



MARKETING AND COMMUNICATIONS MANAGER RECRUITMENT PACK

WHENYOUWISHUPONASTAR.ORG.UK



A LETTER FROM OUR CEO, JOE WILLIAMSON



Dear Candidate

Thank you for your interest in joining *When You Wish Upon a Star*. I'm truly delighted that you're considering becoming part of our charity at such a meaningful and exciting time in our journey.

Since 1990, we have been granting the wishes of children living with life-threatening or terminal illnesses - creating moments of magic, hope, and joy when families need them most. In 2025, we'll proudly celebrate our 35th birthday. This incredible milestone is a testament to the power of compassion, community, and the belief that even in the most difficult times, dreams can come true.

We are a small but mighty team, united by a shared commitment to making a real and lasting difference in the lives of children across the UK. Every role at *When You Wish Upon a Star* plays a vital part in delivering our mission, and as our new Marketing and Communications Manager, you will be central to telling the stories that inspire, uplift, and drive support for our work.

We're looking for someone who brings not only strong skills and experience, but genuine heart, creativity, and ambition. You'll be joining a team that's collaborative, dedicated, and passionate - and we'll give you the space, support, and trust to make an impact.

You will have a unique opportunity to contribute to our new 3-year strategic plan, with responsibility for our 2026 brand re-fresh and bring your expertise to deliver a Marketing and Comms strategy that will take our magical charity forward from 2026 and see you grow the team beyond it's current remit.

If you believe in the power of a wish, and if you're ready to use your talents to help change lives, we would love to hear from you.

Warm wishes,

Joe Williamson
Chief Executive Officer
When You Wish Upon a Star

ABOUT WHEN YOU WISH UPON A STAR



When You Wish Upon a Star is a UK charity with a simple but powerful mission: to grant the wishes of children living with life-threatening or terminal illnesses. Since our founding in 1990, we have brought joy, hope, and unforgettable memories to thousands of children and their families during some of the most difficult times in their lives.

From magical trips to Lapland to meeting a favourite celebrity or experiencing a dream adventure, every wish we grant is uniquely tailored to bring smiles, lift spirits, and provide precious moments of happiness and togetherness.

In 2025, we celebrate our 35th birthday - three and a half decades of wish-granting magic made possible by the dedication of our supporters, volunteers, and staff. As we look to the future, we are more ambitious than ever to grow our impact, reach more children across the UK, and continue delivering life-changing moments that truly matter.

By joining our team, you'll become part of a passionate, child-focused charity that believes in the extraordinary power of a wish.



KEY RESPONSIBILITIES

Main Obligations

Strategic contributions and planning:

- Contribute to development of the annual objectives and to the delivery of organisational strategy. Specifically, work closely with the CEO and Head of Income Generation to lead the development and delivery of an overall marketing and comms strategy and annual communications and marketing plans that meet organisational goals as outlined in the organisational strategy.
- Lead the evolution and delivery of the identity and brand, enabling staff and partners to work to and uphold guidelines to protect this.
- Contribute to ongoing development of key strategic areas, guiding developments from a communications and marketing perspective.
- Build effective external relationships with a wide range of stakeholders and audiences in order to achieve key communications goals that relate to them.
- Work with experts to integrate a strategic marketing perspective to the development, planning and delivery of the charity objectives.

Creative, content, marketing and operational delivery:

- Oversee effective production of marketing/communications materials, ensuring quality, a goal-oriented, audience-focussed and data-led approach for maximum impact.
- Play a key role in the development of the charity's rebrand/re-launch and strategy in relation to Marketing, Comms and PR.
- Manage the website's performance, ensuring security, compliance and maintenance to remain fit-for-purpose and successful support of cross-team objectives.
- Manage and develop the charity's digital channels, ensuring timely, compelling content to efficiently raise the brand's profile and effectively engage audiences in priorities agreed in annual plans, and measuring and responding to success via robust data and evaluation practices.
- Provide oversight and drive growth of the charity's social media channels by creating engaging content, planning effective campaigns, and analysing performance to boost awareness and engagement.
- Enhance the charity's approach to storytelling, celebrating and amplifying the voices and experiences of our Wish children and families
- Oversee and proactively develop the charity's bank of assets including case studies, photography and videos, identifying and commissioning assets that are lacking, and ensuring safeguarding, data protection and compliant usage.
- In collaboration with the Fundraising teams create and deliver tailored marketing plans for agreed services and audiences annually for our supporters, and/or new business development for Wish funding and HNWI audiences.



