

Communications and Marketing Manager (Maternity Cover) role at CleanupUK.

Job Description

Job Title: Communications and Marketing Manager

Reporting to: Head of Operations

Hours: 30 hours per week over 5 days (to include Monday morning)

Contract: Fixed term contract maternity leave cover (expected 12 months)

Salary: £30,000 - £32,338 FTE (pro rata – based on experience)

Annual Leave Allowance 27 days / plus bank holidays (pro rata) - plus 2 days at Christmas

Location: Remote, with occasional UK travel

Purpose of the Role

To lead and deliver CleanupUK's communications and marketing function, increasing the charity's visibility, supporting project delivery, engaging communities, and promoting campaigns that inspire people to take action against litter and build stronger local connections.

Key Responsibilities

Strategy and Campaign Delivery

- Implement the communications and marketing strategy for 2026.
- Deliver key campaigns such as *Summer Pick Me Up: Protect Our Waterways* (June–August) and *Davina Awards* (Sept–Nov).
- Monitor, evaluate and report on campaign effectiveness.

Digital and Print Communications

- Manage content across various digital platforms including website and social media .
- Produce engaging written and visual content aligned with brand.
- Design and deliver newsletters and supporter communications via Mailchimp.
- Ensure brand consistency across all communications.

Design and Content Creation

- Design marketing materials including posters, flyers, social media graphics and reports using Canva.
- Develop and maintain a media library of images, stories, and video content in line with consent and GDPR regulations.
- Develop resources for community groups and partners to support local engagement.

Community Engagement

- Manage CleanupUK's online community and social presence.
- Support and promote over 100 litter-picking hubs through regular content and promotional activities.
- Create toolkits, templates and stories to inspire action at a local level.
- Support onboarding of new hubs through the offer of promotional support in the form of meetings and other materials.
- Create and share case studies to illustrate the impact of partnerships and community action.

Partnership and Stakeholder Communications

- Build and maintain relationships with partner organisations and supporters.
- Preparing reports, updates and presentations for the Trustees and funders.

Operational Support

- Support CleanupUK's Operational Team and community partners with communications advice and marketing materials.
- Attend internal team meetings and contribute to wider organisational planning.
- Maintain and update the website (Ruby on Rails CMS) with support from our web developers.
- Maintain relationship and oversee any work done by our design company
- Support data gathering and analysis for volunteer surveys and feedback.

Key Deliverables (2026)

scheduled

- Summer Pick-me-up campaign
- The Davina Awards campaign
- Web development project management

ongoing

- Set number of promotional meetings / social media promotional support for new Cleanup Hubs
- Mailchimp communications to Cleanup Hubs, Cleanup Champions and litter picking groups
- Litter picking Volunteer group leader – social campaign
- Engage an agreed number of people via socials in the local communities surrounding our network of Cleanup Hubs

Person Specification**Essential Experience and Knowledge**

- Significant experience of a lead communications or marketing role
- Proven experience developing and delivering digital marketing campaigns

- Experience producing content across social media platforms (Instagram, Facebook, X/Twitter, LinkedIn)
- Confident using design tools (especially Canva) to produce digital and print materials
- Experience of managing email campaigns using Mailchimp
- Strong writing skills: able to create clear, compelling copy for a range of audiences
- Website management experience (Ruby on Rails or other CMS)
- Experience evaluating digital engagement and campaign success
- Ability to balance multiple projects and deadlines in a fast-paced environment

Desirable Experience and Knowledge

- Video editing and content creation skills
- Experience with PR, media relations, or journalism
- Experience in creating and managing online communities
- A qualification in marketing (e.g. CIM Certificate in Professional Marketing)
- Experience working remotely and collaboratively with dispersed teams
- Knowledge of community engagement in areas of deprivation
- An understanding of charities, local community organisations and how they work

Skills and Abilities

- Excellent communication and interpersonal skills
- Strong storytelling ability – written, visual and digital
- Strong planning and organisational skills; ability to prioritise competing demands
- Confident working independently and collaboratively within a small, flexible team
- Creative with a strong attention to detail
- Details focused with excellent grammatical skills
- Able to travel occasionally for events / meetings if required

Values and Motivation

- A passion for social impact, community and the environment
- Commitment to CleanupUK's mission and values
- Enthusiastic about building relationships and empowering communities
- A team player – we are a small core team and everyone needs to chip in.

Other Information

- Laptop and necessary software/tools will be provided
- Flexible working encouraged, including options to manage hours across the working week
- Reasonable travel expenses covered for work-related journeys
- ClenaupUK celebrate diversity and is committed to creating an inclusive environment for all employees. We welcome applications from individuals of all backgrounds, experiences, and identities.