



Job Description for:	Marketing Manager
Salary:	£35,000
Based in:	Norwich, UK
Reporting to:	Head of Operations

The Charity

Care for Children's vision is to see 'a world of children in families'.

We develop strategic partnerships with governments to help create a positive alternative to institutional care through local family-based care. Care for Children has been operating in China since 1998, helping a generation of disadvantaged children to be placed into good, local families.

To support Care for Children's new vision statement to see 'a world of children in families', a new global strategy is being formed to ensure every country can access the support required to implement a family-based care system for disadvantaged children. With this exciting opportunity comes new operational challenges, but our unique vision and mission drive us forward.

Job Brief

Care for Children is seeking an innovative, strategic, and dynamic Marketing Manager to join our mission-driven team. Reporting to the Head of Operations, this role is key to expanding our visibility, deepening supporter engagement, and maximising fundraising impact.

As Marketing Manager, you will lead Care for Children's marketing initiatives across digital platforms, events, campaigns, and brand communications. From elevating our online presence and crafting compelling content, to driving high-impact marketing at Christian conferences and other key events, you will ensure our message reaches the right people — with clarity, creativity, and purpose.

Key Responsibilities:

- **Marketing Strategy** – Develop and deliver a marketing plan that raises awareness, engages supporters, and drives fundraising
- **Digital** – Manage the website, social media, and email campaigns to grow our online presence and supporter engagement

- **Campaigns & Content** – Create and oversee compelling campaigns, stories, and materials that share Care for Children’s vision and impact
- **Analytics & Reporting** – Track results, report on impact, and use insights to improve future marketing
- **Collaboration** – Work with internal teams, partners, and agencies to deliver effective marketing within budget
- **Events** – Lead marketing around events (especially Christian conferences and fundraising events), ensuring strong promotion, booth presence, and follow-up

Qualifications:

- 3+ years' experience in marketing
- Strong competency in digital marketing, including website management, social media growth, and email marketing
- Experience planning and delivering marketing around events
- Creative storyteller with excellent written and visual communication skills
- Confident using marketing tools (e.g. Google Analytics, email platforms, social media management)
- Strategic thinker who's also hands-on and practical
- Passion for Care for Children's vision to see a world of children in families

Personal note from Executive Director:

“Care for Children’s team is on the cutting edge as we lay the foundations for projects that seek to positively and permanently change child welfare systems around the world, in favour of family-based care in the community for disadvantaged children. Change is often challenging. Our pioneering projects have a big vision and will require both passion and perseverance from everyone in the team, but the results will ensure that thousands of the most vulnerable children in the world will have the opportunity to grow up in a secure and loving family environment.”

Robert Glover

Founder and Executive Director

Care for Children