



When you wish
upon a star

Digital Marketing Officer 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 delighted that you're considering becoming part of our charity at such an exciting and important moment 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 for children and families when they need them most.

We are now entering one of the most ambitious periods in our history. Over the next three years, we want to more than triple the number of wishes we deliver, enabling many more children and families across the UK to experience the extraordinary power of a wish.

Achieving that ambition will require us to reach new audiences, grow our community of supporters and tell our story with greater creativity, consistency and impact. Digital marketing will be central to that journey.

This role offers the opportunity to help us share some incredibly special moments. You will help tell the stories of the children and families we support, celebrate the difference our donors and partners make possible, and inspire new people to become part of our mission.

We are looking for someone who understands both the opportunity and the responsibility that comes with that - someone who can create powerful digital content while ensuring every child and family's story is told with sensitivity, dignity and care.

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.

If you believe in the power of a wish and are excited by the opportunity to use digital marketing to help us reach more families and inspire more supporters, 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.

Every wish is different.

It might mean travelling somewhere a child has always dreamed of visiting, meeting someone they admire, experiencing something extraordinary or simply creating precious time together as a family.

Whatever the wish, our aim is the same: to create moments of happiness, excitement and togetherness that children and their families can treasure.

Our next three-year strategy marks an ambitious new chapter for the charity, with plans to significantly increase the number of children and families we support across the UK.

Growing our reach also creates an exciting opportunity to strengthen how we tell our story.

The memories created through our wishes can show supporters exactly what their generosity makes possible, help new families discover the charity, inspire people to donate or fundraise and encourage organisations to partner with us.

By joining our team, you'll become part of a passionate, child-focused charity with ambitious plans for growth and an unwavering belief in the extraordinary power of a wish.



The Role

The Digital Marketing Officer will play a central role in growing When You Wish Upon a Star's digital audiences and turning awareness and engagement into meaningful action.



This is a hands-on, growth-focused role combining day-to-day ownership of our social media channels with digital acquisition, paid advertising, email marketing, supporter journeys, analytics and continuous optimisation.

You will help us reach families who may be eligible for a wish, grow our supporter community, support fundraising and corporate partnerships and play a leading operational role in launching and growing our new charity lottery.

You will also help bring the extraordinary stories created through our wishes to life.

There will be opportunities to work with content from unforgettable wish experiences, remarkable destinations, A-list talent, and partners who help us make wishes possible.

At the heart of every story, however, is a child and their family.

Working closely with the Brand & Creative Communications Manager and colleagues across the charity, you will help turn those moments into engaging digital content while ensuring every story is handled sensitively, appropriately and with dignity.

We want our digital activity to do more than generate likes, views or followers.

It should inspire action.

That might mean encouraging a family to make an enquiry, inspiring someone to donate, attracting a new lottery player, generating a corporate lead or helping an existing supporter understand the impact they have made possible.

We are looking for someone who understands how creativity, storytelling, digital advertising, audience insight and data can work together to generate meaningful results.



Key Responsibilities

Digital Marketing and Audience Growth

- ★ Develop and deliver digital marketing activity aligned with the charity's annual plan and strategic objectives.
- ★ Identify opportunities to grow relevant audiences and turn attention and engagement into meaningful supporter or organisational actions.
- ★ Plan targeted campaigns for supporters, potential lottery players, families and referral audiences, prospective partners and other priority groups.
- ★ Ensure digital campaigns have clear objectives, calls-to-action, tracking and defined measures of success.
- ★ Use audience insight and performance data to recommend where the charity should focus digital effort and investment.
- ★ Build a culture of testing, learning and evidence-based digital decision-making.

Social Media Ownership

- ★ Manage the charity's day-to-day social media channels and maintain a structured, forward-looking content calendar.
- ★ Develop platform-specific content that reflects how audiences use different social channels rather than relying on identical cross-posting.
- ★ Schedule and publish content and monitor comments, messages and audience responses.
- ★ Escalate sensitive, safeguarding or reputational issues appropriately.
- ★ Grow meaningful reach and engagement with supporters, potential beneficiaries, corporate audiences and other relevant communities.
- ★ Create and edit straightforward digital content including reels, short-form video and graphics using agreed brand templates.
- ★ Identify relevant platform trends and opportunities while maintaining a purposeful, brand-led approach.
- ★ Work closely with the Brand & Creative Communications Manager to ensure content is visually consistent and aligned with organisational messaging.

