

MAGIC ME

JOB PACK



Marketing and Communications Manager

If you require an alternative job pack or application format or support to apply (e.g., due to disability, limited internet access, or language barrier), please contact our Executive Director Ben Butcher at info@magicme.co.uk to discuss how we can assist you.

You can find our recruitment and selection policy with details of how we ensure a fair and equitable recruitment process [here](#).

WHO WE'RE LOOKING FOR

Following an internal organisational assessment and deep stakeholder conversations for our upcoming strategy, our community told us that Magic Me has the potential to be far more visible across the multiple different spaces and sectors we operate in. We are looking for a marketer who can take that insight and run with it.

This is a brand-new, part-time permanent opportunity for a strategic, data-driven Marketing and Communications Manager passionate about elevating our public profile, driving engagement, and celebrating intergenerational connections within an evolving, inclusive organisation.

At Magic Me, we believe in the power of diverse talent to drive innovation and create a powerful organisational culture. We actively encourage applications from individuals of all backgrounds, including disabled candidates, as we strive to build a team that reflects the rich tapestry of the communities we serve. For this role, we are particularly keen to hear from candidates who live locally in Tower Hamlets (where our office is based), as well as those from the LGBTQ+, and disabled communities, who are currently underrepresented on our staff team.

You are an experienced, data-literate marketing professional who can move beyond administrative execution to active, strategic audience growth. Driven by a passion for community arts, you bring proven experience developing communication strategies within the non-profit or cultural sectors. You excel at acting as a brand guardian, translating complex artistic projects into accessible, high-impact digital storytelling that drives donor acquisition and funder engagement. With excellent

communication and project management skills , you are adept at collaborating across multiple teams and stakeholders to bring Magic Me's story to life. You will be instrumental in making our work visible to new audiences as we enter a new chapter with our new 5 year strategy kicking off in April 2027.

ABOUT MAGIC ME

Magic Me is the UK's leading intergenerational arts charity. We're dedicated to connecting people of all ages through extraordinary creative projects. We envision a world without ageism, where everyone can express their creativity and reach their full potential. Our mission is to inspire change – for individuals, communities, and systems – through impactful art, fostering connections between generations. For over three decades, we've pioneered intergenerational arts practices, creating innovative projects in the vibrant borough of Tower Hamlets, east London, and leading the way in creative care home work across London and Essex. Our work transcends social boundaries, addresses isolation, and builds valuable community connections.

This Marketing and Communications Manager role is a vital addition to our team. In October 2025, we successfully transitioned to an exciting new co-leadership model. The right candidate will quickly integrate into our team, working closely with the Executive Director & Co-CEO, the Creative Director & Co-CEO, and the Fundraising & Development Manager (FDM) to ensure our strategic marketing workflows are seamless, impactful, and closely aligned with our operational capacity.

OUR VALUES

At Magic Me, our values aren't just words; they're the guiding principles for everything we do. We work...

Collaboratively

We value what every individual brings, from diverse ages and backgrounds, and deliberately plan activities that bring different people together in new ways. Our arts practice fosters fresh approaches, valuing and exchanging expertise from multiple perspectives across many sectors and professions.

Inclusively

We recognise that every individual is unique, responding to their strengths and situations to ensure everyone can thrive and be themselves. We offer a warm welcome, paying careful attention to how we invite and support people to connect and participate.

Creatively

Our high-quality arts activities and projects are led by professional artists, ensuring everyone has the right to extraordinary arts experiences. We bring our creative skills to problem-solving, partnership building, and strategic planning, always seeking innovative solutions.

Thoughtfully

We are curious and take time to find out what individuals and partners truly need and want, actively welcoming feedback for continuous improvement. We think long-term, valuing how today's small actions can influence and build significant change tomorrow.

WHY NOW IS THE PERFECT TIME TO JOIN

We are currently part-way through a highly consultative, co-created strategy process that has engaged 50 members of our community including participants, partners, peers, and funders. This collective effort will culminate in the launch of a new five-year strategy spanning April 2027 through March 2032, a timeline that encompasses our milestone 40th birthday year in 2029.

As our new Marketing and Communications Manager, you will be the voice of this strategy and you will embed data-driven marketing and engaging communications to shape how we tell our story for this milestone for which we are intending to complete an archiving project that will showcase our rich and inspirational 40 year history. If you want to see the immediate impact of our work, our 'It's on the Cards' project is currently live at the Wellcome Collection's 'The Coming of Age' exhibition – a perfect example of the high-profile, cross-sector spaces where your strategic communications expertise will amplify our reach.

You'll be helping us to tell the world about a diverse and impactful programme, ranging from engaging intergenerational projects with local communities and schools such as Creative Mix, to pioneering initiatives like the award-winning Spark which trains care home staff in leading sensory-based arts activities to support resident's creative expression.



THE OFFER

Role Title: Marketing and Communications Manager

Reporting to: Executive Director (Co-CEO)

Contract: Part time, permanent.

Working Hours: 2.5 days per week (17.5 hours)

Salary: £40,000 - £43,000 per annum, pro rata (equivalent to £20,000 - £21,500 for 2.5 days per week).

Location: Bethnal Green, E2, East London. Hybrid working negotiable.

Holiday: 25 days and bank holidays (pro-rata) + days between Christmas & New Year.

Other benefits: 3% pension contribution, flexible working negotiable, hybrid working negotiable, weekly 1:1 wellbeing meetings, £250 personal professional development budget.

If you're curious and would like an informal chat about this opportunity, reach out to our Executive Director, Ben Butcher, at info@magicme.co.uk.

