



Derby & Burton
Hospitals Charity

Dear Candidate

Thank you for your interest in the position of Senior Marketing, PR and Brand Manager.

Enclosed in this pack is a job description and a person specification. The closing date for applications is 5pm on Wednesday 30th September 2026.

Please email your CV with a covering letter, which includes your current salary and benefits, a summary of your experience and outlines how you meet the essential criteria, to rachael.vowles1@nhs.net.

If you are shortlisted, you will be invited to an in-person interview, which will include a test, on Friday 9th October 2026. If successful, you will move to a second stage in-person interview which will take place on Wednesday 14th October 2026.

Derby & Burton Hospitals Charity
Charity Number 1218561



Derby & Burton
Hospitals Charity

Derby & Burton Hospitals Charity is seeking an ambitious and experienced Senior Marketing, PR & Brand Manager to lead the marketing, communications and public relations activity at an exciting time for the organisation.

Working at the heart of a growing and impactful charity, you will help raise our profile, strengthen our brand and inspire support from donors, businesses, communities and NHS colleagues. This is an opportunity to use your creativity and strategic expertise to make a genuine difference to patients, families and staff across our hospitals.

Reporting to the Head of Marketing and Stakeholder Management, you will develop and deliver integrated campaigns that drive engagement, fundraising and awareness. From securing positive media coverage and building influential stakeholder relationships to leading digital communications, content creation and brand development, you will ensure our charity's impact is seen, heard and understood by the audiences that matter most. You will also oversee our growing merchandise and retail offer, helping to maximise both income generation and brand visibility.

We are looking for an experienced marketing, communications or PR professional with a proven track record of delivering high-impact campaigns and building strong relationships with media and stakeholders. You will be an exceptional storyteller and communicator, equally comfortable developing strategy and rolling up your sleeves to deliver results. Experience within the charity, healthcare or public sector would be advantageous, as would an understanding of fundraising marketing and digital communications.

This is a fantastic opportunity to join a passionate team at an exciting time in our development as we continue to grow our reach and impact. If you are a creative, ambitious and driven marketing leader looking for a role with purpose, we'd love to hear from you.



Job Description and Person Specification

Job Title: Senior Marketing, PR and Brand Manager

Full time 37.5 hours per week (some evening and weekend working may be required)

Includes comprehensive benefits package including, competitive pension, flexible working options and generous leave entitlements.

About Us

Derby and Burton Hospitals Charity (The Charity) is a registered Charity (registration number 1061812) and partners with The University Hospitals of Derby and Burton NHS Foundation Trust to provide exceptional care together.

Our charity, which includes the Air Arts team, aims to achieve this through supporting staff to care for patients in safe, high-quality environments, using the latest equipment, technology and learning and contributing to the future of health through a commitment to research and development. The charity provides a public benefit to the patients it serves and the staff who support and treat our patients. The charity is aware that its role is not to replace or subsidise NHS healthcare, but to complement and enhance it.

On 1 July 2018, the NHS Trust brought together five hospitals in Derby, Burton, Lichfield and Tamworth to provide the highest quality care to patients across Southern Derbyshire and South East Staffordshire. The trust aims to deliver outstanding care for local people as we bring together the expertise of our 12,000 staff across our five hospital sites.

As part of this merger, the two Trust charities were also merged to create the now Derby and Burton Hospitals Charity.

In November 2026, the charity will become a Charitable Incorporated Organisation (CIO).

Job Title	Senior Marketing/PR & Brand Manager
Department	Marketing, Communications and Trading - Base: Derby
Salary	£52-57k (subject to experience)
Reports to	Head of Marketing and Stakeholder Management
Accountable to	Head of Marketing and Stakeholder Management
Date	Oct 2026

