



Marketing Manager

Job Description & Application Pack

Christian Jobs
Work With Purpose

Care for Children
• A world of children in families

The Charity

Care for Children's vision is to see 'a world of children in families'.

We develop strategic partnerships with governments to create a positive alternative to institutional care through local family-based care. Care for Children has operated in China since 1998, helping a generation of disadvantaged children be placed into good, local families.

To support Care for Children's new vision statement—'a world of children in families'—a global strategy is being formed to ensure every country can access support to implement family-based care for disadvantaged children. With this opportunity come new operational challenges, but our unique vision and mission drive us forward.

Care for Children is an organisation with Christian values, putting Jesus at the centre of their work. This role requires the postholder to thrive in that setting and be sympathetic and accommodating of the organisation's Christian values.



Robert Glover
Founder and Executive Director, Care for Children



"Care for Children's team is on the cutting edge as we lay the foundations for projects that seek to positively and permanently change child welfare systems around the world, in favour of family-based care in the community for disadvantaged children."

Change is often challenging. Our pioneering projects have a big vision and will require both passion and perseverance from everyone in the team, but the results will ensure that thousands of the most vulnerable children in the world will have the opportunity to grow up in a secure and loving family environment. The Marketing Manager will play a key part in highlighting the work of Care for Children and growing the reach of Care for Children, both online and offline."

Job Overview

Job Title: Marketing Manager

Salary: £35,000

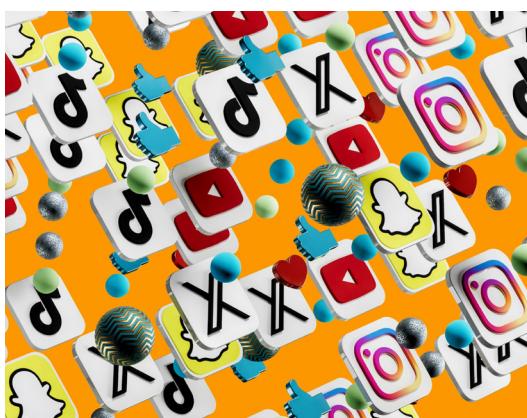
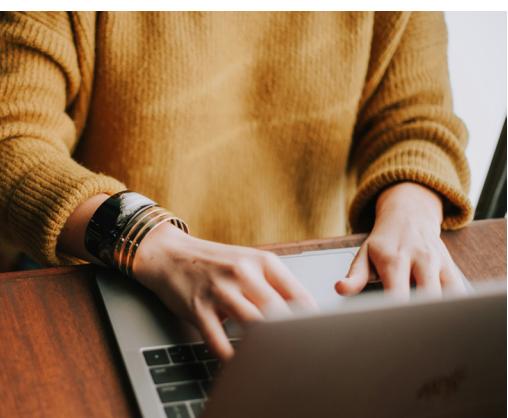
Hours: Full Time

Location: Norwich, UK

Reporting To: Head of Operations

Care for Children is seeking an innovative, strategic, and dynamic Marketing Manager to join our mission-driven team. Reporting to the Head of Operations, this role is key to expanding our visibility, deepening supporter engagement, and maximising fundraising impact.

As Marketing Manager, you will lead Care for Children's marketing initiatives across digital platforms, events, campaigns, and brand communications. From elevating our online presence and crafting compelling content, to driving high-impact marketing at Christian conferences and other key events, you will ensure our message reaches the right people — with clarity, creativity, and purpose.



Key Responsibilities

Marketing Strategy

Develop and deliver a marketing plan that raises awareness, engages supporters, and drives fundraising.

Digital

Manage the website, social media, and email campaigns to grow our online presence and supporter engagement.

Campaigns and Content

Create and oversee compelling campaigns, stories, and materials that share Care for Children's vision and impact.

Analytics and Reporting

Track results, report on impact, and use insights to improve future marketing.

Collaboration

Work with internal teams, partners, and agencies to deliver effective marketing within budget.

Events

Lead marketing around events (especially Christian conferences and fundraising events), ensuring strong promotion, booth presence, and follow-up.

Qualifications:

- 3+ years' experience in marketing.
- Strong competency in digital marketing, including website management, social media growth, and email marketing.
- Experience in planning and delivering marketing around events.
- Creative storyteller with excellent written and visual communication skills.
- Confident using marketing tools (e.g. Google Analytics, email platforms, social media management).
- Strategic thinker who's also hands-on and practical.
- Passion for Care for Children's vision to see a world of children in families ensuring strong promotion, booth presence, and follow-up.

Applications

To apply for the role, please email your CV and completed Candidate Bio Details Form to applications@christianjobs.co.uk.

All applicants will receive a response within 2 working days.

Please note that we can only consider applications from candidates who have the legal right to work in the UK.



Joe Santry - Christian Jobs, Business Manager

"This is a wonderful opportunity for a generalist Marketeer to join an organisation with great potential and an exciting growth plan. Care for Children is an established charity, and its work has already resulted in an estimated one million orphans and vulnerable children growing up in families instead of institutions. More people need to hear about their amazing work, and the Marketing Manager has the opportunity to make that possible!"

To learn more about this role, contact joe.santry@christianjobs.co.uk



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