



Role description

Senior marketing and communications officer

Closing date: Wednesday 12 August 2026

Role: Senior marketing and communications officer

Thank you for your interest in joining the Girlguiding Anglia and Hautbois team.

Girlguiding Anglia is looking for a senior marketing and communications officer to coordinate marketing, communications and PR across the region, working closely with the retail, brand and communications manager to bring our five year strategy to life. It's a role at the heart of how we tell our story, spreading the message that girls can do anything to as many people as possible.

You'll take the lead on content creation for girl and volunteer recruitment campaigns, oversee our social media platforms and website, and help deliver key communications like the county commissioner mailout and Signpost, our monthly e-newsletter. One day you might be briefing a paid digital campaign, the next writing a proposal report for committee, or supporting a county with brand and tone of voice. That variety is part of what makes the role so rewarding.

This is a role with real scope to shape how Girlguiding Anglia communicates. You'll create shortform video content, use Google Analytics 4 to turn data into meaningful insight, and support the wider team with social media objectives. You'll also build relationships with region lead volunteers, county commissioners and committees, and collaborate with teams across other regions and countries to share insight and member feedback. As the role develops, the duties will evolve too, so an ability to work flexibly and proactively is essential.

We're after someone who is confident in using Adobe InDesign, Illustrator and Photoshop, Sprout Social, Canva and email marketing platforms, who can turn data into clear recommendations for growth and engagement. You'll need to be a strong writer, a proactive collaborator, and comfortable juggling multiple projects for a volunteer led organisation, all while keeping Girlguiding's brand and values consistent throughout.

The role is hybrid based at Girlguiding Anglia's region office and Hautbois Activity Centre, NR12 7JN, with home/remote working available for 40% of your weekly contracted hours and flexible working is possible where it suits the business.

This role might also suit candidates with backgrounds as a Communications Officer, Digital Marketing Executive, PR Officer, Content Marketing Manager or Social Media Manager.

Questions about the role or person specification?

Louise Copley, our retail, brand and communications manager, would love to hear from you:

louise.copley@girlguiding-anglia.org.uk

Our organisational structure

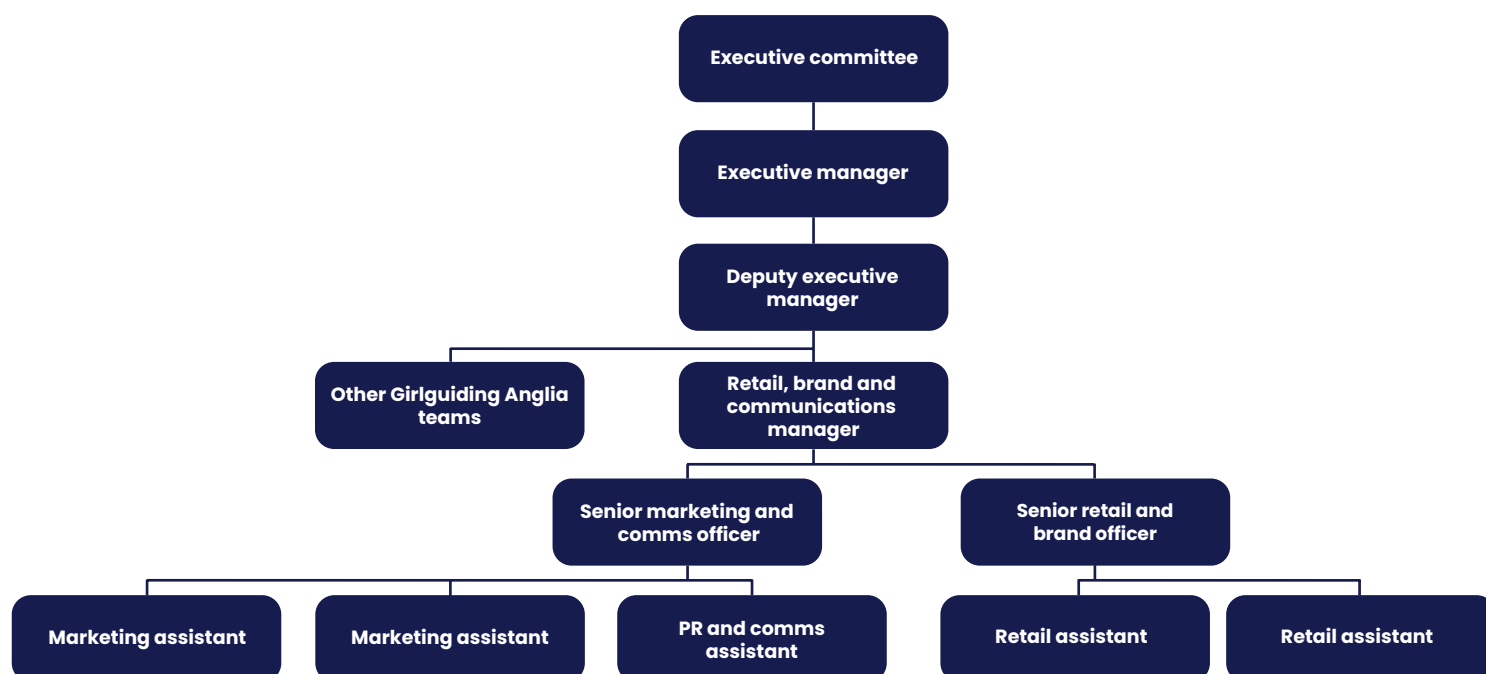
Girlguiding Anglia is fundamentally a volunteer-led organisation. The region is governed by a board of trustees, who are also volunteer members, and is chaired and led day-to-day by the region's chief commissioner, who heads the chief commissioner's team. The executive committee is responsible for the strategic direction of guiding across the region, including Hautbois Activity Centre.

