.

How we will support your development

We will support your development through a clear induction into Social Change, our services, audiences and approach to behaviour change, alongside regular one-to-ones, constructive feedback and agreed development goals. You will have opportunities to learn from specialists across research, behavioural science, strategy, creative and evaluation, with increasing ownership of content and campaigns as your skills and confidence develop.

Working relationships

You will work across the organisation, particularly with client project leads, behavioural scientists, researchers, business development and the creative team. You will take part in client meetings where appropriate and may also coordinate with freelancers, media owners, digital platforms, suppliers and event partners.

About Social Change

We help organisations change behaviour for good, in every sense of the word. Social Change is a certified B Corp behaviour change consultancy. Since 2010, we have worked alongside the NHS, local government, police forces, utility companies, national charities and purpose-driven businesses to understand why people behave as they do, then design strategies, campaigns and programmes that create meaningful, measurable change.

Our integrated team brings behavioural scientists, researchers, designers and communications specialists together around one thread: insight informs strategy, strategy informs creative work, and evaluation measures the outcomes that matter.

What we offer

- A supported development role with real work, clear feedback and increasing responsibility rather than a narrow administrative remit.
- A purpose-led, female-owned and female-led certified B Corp where social and environmental impact are part of how the business is run.
- A transparent culture, including published salary bands and open communication about the business.
- Support for wellbeing and development, with details of the current benefits package confirmed at offer stage.
- The chance to work on issues that matter, alongside an integrated team that values different disciplines and perspectives.

Equity, inclusion and accessibility

We want our team to reflect the communities affected by the work we do. We welcome applications from people with different backgrounds, identities, experiences and ways of thinking. If you need reasonable adjustments at any stage of the recruitment process, please tell us what would help you participate fully.

How to apply

Please send a CV and cover letter explaining why this role interests you and how your experience meets the essential criteria to alison@social-change.co.uk. Include links or examples that show the quality and impact of your work where relevant.

If a CV is submitted without a cover letter it will not be considered for this role.