Wish Storytelling and Content Amplification

- ★ Help capture and share the meaningful moments and memories created through wish delivery.
- ★ Work with the Brand & Creative Communications Manager and service-delivery colleagues to identify appropriate opportunities to tell compelling wish stories.
- ★ Repurpose core stories effectively across social media, email and other digital channels.
- ★ Ensure every story is communicated with sensitivity, dignity and appropriate consent.
- ★ Create digital content that helps supporters understand the difference they make possible and inspires new audiences to engage with the charity.
- ★ Use storytelling to build stronger connections with donors, lottery players, partners, families and wider audiences.
- ★ Ensure increased content activity does not come at the expense of quality, dignity, consent or relevance.

Lottery Marketing and Digital Acquisition

- ★ Play a leading operational role in the digital launch and ongoing growth of the charity's new lottery.
- ★ Develop acquisition campaigns designed to recruit new lottery players through appropriate digital channels.
- ★ Build and refine digital journeys from advert or content through to registration or sign-up.
- ★ Test different audiences, messages, creative formats, placements and calls-to-action to identify what performs best.
- ★ Track player acquisition, conversion rates, cost per acquisition and other agreed performance measures.
- ★ Support retention and re-engagement activity through email, social media and other appropriate digital communications.
- ★ Work with the CEO, Brand & Creative Communications Manager and relevant suppliers to ensure lottery marketing is compliant, appropriately approved and aligned with the charity's values.

Key Responsibilities

(continued)

Paid Digital Advertising

- ★ Plan, build, monitor and optimise paid social campaigns, particularly across relevant Meta platforms.
- ★ Support paid search and other digital advertising where appropriate.
- ★ Define campaign audiences and targeting approaches using available data and platform tools.
- ★ Manage agreed advertising budgets carefully and monitor spend against performance.
- ★ Test creative, copy, audiences, placements and campaign objectives to continually improve efficiency and outcomes.
- ★ Report clearly on spend, reach, conversions, cost per acquisition and return on investment or return on objective.

Email Marketing and Supporter Journeys

- ★ Develop and deliver planned email marketing activity across supporter and stakeholder audiences.
- ★ Support the growth and quality of the charity's email database in line with appropriate permissions and data requirements.
- ★ Segment audiences to improve relevance, engagement and conversion.
- ★ Develop structured or automated supporter journeys where appropriate, including welcome, acquisition, conversion and re-engagement activity.
- ★ Create email campaigns supporting the lottery, fundraising, wishes, corporate activity and wider supporter engagement.
- ★ Develop journeys that introduce new audiences to the charity and encourage deeper engagement over time.
- ★ Test subject lines, content, timing and calls-to-action and use the results to improve future performance.
- ★ Monitor open, click, conversion and unsubscribe measures and report on learning and opportunities.

Analytics, Insight and Performance

- ★ Develop clear measurement frameworks for digital campaigns and channel activity.
- ★ Monitor website, social media, email and paid advertising performance using relevant tools and dashboards.
- ★ Produce concise, regular reports for the CEO focusing on outcomes, trends, learning and recommended actions.
- ★ Track meaningful measures including registrations, sign-ups, donations, lottery players, enquiries, leads and conversions alongside reach and engagement.
- ★ Establish digital baselines and benchmarks so progress can be measured over time.
- ★ Use data to stop, adjust or scale activity according to evidence rather than habit.

Wish Growth and Awareness

- ★ Use digital channels to increase awareness of When You Wish Upon a Star, our eligibility criteria and the support we provide.
- ★ Work with service-delivery colleagues to identify appropriate digital audiences and channels for wish-related awareness and referral activity.
- ★ Help ensure families who may be eligible for a wish can find, understand and engage with the charity.
- ★ Amplify wish and impact stories to increase awareness, engagement and support.
- ★ Connect storytelling with clear calls-to-action that encourage audiences to donate, participate, enquire, refer, share or otherwise support our mission.

Person Specification

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

Essential Experience and Skills
★ Demonstrable experience in digital marketing, social media or a closely related role.
★ Experience managing organisational social media channels and creating engaging content for different platforms.
★ Hands-on experience using Meta advertising or other paid social platforms.
★ Good understanding of paid social advertising, campaign setup, targeting and optimisation.
★ Ability to interpret digital analytics and use data to improve campaign performance.
★ Strong understanding of audiences, digital engagement and conversion-focused calls-to-action.
★ Experience using Google Ads, Google Ad Grants or paid search.
★ Experience using web analytics and conversion-tracking tools.
★ Strong organisational skills and the ability to manage multiple campaigns and deadlines.
★ Ability to work independently while collaborating closely with colleagues in complementary specialist roles.
★ Curiosity, initiative and a willingness to test, learn and continuously improve.
★ An outcomes-focused mindset, with an understanding that effective digital marketing should contribute to measurable organisational goals rather than activity alone.
★ Strong communication skills and the ability to present digital performance and recommendations clearly to colleagues.
★ An ability to recognise the emotional importance of the stories entrusted to the charity and communicate them sensitively and appropriately.
★ A clear alignment with the charity's mission and motivation to use digital marketing to help create meaningful impact for children and families.