Beneath the executive committee sit a number of committees and volunteer groups covering areas such as membership experience, county representation and young members' voice, including the region's Girls' Advocate Panel. Each of the 12 counties that make up Anglia has its own county commissioner, who feeds local priorities and needs into regional decision-making, ensuring that the region's strategy stays grounded in what's happening in local guiding.

Supporting all of this volunteer leadership is our employed staff team, based at the region office and the activity centre on the Hautbois estate in Coltishall. The staff team works for and with the region's volunteers and members, delivering the operational, administrative and professional functions that keep the organisation running, from finance and communications to safeguarding and activity centre management. The staff team is led by the executive manager, who reports to the chief commissioner and the board of trustees, ensuring that staff activity is aligned with the priorities set by the executive committee and that trustees are kept informed of operational progress and performance.

The senior marketing and communications officer role sits within a staff structure where day-to-day management of marketing and communications is supported by, and accountable to, both the professional staff hierarchy through the executive manager, and ultimately the region's volunteer leadership through the board of trustees, who set the strategic framework within which the organisation operates.

RBC team reporting structure



Role description

An overview

Post: Senior marketing and communications officer

Line management: Retail, brand and communications manager

Location: Girlguiding Anglia, 7 Gt Hautbois Road, Coltishall, NR12 7JN

Hours: 35hrs per week

Salary: £28,080–30,160 dependent on experience and qualifications

Contract type: Permanent

This role will require working some weekends and weekday evenings, time off in lieu will be given. Flexible working and occasional working from home may be possible subject to business need.

This is an outline job description designed to give an overview of the responsibilities of the role. We expect the job holder will work flexibly, responding to organisational needs and changes as they occur. You will also contribute to the wider corporate and organisational needs of Girlguiding Anglia.



Role description

The role's purpose

The senior marketing and communications officer is responsible for the coordination, delivery and quality of marketing, communications and PR activity across Girlguiding Anglia, ensuring key messages reach members, volunteers and the wider public in a way that is inclusive, accessible and consistent with the organisation's brand and tone of voice. The role provides oversight across social media, website content, PR, campaign delivery, data analysis and reporting.

Working closely with the retail, brand and communications manager, the retail, brand and communications committee and colleagues across Girlguiding Anglia, the postholder will help shape and deliver the marketing and communications strategy in line with the business plan and five year strategy, supporting projects that promote girl and volunteer recruitment, income generation and consistent brand and tone of voice across the region and its counties.

The postholder will have line management responsibility for two marketing assistants and a PR and communications assistant, ensuring appropriate support, workload allocation, training and development are in place. They will lead on content creation for social media, website and recruitment campaigns, using Adobe InDesign, Illustrator and Photoshop, Sprout Social, Canva and email marketing platforms to produce professional, on brand materials, while supporting the team with the delivery of social media objectives.

The role includes responsibility for the quality and consistency of PR releases and key communications, including the county commissioner mailout and Signpost, using data and feedback from the team to inform decisions, recommend improvements and support growth and engagement across social media platforms. The postholder will oversee the development of shortform video content and use Google Analytics 4 to generate insights that inform strategy and demonstrate impact.

The senior marketing and communications officer will maintain constructive relationships with region lead volunteers, county commissioners, committees and colleagues across Girlguiding, as well as with national staff teams and regional peers. They will support the development of website content and usability for the region and opted in counties, and represent marketing and communications interests at committee level, including through research and written reports.