Job Purpose

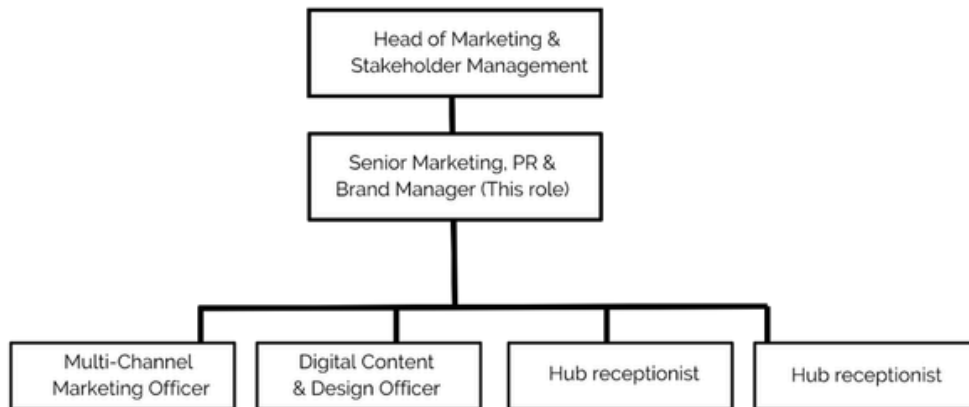
The Senior Marketing and PR Manager plays a pivotal role in delivering Derby & Burton Hospitals Charity's integrated marketing, communications and public relations strategy. Working closely with the Head of Marketing and Stakeholder Management, the post holder will work to enhance the charity's profile, strengthen its reputation and increase engagement with supporters, partners and stakeholders.

As a charity we are small, agile, ambitious and flexible. This fast-paced role is responsible for developing and overseeing the delivery of high-impact marketing and PR campaigns to drive income, managing media relations and public affairs opportunities, overseeing brand development and managing the charity's hub team to maximise income and brand visibility.

By combining strategic planning with operational delivery, the Senior Marketing, PR and Brand Manager will help drive sustainable growth in fundraising, donations, merchandise sales, community engagement and brand awareness. In addition, the postholder will work support a broader work portfolio in other areas of the charity.

The post holder will provide leadership across marketing and communications activity, ensuring campaigns are insight-led, audience-focused and aligned with the charity's strategic objectives.

Organisational Chart



Key Responsibilities

Marketing Strategy and Campaign Management

Develop and implement the charity's integrated marketing and communications strategy.

Lead and oversee the planning, delivery and evaluation of multi-channel marketing and PR campaigns that increase awareness of the charity impact, engagement, fundraising and supporter acquisition.

Develop annual marketing and PR plans aligned to organisational priorities and campaign objectives.

Oversee campaign performance using the team's data and insights to optimise activity and demonstrate return on investment.

Identify new opportunities and emerging trends to maximise the charity's reach, impact and income generation.

Public Relations and Media.

Develop and deliver a proactive public relations strategy to enhance the charity's reputation and profile with the aim of driving income.

Build and maintain strong relationships with local, regional and national media.

Identify and secure positive media coverage through compelling stories, campaigns and case studies (fundraising and impact).

Prepare press releases, media statements, speeches, presentations and briefing documents.

Provide communications advice to senior colleagues on media relations, reputation management and PR opportunities.



Brand Management

Act as the brand guardian.

Champion the charity's brand, ensuring consistency across all communications, campaigns and stakeholder engagement.

Develop brand awareness initiatives that strengthen public, supporter and staff recognition and trust.

Ensure all marketing materials reflect the charity's values, tone of voice and visual identity.

Lead the ongoing development and evolution of the charity's brand.

Merchandise and Brand Retail

Manage the retail team and support the Head of Marketing and Stakeholder Management to develop and deliver the charity's merchandise strategy to support fundraising objectives and increase brand awareness.

Oversee all charity merchandise sales, including product selection, procurement, pricing, stock management and sales performance.

With the Head of Marketing and Stakeholder Management, identify opportunities to introduce new merchandise ranges and seasonal products that generate additional income.

Work with suppliers and internal stakeholders to ensure merchandise reflects the charity's brand, values and quality standards.

Lead the team to ensure merchandise is effectively promoted through fundraising campaigns, events, digital channels and other retail opportunities.

Stakeholder Communications

Develop targeted communications for key stakeholder groups, including NHS colleagues, supporters, donors, corporate partners and community organisations.

Build strong working relationships across the charity and the Trust to identify opportunities for collaborative campaigns and communications.

Support senior leaders with communication planning for major campaigns, appeals and organisational priorities.

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Digital Marketing and Content

Develop and manage a digital content strategy that drives income.

Oversee the creation of engaging content across digital and traditional channels.