Person Specification

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Desirable Criteria
★ Experience using email marketing platforms, CRM data or audience segmentation.
★ Experience developing digital acquisition campaigns, particularly for memberships, subscriptions, lotteries or recurring support products.
★ Basic SEO knowledge.
★ Short-form video creation or editing skills.
★ Experience capturing or creating content in live, event or experience-led environments.
★ Charity, fundraising or not-for-profit marketing experience.
★ Confidence working with performance measures, budgets and campaign reporting.

How We Work

- ★ We value sound judgement, emotional intelligence and accountability.
- ★ We work at pace and take responsibility for outcomes.
- ★ We are comfortable having honest conversations in service of our mission.
- ★ We are a small team with high expectations, united by a shared purpose.
- ★ We use evidence and insight to make better decisions.
- ★ We are curious and willing to test, learn and improve.
- ★ We recognise the privilege of telling the stories of children and families and always protect their dignity.
- ★ We believe growth should be purposeful and contribute to meaningful organisational outcomes.

What Success Looks Like

Success in the Digital Marketing Officer role will include:

- ★ Growth in relevant, engaged digital audiences rather than follower numbers alone.
- ★ Improved reach, engagement and conversion from social and digital campaigns.
- ★ Successful digital acquisition of lottery players at an agreed and sustainable cost.
- ★ Improved website traffic and conversion from priority audiences.
- ★ Growth in the quality and size of relevant email audiences.
- ★ Improved email engagement and supporter journeys.
- ★ More families becoming aware of the charity and its wish eligibility criteria.
- ★ Wish and impact stories reaching wider and more relevant audiences.
- ★ Existing supporters gaining a stronger understanding of the impact their support makes possible.
- ★ New audiences being inspired to donate, play the lottery, partner with the charity or otherwise support our work.
- ★ Clear reporting on digital contribution to supporter actions, enquiries, fundraising, lottery participation and corporate objectives.
- ★ Evidence of consistent testing, learning and optimisation.
- ★ A clear contribution to the charity's wider strategic objectives.

Functional Ownership

The Digital Marketing Officer will take primary responsibility for:	The role will work in partnership with colleagues on:
★ Social media channels	★ Campaign planning
★ Digital campaign delivery	★ Lottery creative
★ Paid digital acquisition	★ Brand-led content
★ Email marketing	★ Website content
★ Digital analytics	★ Wish storytelling
★ Conversion optimisation	★ Corporate campaigns
	★ Performance learning

Terms of Appointment

Role title:

Digital Marketing Officer

Reports to:

Chief Executive Officer

Works closely with:

Brand & Creative Communications Manager and colleagues across the charity

Line management:

None

Location:

Hybrid

Hours:

Full-time, 35 hours per week

Salary:

£30,000-£35,000 per annum, depending on experience

Closing date:

29th November 2026

Start date:

As soon as possible

Contract:

Permanent

Perks and Benefits

- 25 days' holiday, rising to 30 days over five years, plus bank holidays
- Three-day Christmas holiday shutdown
- Two Wish Maker days
- Enhanced leave initiatives including bereavement, parental and jury service leave
- Full sick pay from day one
- Maternity leave - six months' full pay
- Private healthcare
- Flexible working hours with autonomy over weekly hours
- Opportunities to work with our partners across our Disney Wish programme, Arctic Treks and global major running events
- Staff socials
- Wish Well-being programme
- Personalised workforce development plans
- Annual training and continued professional development budget

How to Apply

Alongside your CV, please submit a cover letter outlining your relevant experience and explaining why you would like to join When You Wish Upon a Star as our Digital Marketing Officer.

We would particularly like to hear about your experience of managing social media channels, running paid digital campaigns and using data and analytics to improve performance.

Please also tell us about a digital campaign or piece of activity you have worked on where you successfully turned audience attention or engagement into a measurable action or outcome.

We are interested in candidates who can combine creativity and storytelling with a strong understanding of digital performance - people who are equally comfortable creating engaging content, building campaigns, looking at data and using what they learn to decide what should happen next.

We are also looking for someone who appreciates the privilege and responsibility involved in telling the stories of children and families, and who can translate meaningful moments into compelling digital communications while keeping the people we support at the heart of everything we do.

Experience supporting audience acquisition, email marketing, paid social, supporter journeys, subscriptions, memberships, lotteries or other recurring-support products would be particularly relevant.

Please send your CV and cover letter to:

joe.williamson@whenyouwish.org.uk

Closing date:

29th November 2026

Start date:

As soon as possible

We look forward to hearing from you.

When You Wish Upon a Star



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