KEY RESPONSIBILITIES

Profile and reputation management:

- Work closely with the CEO and other colleagues to continue to develop and embed the charity's thought leadership approach.
- Work closely with the CEO to manage the organisation's profile and identify and manage potential reputational risks and crisis communications.
- Identify, manage and co-ordinate opportunities for profile-building including with the CEO, thought leadership and other communications goals, including press and media, events and other external collaborations.

Management and development:

- Ensure a strategy is in place to grow the Marketing and Comms Team across the next 3 year strategy.
- Ensure the charity effectively delivers against its annual workplans and the communications strategy, managing internships and delegating work.
- Remain abreast of industry developments and new technologies in communications, assessing and actioning the potential for application to the charity's work.

Other responsibilities:

- Contribute to and execute the Charity's Ambassador, Patron and HNWI Policy.
- Build a positive, entrepreneurial and collaborative culture for the Communications and Marketing department and contribute to creating this culture across the organisation.
- Ensure all people are treated with respect, compassion, justice and trust in the course of their work, thereby promoting the charity's core values.
- Be familiar with and adhere to the Charity's policies and procedures.
- Other responsibilities may be added in line with experience and requirements.



PERSON SPECIFICATION

All applicants should already have the right to work in the UK.

Essential Criteria

- Previous experience designing and delivering an organisational marketing communications strategy including setting and measuring against effective KPIs for audience groups.
- Experience in using digital tools for communications and performance measurement.
- Experience working across a wide variety of social media platforms, with a track record of successful CTAs, campaign design and delivery and increased engagement from current and new supporters.
- Experience working effectively with a range of key audiences in a multi-channel communications environment, including reporting to supporters, liaising with project partners, engaging communities, and building influence with key stakeholders.
- Charity communications management experience, including overseeing digital media channels, audience development, branding, media/press and content creation.
- Excellent literacy, copywriting and proofreading skills, with proficiency in English language and demonstrable capability in writing for a wide variety of audiences and purposes, to suit different channels and materials.
- Strong knowledge of good graphic design, branding and printing practice.
- End-to-end campaign development and management experience, particularly communications, marketing or fundraising campaigns.
- Solid understanding of GDPR and how this relates to communications activities and understanding of organisational and reputational risk and brand management.

Desirable Criteria

- Understanding of how to use WordPress.
- Proven track record in leading on successful media interventions.
- Knowledge and understanding of issues related to working with seriously ill children and their families.
- Track record of creating successful fundraising and/or donor cultivation materials.
- Experience creating and managing budgets with a good level of financial literacy and a sound understanding of basic financial processes.

TERMS OF APPOINTMENT



Role title: Marketing and Communications Manager

Responsible to: CEO

Location: Hybrid (Head Office – Nottingham)

Salary: £35,000 - £40,000

Full/part-time: Full-time

PERKS AND BENEFITS

- 25 holidays rising up to 30 over 5 years plus bank holidays
- 3 day Christmas holiday shutdown
- Enhanced policies above statutory minimums
- Private Healthcare
- Flexible working hours
- Staff Socials
- Well-being programme
- Personalised Workforce development plans
- Annual training and continued professional development budget

HOW TO APPLY

To apply, please submit the following documents:

- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV (two A4 pages max)

Please send your application to: joe.williamson@whenyouwish.org.uk



When you wish
upon a star

[WHENYOUWISHUPONASTAR.ORG.UK](https://whenyouwishuponastar.org.uk)

CHARITY REG: 1060963 COMPANY REG: 3280440 OSCR REG: SC049019