



Job Description:

Digital Marketing Assistant

Reports to: Head of Operations

Role Summary

As Digital Marketing Assistant, you'll play a key role in raising awareness of Red Sky Foundation's life-saving work through creative and engaging digital communications. Working closely with the Digital Marketing & Communications Executive and wider team, you'll create content for social media, design digital marketing materials, support fundraising campaigns and events, and help deliver outstanding communications to supporters.

This varied, hands-on role is ideal for someone looking to kickstart a career in marketing while making a genuine difference. You'll have the opportunity to develop new skills, contribute fresh ideas, and help grow a charity that is transforming the lives of children, adults and families living with complex heart conditions. If you're creative, proactive and passionate about using digital marketing for good, we'd love to hear from you.

Key Responsibilities

Social Media

- Develop engaging content that grows awareness, engagement and community.
- Schedule and publish content across social channels.
- Monitor performance and identify opportunities to improve reach and engagement.
- Stay up to date with emerging social media trends and platform developments.

Event & Campaign Marketing

- Support the planning, promotion and delivery of fundraising campaigns and events.
- Develop marketing content and communications to maximise participation and engagement.
- Represent Red Sky Foundation at events where required.
- Work with colleagues to ensure campaigns are delivered consistently across all channels.
- Help capture and share stories, photos and content from events and campaigns.

Graphic Design & Creative Content

- Design engaging digital assets for social media, email, web and campaigns.
- Create graphics, videos, stories and other creative content that reflects Red Sky Foundation's brand.

RED SKY FOUNDATION

- Support the development of compelling supporter stories and impact communications.
- Ensure all content is accurate, engaging and aligned with brand guidelines.

Supporter Communications

- Help deliver excellent communications to supporters through email, social media and other channels.
- Assist with creating newsletters, campaign updates and supporter communications.
- Support audience engagement and community-building activities.
- Respond to enquiries and comments where appropriate, ensuring a positive supporter experience.

Team Collaboration

- Work closely with colleagues across the Red Sky Foundation team.
- Contribute ideas and insights to improve marketing activity and supporter engagement.
- Support wider organisational communications and marketing initiatives as required.
- Assist with general marketing administration and reporting.

Person Specification

Skills and Experience (Essential)

- Excellent written and verbal communication skills.
- Strong interest in digital marketing, social media and content creation.
- Experience creating content for social media platforms.
- Good graphic design skills using Canva or similar design tools.
- Confident in planning, recording and editing engaging short-form video content for social media platforms including TikTok, Instagram Reels, Facebook and LinkedIn.
- Creative mindset with strong attention to detail.
- Ability to manage multiple tasks and prioritise effectively.
- Self-motivated, proactive and willing to learn.
- Strong organisational skills and ability to work both independently and collaboratively.

Desirable Experience and Knowledge

- Experience managing social media accounts for an organisation, charity or business.
- Experience using email marketing platforms such as Mailchimp.
- Understanding of social media analytics and reporting.



- Experience supporting events or campaigns.
- Interest in the charity, international development or nonprofit sector.

Why Join Red Sky Foundation?

- Be part of a highly acclaimed charity with a huge heart, making a real positive impact in a period of stratospheric growth.
- Shape and build upon an extensive calendar of community fundraising activity.
- Work in a values-driven, flexible and supportive environment.
- Make your mark helping to save lives and giving hope to families nationwide living with complex heart conditions.

🌀 Ready to apply?

Submit your CV and a short video (no more than 2 minutes) explaining why you're the perfect fit for this role to info@redskyfoundation.com

Application deadline: 12pm Monday 3rd August 2026.