KEY RESPONSIBILITIES

Strategic leadership and brand stewardship

- With support from the Executive Director, lead the creation and implementation of an integrated marketing and communications strategy that supports fundraising, project delivery, and brand awareness.
- Ensure that our marketing and communications strategy effectively supports the organisation to deliver on its new 27-32 strategy commitments including setting clear marcomms goals aligned with the strategic plan.

- Act as the organisation's brand steward, ensuring all internal and external materials reflect Magic Me's ethos, culture and values of creativity, collaboration, inclusivity, and thoughtfulness.
- Collaborate with the FDM and Co-CEOs to ensure the Magic Me narrative is consistent across all channels and communications activities and that the organisation has an appropriate style guide that colleagues adhere to.
- Work closely with the Executive Director to establish a clear, realistic framework of strategic priorities, ensuring that deliverables are tightly aligned with available capacity.

Digital content, design and audience growth

- Oversee and manage Magic Me's website, social media platforms, and digital newsletters, moving beyond administration to active audience engagement and growth.
- Develop and execute digital campaigns specifically designed for donor and funder acquisition and supporter retention.
- Work with the Programme Team to translate complex project concepts into accessible, engaging digital content.
- Provide the Programme Team with design templates for flyers, project reports, and other materials as required.

Data and performance management

- Embed and manage a data-driven marketing workflow, using analytics (G4A and Buffer) to report on the effectiveness of communications and digital campaigns and their impact on the 27-32 strategy.
- Supervise the strategic use of the Beacon CRM and other digital databases for marketing segmentation and supporter journeys, ensuring data is used to drive engagement.
- Monitor trends and evidence in the sector to identify new digital opportunities for growth.

Collaboration and leadership

- Provide strategic marketing guidance to the Co-CEOs and Board.
- Support the FDM in crafting cases for support by providing data-backed insights into audience behaviour and campaign performance.
- Collaborate with the Programme Team to ensure project marketing aligns with broader organisational goals and brand standards.

Governance and budgets:

- With support from the Executive Director, establish and manage a transparent, value-for-money marketing budget.
- Collaborate with the FDM and Executive Director to prepare reports and updates for the Board's Fundraising Sub-Committee providing updates and data on marketing activities, progress, opportunities and challenges.
- Collaborate with the Executive Director and Fundraising Committee to ensure compliance with charity, data protection and marketing regulations, maintaining high standards of governance.
- Ensure all marketing activities adhere to ethical guidelines and are transparent to the Co-CEOs, Board and key stakeholders.



PERSON SPECIFICATION

- **Strategic marketing expertise:** Proven experience developing communications strategies that drive growth and engagement within the non-profit or arts sectors.
- **Communication skills:** Exceptional written and verbal communication skills, with the ability to engage a wide range of stakeholders and tell effective stories.
- **Brand management:** Strong experience acting as a brand guardian for a mission-driven organisation.
- **Data literacy:** Strong ability to use CRM data and digital analytics to inform strategic decision making and report on ROI.
- **Digital and design proficiency:** Advanced skills in managing social media, scheduling software, CMS (website), and email marketing platforms. Familiarity with design tools, specifically Canva.
- **Growth marketing:** Experience in growth marketing or digital donor acquisition.
- **Project management:** Excellent organisational skills, able to manage multiple projects and deadlines while maintaining a thoughtful approach to delivering high-quality outcomes.
- **Budget creation and management:** Experience making a business case for investment, designing and managing small, value-for-money marketing budgets.
- **Data protection practices:** Knowledge of GDPR and data protection, with experience working on compliance with organisational policies.
- **Commitment to our standards:** Alignment with Magic Me's values, with a focus on embedding anti-racist, anti-ageist and climate friendly practices in all activities.

PERSON SPECIFICATION

- **Search engine optimisation:** Understanding of how to optimise websites for both SEO and Generative Engine Optimisation (AI).
- **Use of AI:** Nuanced understanding of how and when to use AI to balance effective use of time and ethical considerations.
- **Working with minimal budget:** Experience being creative with minimal resources.
- **Sector knowledge:** Familiarity with the charitable arts and/or care sectors and understanding of the evolving marketing and funding landscape. Able to apply creativity to explore new opportunities.



APPLICATION PROCESS

To support our commitment to equity, diversity, and building a fairer charity sector, Magic Me is using CharityJob's anonymised recruitment tool for this selection process. This recruitment method helps eliminate unconscious bias by removing identifying details – such as names, ages, genders, and education history – from your initial application, ensuring every candidate is assessed purely on their skills and experience. You can find our recruitment and selection policy with details of how we ensure a fair and equitable recruitment process [here](#).

Application Deadline: Wednesday 5th August at 11:59pm. Please Note: Owing to very high numbers of applications in recent recruitment cycles, we reserve the right to close the application form early as soon as we have received a sufficient volume of applications. We strongly encourage applicants to apply as early as possible.

- **First stage interviews (Online):** Thursday 13th August
- **Second stage interviews (In-person + task):** Thursday 20th August (at our Bethnal Green offices, where candidates will meet the team and be asked to prepare a short task)
- **Start date:** As close to September 1st as possible (we recognise that future colleagues will have notice periods and can be flexible on this)

All applications must be submitted directly through the CharityJob portal [here](#).

We will not be accepting applications sent via email or through our website.

Through the portal's application process, you will be able to share your CV and answer questions demonstrating how your skills and experience meet the role requirements.

Should you require further information, have any queries, or wish to explore this opportunity through an informal discussion before applying, please reach out to our Executive Director, Ben Butcher, at info@magicme.co.uk.

We look forward to reading your application!



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