



Job Description

Role: Digital Marketing and Communications Executive

Reporting to: Head of Operations

Working with: CEO and wider Red Sky Foundation team

Role Summary

This is a hands-on role for someone with a solid understanding of digital marketing who can juggle multiple projects, work independently, and collaborate with a small, passionate team. You'll have proven experience in a fast-paced marketing/communications role. You'll be building from a strong brand base but will have the freedom to shape and scale our digital strategy across all channels.

Key Responsibilities

CRM & Supporter Journeys

- Taking ownership of our underutilised CRM (25k+ contacts).
- Build automated journeys to drive supporter conversion, retention, and recurring giving.
- Segment supporter types and design tailored lifecycle communications.
- Up-to-date knowledge of best practices and regulation, including GDPR.

Digital Campaigns, Paid Media & Social Media

- Plan, run and optimise paid ads across Google, Meta, TikTok and more.
- Deliver targeted campaigns for fundraising, events, and brand awareness.
- Manage and grow our social media presence (Facebook, Instagram, TikTok, LinkedIn).
- Create engaging, on-brand content (graphics, video, stories, posts) tailored for each platform.
- Track performance across platforms and report on social KPIs and ROI.
- Develop and manage a social media content calendar that aligns with campaign plans and events.

Website & Analytics

- Manage content updates to drive engagement and improve UX.
- Ensure end-to-end tracking across platforms (GA4, pixels, Tag Manager etc.).
- Produce actionable insight reports to guide future strategy.

Brand & Communications

- Deliver effective, consistent messaging on and offline.
- Write compelling copy for PR, email, social, and campaigns.
- Raise Red Sky Foundation's profile and communicate our impact.



Events & Collaboration

- Support planning and promotion of key fundraising events.
- Manage suppliers, logistics, budgets and venue coordination.
- Align with team members to ensure joined-up campaign delivery.

Person specification:

Skills and Experience (Essential)

- Strong social media management across paid and organic.
- Wealth of experience running and reporting email campaigns (Mailchimp or similar)
- Confidence with web content updates and analytics (wordpress)
- Strong writing, storytelling and content creation skills.
- Organised, self-starting and able to juggle multiple projects.

Desirable Experience and Knowledge

- Experience using Google Ads and Meta Business Manager
- Understanding of Digital Advertising, GA4, CRM segmentation and automation.
- Charity or nonprofit experience.
- Familiarity with Canva.

Why Join Red Sky Foundation?

- Be part of a nationally recognised charity making real impact
- Shape a fast-growing digital function from the ground up
- Work in a values-driven, flexible and supportive environment
- Make your mark while saving lives and giving hope to families nationwide

● Ready to apply?

Send your CV and a short covering letter explaining why you're the perfect fit for this role to info@redskyfoundation.com

Application deadline: 24 August 2025