

Marketing and Communications Manager, Partnerships

Job Level	4	Job Reference No:	#12247
		Role Review Date	October 2025
Directorate	Marketing Fundraising and Communications	Function	Brand Engagement and Marketing
Contract	12 months (Maternity cover)	Reports to	Senior Marketing Manager, Partnerships

Scale and scope of role

Direct Reports	0 to 1	Indirect reports	0
Budgetary responsibility/ accountability	£100,000	Accountable for other resources	N/A

Context

We help anyone, anywhere in the UK and around the world, to get the support they need if crisis strikes: connecting human kindness with human crisis. We enable vulnerable people in the UK and abroad prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives. We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the Role

The Marketing Manager, Partnerships (PPL) leads communications activity for the British Red Cross' partnership with People's Postcode Lottery. The role develops and delivers integrated campaigns that raise the profile of the partnership and support shared strategic goals. It also contributes to wider partnership marketing when capacity allows.

The vision for the combined Marketing, Fundraising and Comms Directorate is to develop ambitious and audience-focused engagement strategies, which span the full portfolio of British Red Cross activities from fundraising to social enterprise, volunteering, and operations. We will work together towards a single set of shared goals that enable us to prioritise and maximise opportunities and deliver annual net income growth of £30m p.a. by 2030 and increase the impact of all our marketing.

Key Responsibilities

1. Development and delivery of marketing and communications plans – People's Postcode Lottery

- Be the focal point for communications for the partnership with People's Postcode Lottery, ensuring that the communications activities meet the objectives of both brands and complement the British Red Cross' other communications priorities.
- Build strong relationships with the partner's communications teams.
- Identify new opportunities within British Red Cross to deliver communications activity to service the partnership, particularly 'win/win' moments to engage with PPL's player engagement strategy.
- Project manage the development and delivery of the partnership communications' plan, co-ordinating across teams to ensure that activity is delivered to time, within budget and delivers against clearly set outcomes.
- Ensure that stakeholders are clear on their responsibilities to deliver the PPL communications plan and are engaged with the partnership overall.
- Work closely with the PPL Partnership Manager to update on progress, plans and partnership developments.
- Work with the media and content teams to ensure we have the multimedia assets required to meet the needs of the partnership and develop PR plans.

2. Strategic planning, cross organisational collaboration and reporting

- Ensure engagement plans build from our overarching brand strategy, helping to drive brand relevance.
- Develop and co-ordinate organisation wide annual communications plans for the core issues focused on by our PPL partnership, as well as for the British Red Cross. This will result in communications activity that will be high profile, multi-channel and integrated. Provide expert communications advice for these areas, negotiating the complexities involved to ensure plans are clear and coherent.

- Support with the delivery of partnerships marketing and communications activities across key partnerships and programmes. Identify and leverage opportunities, thinking creatively, strategically and critically about partner opportunities and campaign development.
- Role model the spirit of collaboration and build constructive, mutually beneficial relationships with relevant teams from other directorates and help create outcome-based marketing activities.
- Champion the British Red Cross brand, ensuring accurate representation of the brand in all partner marketing and communications. Act as the voice of the partner and the voice of the organisation, aligning strategic priorities.
- Support the Corporate Partnerships and Transformational Giving teams to develop and implement its strategy, where related to communications, including leading on the improvement of cross-directorate ways of working and team profile, both internally and externally.
- Help to encourage a culture of continuous improvement, through monitoring and evaluation of performance against our communications plans and identification of actionable insights that can inform future campaign development.

Team Member:

- Actively participates in all team meetings.
- Supports other team members.
- Work and behaves in accordance with all British Red Cross policies and procedures.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

Drivers Checks

> Required Yes/ No

Person Specification

		Requirement	Evidence obtained through Shortlisting (S) Interview (I) or Assessment (A)		
			S	I	A
Knowledge and Skills	Essential	- Strong project management skills across planning, delivery and evaluation. - Excellent communication skills, both written and verbal. - Skilled in stakeholder engagement and relationship building. - Confident in using data and insight to inform decisions. - Able to influence and negotiate effectively across teams. - Understanding of brand positioning and its role in marketing.	S	I	
	Desirable	- Knowledge of multi-channel communications and strategy development. - Experience in B2B and B2C marketing environments. - Marketing qualification or equivalent experience.	S	I	
Experience	Essential	- Track record in developing and co-ordinating communications activity involving multiple stakeholders. - Experience of planning and implementing multi-channel communications strategies; creating clear and integrated communication plans. - Confident in evaluating communications activity, using this information to implement improvements. - Experience of public sector or not for profit or charity marketing. - Able to engage with external partners / funders. - Skilled in building strong relationships at all levels.	S	I	
	Desirable	- Experience of managing a relationship with an external partner, donor or agency - Experience of working with or within a global organisation. - PR experience.	S	I	

		Strong experience of quality content creation	S	I	
Behaviours		Seeking Insight Investigates and analyses information > Gathers evidence to build the case for change or resolve issues by analysing relevant information and identifying connections. Working Collaboratively Pro-actively builds collaborative relationships internally and externally > Manages relationships and partnerships for the long term – sharing insights, building trust, constructively and openly tackling conflict in order to agree solutions. Communicating and Influencing Takes multiple steps to communicate and influence > Influences others using compelling, well thought through arguments to build support and engagement. Solutions Focused Sees multiple connections > Uses a range of methods to identify solutions and make decisions, involving others where appropriate.			
Additional requirements	Essential	Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy.	S	I	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.