

Communications & Marketing Manager

Job Description

Working hours: 5 days a week, full time

Duration: 1 year [with option of renewal]

Location: Remote [global] or hybrid [work from home & at our Stockport (Manchester) office for local recruits]

Reporting to: CEO

Communications Team including: Chief Technical Officer

Salary: competitive

Expected start date: June/July 2025

Flexible working arrangements are available for this role. We welcome international recruits and will offer open conversations around working across time-zones.

About Doctors Worldwide:

Doctors Worldwide is a specialist medical charity based in the UK with a mission to support and collaborate with local communities to build and sustain quality healthcare services in both development and emergency settings. Over the last 20 years we have delivered over 135 medical projects, responded to 17 humanitarian crises and worked in 31 different countries. Together we have impacted more than 4.1 million lives and counting. Access to quality healthcare is not a privilege, it is a human right, and we work towards making that a reality, especially for the most vulnerable communities.

Purpose of the Role:

Over the last five years, Doctors Worldwide has been actively working on developing its branding and online presence. Now a baseline has been established, we are looking to take this work to the next stage via the recruitment of a full time Communications and Marketing Manager. This role will involve responsibility of all planning, management and development of the organisation's online/offline communications and marketing including organic and paid social media strategies and content creation (infographics, short-form reels/tiktoks, long-form videos etc), website development in collaboration with our CTO (UI, UX and copy), email marketing (using Mailerlite), reporting, short and long-term fundraising campaigns and close working with the wider team to gather and share project impact across all channels and to various stakeholders. We are looking for someone to craft compelling stories, amplify our mission, and engage with our online community to build awareness, encourage support, and inspire action. We are looking for someone who demonstrates a high level of integrity, has an excellent understanding of and ability to apply digital marketing concepts to the life-saving work we do, and has a creative flair with excellent attention to detail.

Key Roles and Responsibilities

- Raise awareness and visibility of Doctors Worldwide to its various stakeholders by creating content and copywriting for use on various online and offline platforms.
- Develop and execute a monthly social media content calendar aligned with key campaigns (e.g. Ramadan Campaign, Emergency Appeals etc), events, and organisational goals.
- Create high-quality, original, and engaging content videos, graphics, stories and copy for platforms including Instagram, Facebook, Twitter/X, LinkedIn, TikTok, and YouTube.
- Support the charity's income growth by supporting the fundraising team through developing suitable content for offline fundraising such as posters, leaflets, banners etc.
- Collaborate with project teams, partners, and volunteers to source authentic human interest stories and content. Occasional international travel will be required to meet project teams and gather comms material.
- Oversee the content development and design of the website and ensure it is regularly updated and relevant [technical backend activities of the website will be done by the CTO].
- Support the development of products for our new online shop.
- Lead on building Doctors Worldwide's digital marketing activities through a data driven approach, using paid ads, PPC/Google Ads, CRM and email marketing. This will include continuous management and regular account responsibilities associated with Google Adwords and other search/social platforms, as well as writing engaging ad copy.
- Analyse and keep track of user engagement through Doctors Worldwide's various online/social media platforms, including monthly, quarterly and campaign specific reporting.
- Regularly keep track and analyse metrics/data from Doctors Worldwide in order to work in an informed and responsive way based on donor and audience activities/profiles.
- Oversee the design and development of our Annual Impact Reports and Project Impact Reports.
- Run communications workshops and provide support for project partners overseas to develop their own social media presence, websites and mailing lists (mostly online via Google Meets/Zoom).

Essential Skills:

1. 2+ years of experience in communications and marketing, preferably [but not essential] for a nonprofit or mission-driven organisation.
2. Experience running paid ads and PPC/Google Ads
3. Experience with video editing for short-form content (Reels, TikToks, Stories). Videography and photography skills are preferred.
4. Ability to balance creativity with strategy and data.

5. A passion for social impact and an understanding of nonprofit communications.
6. Excellent written English and copywriting skills.
7. Ability to manage a diverse workload and busy periods of work requiring rapid response (e.g. during emergency comms/campaigns).
8. Self-starter who can manage multiple priorities and work independently or collaboratively.

Person Specification:

Communications and Marketing Manager	Essential	Desirable
<p><i>Character</i></p> <ul style="list-style-type: none"> ● Self-disciplined ● Trustworthy ● Proactive nature, self-driven ● Professional and friendly attitude ● Maintains confidentiality ● Team player 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
<p><i>Experience</i></p> <ul style="list-style-type: none"> ● At least 2 years' experience in a comms/marketing role ● Proven experience developing and overseeing online and offline content ● Experience of running successful communication campaigns ● Experience using digital marketing strategies e.g., paid social 	<p>X</p> <p>X</p> <p>X</p> <p>X</p>	

<i>Skills</i> <ul style="list-style-type: none"> • Excellent written communication skills • Copywriting & digital marketing • Excellent eye for detail and accuracy – text and design • Photography and videography skills • Ability to work with minimal supervision • Ability to work creatively and proactively and use own initiative • Strong organisational and time management with the ability to plan and prioritise a diverse workload • Excellent IT skills • Ability to create social media webcards/graphics and photo/video editing skills 	X X X X X X X X	X
<i>Knowledge</i> <ul style="list-style-type: none"> • Knowledge of what makes a good story, telling a story and communicating impact • Knowledge or interest in the work of charities • Knowledge of Adobe packages including Photoshop, InDesign, Lightroom and Illustrator. • An understanding of social media & digital marketing strategies and how they could be used to promote Doctors Worldwide • Working knowledge of online systems such as DropInBlog & MailChimp would be an advantage, or ability to learn • Understanding of international development and health contexts 	X X X	X X X
<i>Commitment</i> <ul style="list-style-type: none"> • To grow, learn and develop in their field of work • Commitment to stay ahead of the emerging trends, technologies and platforms for effectiveness and organisational development • Willingness to travel around the UK and internationally 	X X	X

How to Apply:

To apply for this post, please email your CV and covering letter [3 pages maximum] demonstrating your suitability to the post to info@doctorsworldwide.org by 9:00am Monday 30th June 2025.

Interview dates – 7th, 8th, 10th & 11th July 2025 [online and in-person]

Expected start date – July/August 2025

Interviews will also be carried out on a rolling basis. Doctors Worldwide reserves the right to close the job advert before the deadline if a suitable candidate is found. We recommend applying early to be considered.

*Doctors Worldwide is a participant in the **Steering Committee for Humanitarian Response Inter-Agency Misconduct Disclosure Scheme (MDS)**. The purpose of this scheme is for humanitarian organisations to share information during the recruitment process about people who have been found to have committed sexual harassment, sexual abuse or sexual exploitation during employment. We are required to inform you that upon successful completion of an interview a statement of conduct will be requested from your previous employers. Further Information about the scheme can be found here: <https://www.schr.info/the-misconduct-disclosure-scheme>*

Please note that as part of Doctors Worldwide's safeguarding procedures, for some roles an enhanced Disclosure Barring Service (DBS) is required.

Doctors Worldwide is committed to equality and diversity in the workplace and we welcome and encourage applications from everyone regardless of gender, race, religion, marital status, disability, age, and sexual orientation.

Please note that your details will be kept confidential in line with data protection laws and stored for potential future job opportunities. You can contact us at info@doctorsworldwide.org at any time to have your details removed.