

# Candidate Information



## Communications and Marketing Executive

Part-time & Fixed Term Contract

Closing Date: 8am on Tuesday 28<sup>th</sup> April 2026

# Pack Overview

Thank you for your interest in our vacancy for a Communications and Marketing Executive. We're so pleased that you're considering working for Age UK South Gloucestershire.

In this Candidate Information Pack, you'll find the following information:

- About us, our history and our links with Age UK
- The benefits of working at Age UK South Gloucestershire
- Job Description and Person Specification
- How to apply

If you have any questions about any aspect of the organisation or the role, please don't hesitate to get in touch.

## About Age UK South Gloucestershire

Age UK South Gloucestershire is an independent local charity with its own locally elected board of trustees and is part of the Age UK network. We've been working in the local community to help older people for 25 years. The charity makes a positive contribution to the lives of hundreds of older people in South Gloucestershire every week. Based from our main office in Thornbury High Street, Age UK South Gloucestershire actively designs services that meet the wants and needs of local older people and their families by:

- tackling loneliness and isolation
- promoting health, wellbeing and independence
- supporting families and carers
- helping people access services and financial benefit entitlements
- enabling people to get the most out of life

We respond to thousands of enquiries each year with our range of services, which include Activity Day Centres, Befriending, Digital Inclusion, Improving Homes and Wellbeing, Information & Advice provision, specialist Benefits Advice, Reconnect, Walking Groups and Volunteering opportunities.



# Our history

**1997** Age Concern South Gloucestershire was formed.

**2005** Age Concern South Gloucestershire changes its legal structure to become a charitable company.

**2009** Age Concern and Help the Aged merge to form the national charity, Age UK. Then in...

**2010** ...we become an Age UK Brand Partner and trade as 'Age UK South Gloucestershire'.

**2022** Age UK South Gloucestershire celebrated our 25th Birthday.

**2023** We continue to look to the future!

## Our Partnership with Age UK

Age UK South Gloucestershire is an independent local charity, but we share a brand with Age UK. This trusted and well-known brand helps to open doors for us locally. Of course, we always have to deliver, but it helps to have the strength of the Age UK brand behind us.

Nationally, there are around 130 regional Age UKs, each with a defined geographical area and separate charity number.

We align ourselves with the work Age UK does nationally by supporting their campaigns, sharing reports and news stories, and using their research to underpin grant and tender applications.

Age UK also provides our local MPs with information about older people that can help drive forward local policies and influence at a national level.

Being an Age UK Brand Partner brings certain responsibilities – namely to deliver services to agreed quality standards and to subscribe to shared values of being:

- Caring
- Effective
- Enabling
- Influencing
- Innovative
- Inclusive

We are aligned with Age UK but we are still a local and independent charity. The services we deliver, the money we raise, the people we support are all in South Gloucestershire. Our Trustees are responsible for strategy, polices and legal compliance.



## Working for Us

Age UK South Gloucestershire employs a team of over 30 paid staff, and over 160 wonderful volunteers support its work. The organisation's culture is one that puts people first, and the charity enjoys high staff morale. Age UK South Gloucestershire has an active board of trustees who, as well as providing good governance, work closely with the management team on matters of strategy and direction.

What we offer our staff:

- A living wage for employees across the organisation.
- A commitment to a work life balance, with flexible & hybrid working in many roles.
- A healthcare cash back plan allows employees to claim money back towards a variety of health, dental and optical treatments.
- An employee wellbeing scheme, providing free, confidential support, counselling, CBT, financial and legal information or support from a nurse or GP, 24 hours a day, 365 days a year.
- Generous life assurance up to 3 times your annual salary.
- Great discounts and rewards (perfect for pay day!).
- A great working atmosphere.
- 25 days holiday per year, rising to 28 days after 3 years' service, plus bank holidays.
- Regular learning and development opportunities with funding contributions toward career developing qualifications.
- Pension scheme enrolment.



# Vacancy Details

## Communications and Marketing Executive

Part-time 12 hours per week

£28,500 per annum, pro rata. Actual annual salary £9,200

Fixed Term Contract for 1 Year

We are looking to appoint an enthusiastic, positive and flexible Communications and Marketing Executive to work across South Gloucestershire.

The Communications and Marketing Executive will play a key role in delivering Age UK South Gloucestershire's strategic priorities by leading effective, audience-focused communications that increase awareness, grow engagement, and support sustainable income generation.

The role will ensure our services, impact and need are clearly communicated to the community, supporters and partners, helping to expand our reach, strengthen our brand, and enable the organisation to support more older people earlier, preventing crisis and reducing loneliness.