The postholder will also contribute to the wider work of Girlguiding Anglia by working flexibly, protecting confidentiality and data, complying with best practice, GDPR and financial legislation and organisational policies, and modelling Girlguiding's values of fun, friendship, challenge and adventure.



Person specification

Factor	Essential	Desirable	Method of assessment
Education and qualifications	- Educated to A level or equivalent, or able to demonstrate equivalent knowledge and experience relevant to the role - Willingness to undertake job-specific training as necessary, for example Management and leadership L3, specific program trainings i.e. Illustrator, Premiere Pro.	Higher-level qualification in marketing, PR, or related subject area.	Checking original certification
Experience:	- Effective team management - Working in a customer focused environment - Good communication and interpersonal skills - Microsoft office programmes & the use of databases - Effective marketing and PR skills - Project management - Use of design and social media scheduling tools, such as Adobe Creative Suite, Canva and Sprout Social - Use of analytics tools, such as Google Analytics 4, to inform reporting and decision-making	- Experience of working within a charity, membership organisation or volunteer led environment - Experience of managing paid digital or recruitment campaigns	Via application form and verified by references. Through appropriate questions and answers at interview.
Ability to	- Manage multiple projects and priorities, working flexibly and proactively as the role develops - Ensure that Girlguiding Anglia always promotes a positive professional image, evidencing Girlguiding's values at all times - Keep confidential all matters relating to Girlguiding Anglia in accordance with current legislation, including storage and release of digital information and data		Via application form and verified by references. Through appropriate questions and answers at interview.

Person specification

Factor	Essential	Desirable	Method of assessment
Knowledge of	• A practical understanding of diversity and inclusion at work. • Brand guidelines, tone of voice and how to apply them consistently across channels • Data protection and GDPR as it relates to marketing and communications activity	• Girlguiding's structure, values and ways of working • Best practice in social media, PR and digital marketing	Via application form and verified by references. Through appropriate questions and answers at interview.
Committed to	• Joint working to achieve the overall aims of Girlguiding Anglia • Supervision and appraisal • Participation in team meetings and reflective discussions. • Promoting Girlguiding Anglia and our services at all times		Via application form and verified by references. Through appropriate questions and answers at interview.

Employment details

Contract type

This is a permanent role contracted for 35 hours per week. The postholder will be required some evenings and weekends on a rotating basis. Time off in lieu will be available to cover this. We do not pay overtime.

Location

You'll be based at Girlguiding Anglia region office, 7 Great Hautbois road, Coltishall, Norfolk, NR12 7JN.

Holiday entitlement

The post holder will be entitled to 25 days' annual leave, plus public holidays. For every full year of service, your entitlement will increase by 1 additional day, up to a maximum of 5 additional days.

Flexible working

Girlguiding Anglia is committed to supporting employees to achieve a positive work-life balance and offers flexible working arrangements where appropriate.

Volunteer leave

We encourage our employees to play an active role in their communities. Employees may take up to three working days per calendar, matched with annual leave, per year to volunteer with a registered charity of their choice.

Employee Assistance Programme (EAP)

Girlguiding Anglia provides access to a free, confidential and independent Employee Assistance Programme (EAP), available to employees and their immediate family members 24 hours a day, seven days a week. The service offers practical information, guidance and support, as well as access to up to eight counselling sessions where appropriate.

Car parking

Free on-site parking is available for employees in the Limepits carpark, opposite the region office, while at work.

Uniform

We have a smart-casual dress code requirement. All staff are provided with a uniform polo and fleece that we provide for conferences and events, however in the region office, it is not required to wear this every day.

How to apply



To make the first stage as straightforward as possible, please apply by sending your CV and a short supporting statement explaining how your skills and experience match the role, to hr@girlguiding-anglia.org.uk

Your supporting statement is your opportunity to bring your CV to life. Rather than repeating what's already listed there, use it to explain how your experience, skills and approach make you a strong fit for this role, drawing on real examples where you can. There's no set format or length, but most candidates find a page or two is enough to cover the key points.

When preparing your CV and supporting statement, please be aware that the person specification will be used in determining the shortlist for interview. We'd encourage you to look closely at the essential and desirable criteria and make sure your application clearly addresses as many of these as possible.

Shortlisted candidates may be asked to complete an application form before first interview. If invited to interview, you'll be given advance notice of the format, along with details of anyone taking part in the process.

The closing date for applications is 11:59pm on Wednesday 12 August 2026. We reserve the right to close the vacancy early if we receive a high volume of suitable applications, so early applications are encouraged.

If you have any questions about the role before applying, or would like to request any reasonable adjustments to the recruitment process, please contact:
hr@girlguiding-anglia.org.uk