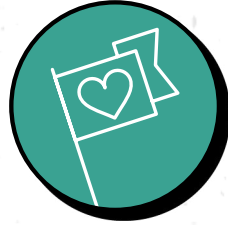


Marketing and Communications Manager



**SOCIAL
CHANGE**



Make our expertise visible, useful and impossible to ignore.

Level - Senior manager / experienced practitioner

Salary - £34,000 - £39,000

Location - Lincoln Office Minimum 2 days a week, hybrid arrangement

Contract - Permanent | Full-time

The opportunity

Social Change is looking for a strategic, hands-on Marketing and Communications Manager with digital marketing expertise and experience in behaviour change marketing (social marketing). The role has two connected parts: leading how we market Social Change and leading the development and delivery of behaviour change marketing and communications for our clients.

This is a senior delivery role in a small, ambitious consultancy. You will set direction, make good choices about where to focus, and stay close enough to the work to write, edit, brief, publish, test and improve. You will lead client campaign strategy and delivery and work across business development, behavioural science, research, consultancy and creative services.

Your purpose

To build Social Change's profile, reputation and pipeline, while helping clients achieve measurable social and behavioural outcomes through insight-led, digitally capable marketing and communications.

What you will be accountable for

- Own and deliver the organisation's marketing and communications strategy, annual plan, priorities and budget.
- Lead marketing and communications work for clients, from discovery and audience insight through strategy, channel planning, creative development, implementation and evaluation.
- Lead behaviour change marketing (social marketing), applying behavioural science and behaviour change principles to client briefs and translating evidence into practical communications designed to influence specific behaviours.
- Lead digital marketing strategy across relevant owned and paid channels, including audience journeys, content, email, search, social media, landing pages, conversion and campaign optimisation.
- Shape client proposals, scopes, budgets and delivery plans, then maintain strong relationships and clear expectations throughout the work.
- Translate business goals and audience insight into focused campaigns across owned, earned and selected paid channels.
- Strengthen Social Change's positioning as a behaviour change consultancy that connects science, creativity and measurable impact.
- Oversee the quality of website content, case studies, reports, email, social media, webinars, podcasts and other formats.
- Lead proactive PR and media activity, and handle reactive communications with sound judgement on sensitive issues.
- Use audience research, digital analytics, experimentation and evaluation to improve decisions and demonstrate behavioural and organisational outcomes, not only communications outputs.
- Manage suppliers and production budgets where external support adds value.
- Work as a constructive senior colleague, contributing insight and communications advice to bids, partnerships and organisational decisions.

What success could look like

Success in this role means helping Social Change communicate clearly what we do, what makes our approach distinctive and the value we bring to clients. You will lead the delivery of well-planned, insight-led campaigns that connect behavioural thinking, creative work, digital delivery and evaluation, while ensuring our content consistently reaches and engages the right audiences. You will use evidence to understand

what is working, strengthen the contribution marketing makes to new business, and ensure our best work and thinking are captured and shared. You will also help maintain a clear and consistent brand across channels and support junior colleagues to develop their skills, confidence and responsibilities.

What you will bring

Essential

- Experience leading integrated marketing and communications in a consultancy, agency, professional services, purpose-led organisation or similarly complex setting.
- Evidence of turning organisational strategy into a focused plan and delivering it with limited time and resources.
- Strong writing and editorial skills, with the ability to communicate complex or specialist ideas clearly and accessibly.
- Digital marketing expertise across content, websites, email, search, social media, paid campaigns, audience journeys, analytics, optimisation and conversion, with the judgement to choose the right mix.
- Experience planning and delivering marketing or communications for clients, including managing briefs, budgets, relationships, approvals and results.
- Confidence using audience insight, analytics and evaluation to make decisions and explain performance.
- Strong stakeholder skills and the credibility to advise senior colleagues, challenge constructively and secure contributions from busy experts.
- A commitment to ethical communications, accessibility, inclusion and work that benefits people and the planet.

Useful, but not essential

- Experience delivering social marketing programmes in public health, climate and environment, community safety, financial wellbeing or another social-impact field.
- Experience communicating research findings, evaluation evidence or sensitive social issues.
- Expertise in behaviour change marketing (social marketing), including applying behavioural insight and audience research to the design, delivery and evaluation of campaigns.
- Experience in a B Corp or another organisation with formal social and environmental commitments.

Working relationships

You will work closely with the Director and senior team, business development colleagues, behavioural scientists, researchers, and the creative team. You will act as a senior contact for clients, coordinating external partners when needed.

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

- Meaningful scope to shape the marketing and communications function, with access to senior decision-makers and expert colleagues.
- 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.