

Marketing Officer

Job description & person specification



www.pasic.org.uk
hello@pasic.org.uk

Registered charity number:
1163662



Job title: Marketing Officer

Location: Home-based (must live in East Midlands, ideally near Nottingham or Leicester)

Hours: 25–30 hours per week (flexible/negotiable)

Salary: £30,000 - £33,000 per year, pro rata (exact salary dependent on experience/skills)

Reports to: Head of Fundraising & Communications

About Pasic

Pasic is a growing charity based in the East Midlands, supporting families of children and young people with cancer. We provide emotional, financial, practical, and social support for around 500 families, from the moment of diagnosis, through treatment, and up to three years after treatment ends.

We're a passionate, hardworking team of 11 staff split between two teams. Our Family Support Team, deliver vital front-line support, whilst the Fundraising & Communications Team generate income and raise awareness to ensure we can give the best possible support to families facing a childhood cancer diagnosis.

Role summary

We're seeking an experienced and motivated Marketing Officer to join our small, dynamic Fundraising & Communications Team. The role will develop and deliver Pasic's marketing activities across digital, print, and media channels. You will manage our social media, website, email communications, and promotional materials, while supporting the Fundraising Team to promote campaigns, events, and appeals.

We are looking for someone with proven experience, strong skills and/or a relevant marketing qualification who can work independently and creatively within a small team.

This is a home-based role. Travel for face-to-face meetings and events will be required approximately twice per month, usually in or around Nottingham.

Part-time role (25–30 hours/week) with flexible working days. Wednesday is the core staff working day; other days are flexible and can be agreed upon appointment.

Occasional evening or weekend work is required for events.

Key responsibilities

Digital marketing

- Manage and grow Pasic's social media presence, including content creation, scheduling, and engagement.
- Maintain and update the Pasic website, ensuring content is current, optimised for SEO, and aligned with branding.
- Plan and implement email marketing campaigns (newsletters, e-shots), ensuring GDPR compliance and effective database management.

Marketing materials & collateral

- Design and produce marketing materials such as leaflets, posters, banners, and other collateral.
- Ensure all communications reflect Pasic's brand identity and messaging.

Fundraising support

- Assist the Fundraising Team in promoting events, digital fundraising, and appeals.
- Attend fundraising and community events, and Pasic family events, to provide marketing support, capture content and engage with attendees.

Media & Public Relations

- Develop case studies, stories, and press releases to increase Pasic's presence in regional media.
- Liaise with regional press to build connections, secure coverage and raise awareness of Pasic's work.

Other

- Monitor and report on the effectiveness of marketing campaigns and recommend improvements.
- Keep up-to-date with trends and best practice in marketing, social media, and communications.

Person specification

Essential qualifications & experience

- Relevant marketing, communications, or digital media qualification, or proven experience.
- Minimum 2–3 years' experience in a marketing or communications role (ideally experience in the charity/third sector).
- Proven experience managing social media platforms and digital marketing campaigns.
- Experience in website content management, SEO, and email marketing.
- Experience producing marketing materials (digital and print) and maintaining brand consistency.
- Driving licence and access to a vehicle.

Skills & competencies

- Strong written and verbal communication skills.
- Ability to create compelling content for multiple audiences.
- Proficiency with website CMS, Google Analytics, social media management tools, and email marketing software. Ideally experience with WordPress and Mailchimp.
- Basic design skills (Adobe Creative Suite, Canva, or similar) for producing marketing collateral.
- Awareness of emerging digital tools and trends, including the use of AI to support content creation, marketing efficiency, and audience engagement.

- Organised and self-motivated with the ability to manage multiple projects and deadlines.
- Understanding of GDPR and compliance requirements in marketing communications.
- Confident representing Pasic at engagements and events, including occasional public speaking.

Desirable

- Experience in fundraising communications or working with fundraising teams.
- Media relations experience, including drafting press releases and liaising with journalists.
- Knowledge of analytics tools to track digital engagement and campaign performance.
- Experience using CRM systems (e.g. Salesforce).

Personal attributes

- Creative and proactive with a keen eye for detail.
- Collaborative, adaptable, and able to work effectively within a small team.
- Passionate about the charity sector and Pasic's mission.



How to apply

If you're interested in joining our team, we'd love to hear from you. Please send your CV and a cover letter telling us a bit about yourself and why you're interested in the role to:

harriet.bettany@pasic.org.uk

Closing date: Friday 26th June

Interviews: We expect to hold interviews during the first couple of weeks in July.

We encourage early applications and may review these as they are received, so early submission is recommended.

Please note: This role is not suitable for parents/carers of children currently receiving Pasic support, where a child's treatment ended less than five years ago, or parents who have been bereaved in the last five years. This ensures the families we support receive the best possible care without any potential conflict of interest.

Pasic is an equal opportunities employer. We're committed to creating an inclusive environment for all employees and welcome applications from individuals of all backgrounds, particularly those underrepresented in the charity sector. We invite all applicants to complete our anonymous [Equality and Diversity Monitoring Form](#).