Oversee the delivery of website, email marketing and social media communications to maximise audience engagement.

Ensure content is audience-focused, accessible and aligned with campaign objectives.

Leadership and Management

Provide leadership, guidance and support to marketing and communications colleagues.

Manage external suppliers, agencies and creative partners to ensure quality, value for money and effective delivery.

Foster a collaborative, high-performing and innovative team culture.

Contribute to departmental planning, budgeting and performance reporting.

Monitoring and Evaluation

Review campaign performance, stakeholder engagement and merchandise sales data to inform future planning.

Oversee the production of reports which demonstrate impact, reach, income generation and contribution to organisational objectives.

Ensure activities comply with relevant legislation, governance requirements and best practice.

Key Relationships

- Chair and Board of Trustees
- Chief Executive
- Charity Team
- Clinical teams
- Volunteers
- Trust Communications Team
- UHDB staff

External

- Local businesses
- Charity supporters
- Local communities
- NHS Charities Together
- Local officials and stakeholders
- Media



Key Result Areas

Provide leadership, guidance and support to marketing and communications colleagues.

Develop annual marketing plans aligned to organisational priorities and campaign objectives.

Oversee campaign performance using the team's data and insights to optimise activity and demonstrate return on investment.

Identify new opportunities and emerging trends to maximise the charity's reach and impact.

Develop and deliver a proactive public relations strategy to enhance the charity's reputation and profile.

Build and maintain strong relationships with local, regional and national media.

Develop brand awareness initiatives that strengthen public, supporter and staff recognition and trust.

Identify opportunities to introduce new merchandise ranges and seasonal products that generate additional income.

Develop targeted communications for key stakeholder groups, including NHS colleagues, supporters, donors, corporate partners and community organisations.

Build strong working relationships across the charity and the Trust to identify opportunities for collaborative campaigns and communications.

Ensure activities comply with relevant legislation, governance requirements and best practice.

Person Specification

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements. Evidence for suitability in the role will be measured via a mixture of application form, testing and interview

Education, Training and Qualifications	Essential	Desirable	Assessment Method
Degree-level qualification in Journalism, Marketing, Communications, Public Relations or related discipline, or equivalent professional experience.	E		A
Experience of managing budgets.	E		A
Leadership track record	E		A
5 years' experience in PR/strategic communications planning		D	A
Demonstrable impact evidence	E		A/I
2 years' experience of developing PR, fundraising marketing campaigns.		D	A/I
2 years' experience within the charity, healthcare or public sector.		D	A
Fundraising marketing experience		D	A
Skills and Ability			
Significant experience in a senior marketing, communications or public relations role.	E		A/I/T
Excellent media relations and stakeholder management skills	E		A/I
Proven experience of developing and delivering integrated marketing and PR projects.	E		A/I/T
Experience of managing multiple projects simultaneously and delivering to deadlines.	E		A/I
Truly outstanding copywriting skills, with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels.	E		A/I
Experience of working with Microsoft Office applications.	E		A
The ability to understand and explain complex ideas visually and verbally, for audiences with different levels of understanding.	E		A

Skills and Ability	Essential	Desirable	Assessment Method
Knowledge and experience of SEO, paid digital marketing (display and PPC), email marketing and social media	E		A/I
Standard keyboard skills	E		A
Experience of using Adobe Creative Suite, CapCut and podcasting software		D	A/I
Communications and interpersonal skills			
Passion and enthusiasm for design, with a creative flair.	E		A/I
Strong team player and able to work independently.	E		A/I
Highly motivated, confident, and enthusiastic self-starter.	E		A/I
Flexible and quick to respond to changing situations.	E		A/I
Able to manage conflicts, prioritise and work well under pressure.	E		A/I
Flexible and able to meet tight deadlines.	E		A/I
Excellent interpersonal and relationship-building skills.	E		A/I
Values and Behaviours			
Confident and motivated.	E		A/I
Tenacity and determination to succeed.	E		A/I
Other Requirements			
Able to work and travel across all UHDB sites and external agencies as and when required.	E		A/I
Flexible to support at events held on evenings and at weekends.	E		A/I
Ability to work flexibly to meet service needs.	E		A/I

Criteria Key: Essential: E Desirable: D - Review Method: Application form: A Interview: I Test: T