Through compelling storytelling, targeted campaigns and strong digital presence, the postholder will connect people to our cause, support fundraising growth, and position Age UK South Gloucestershire as a trusted and visible organisation within the local community.

Age UK South Gloucestershire is committed to equalities, diversity and inclusion, and encourages applications from all sectors of the community.

If this role sounds perfect for you, download an application pack from our website. <https://www.ageuk.org.uk/southgloucestershire/get-involved/work-for-us/>.

Please return completed application forms to [hr@ageuksouthglos.org.uk](mailto:hr@ageuksouthglos.org.uk).



**Closing date:**

8 am on Tuesday 28<sup>th</sup> April 2026

**Interviews:**

Within 2 weeks

## Job Description

<b>Job Title</b>	<b>Communications and Marketing Executive</b>
<b>Salary</b>	£28,500 per annum, pro rata. Actual annual salary £9,200
<b>Hours of work</b>	Part-time, 12 hours per week
<b>Working pattern</b>	To be discussed at interview
<b>Place of work</b>	67 High Street, Thornbury, South Gloucestershire BS35 2AW
<b>Annual leave</b>	25 days annual leave (increasing to 28 after 3 years' service), plus public holidays, all pro rata
<b>Status</b>	Fixed Term Contract for 1 year with the potential for extension

### **Job Purpose**

The Communications and Marketing Executive will play a key role in delivering Age UK South Gloucestershire's strategic priorities by leading effective, audience-focused communications that increase awareness, grow engagement, and support sustainable income generation.

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### **Responsible to**

Chief Executive Officer

## Contacts

The post holder will build positive relationships with funders, partner agencies, Age UK National, service users, and the wider staff team within the organisation.

## Key Responsibilities

### **Campaigns & Marketing Delivery**

- Plan and deliver integrated marketing campaigns to promote services, fundraising appeals and community engagement

### **Fundraising & Income Generation Support**

- Work closely with the fundraising team to develop and deliver communications that support income growth

### **Digital & Social Media**

- Manage and grow social media channels, increasing engagement and reach

### **PR, Media & External Profile**

- Draft press releases and build relationships with local media

### **Email & Supporter Engagement**

- Develop and deliver email marketing campaigns and newsletters

### **Internal Communications**

- Support internal communications to ensure staff and volunteers are informed, engaged and aligned

### **Monitoring, Evaluation & Insight**

- Track and report on communications and marketing performance (e.g. engagement, reach, conversion)

## General Responsibilities of all staff members

- To ensure that all administration protocols and procedures are efficiently undertaken.
- To attend supervision sessions & other meetings as required by the CEO.
- Maintain a commitment to professional development through a combination of both formal and informal methods, including attendance at mandatory training and meetings as directed.
- Uphold the highest standards of personal conduct in all matters relating to the role, working within all policies and procedures of AUKSG.

## **Other Duties**

This job description is intended as a guide to the general duties required of the post. The post holder may be required to undertake training and perform duties other than those given in the job description. The duties and responsibilities attached to posts may vary from time to time. Such variations are a common occurrence and would not justify the re-evaluation of a post. Where a permanent and substantial change in the duties and responsibilities occurs, then the post would be eligible for re-evaluation.

## **Disclosure and Barring Service (DBS)**

This post is subject to a satisfactory Enhanced Disclosure and Barring Service check, which will disclose all relevant cautions, reprimands and warnings as well as convictions. In addition to completing this application form, you are required to provide us with details of all spent and unspent convictions. Please send this information to us under separate, confidential cover to the Chief Executive Officer. Remember to include your name, address and the position for which you are applying. We guarantee that the information you provide will be used fairly and will only be seen by those who need to see it as part of the recruitment process.

A criminal record will not necessarily bar you from the advertised position. This will depend on the nature of the position and the circumstances and background of your offences. However, failure to reveal this information could lead to the withdrawal of an offer of employment or disciplinary action.

## **Equal Opportunities**

All employees have a responsibility to understand and abide by the obligations laid down in the organisation's equal opportunities policies.

## **Health and Safety**

All employees have responsibility for their own health and safety and for that of others who may be affected by their acts or omissions. Staff members are required to adhere to all health and safety regulations, guidance and procedures at all times.

## **Confidentiality**

All employees are expected to respect confidentiality in relation to Age UK South Gloucestershire business, client and service user data.

## Person Specification

### Essential Criteria

- Proven knowledge in a communications, marketing, or digital role
- Strong writing and storytelling skills (ability to adapt tone for different audiences)
- Experience managing social media platforms (e.g. Facebook, LinkedIn, Instagram)
- Ability to plan, create and schedule engaging content
- Strong organisational skills with the ability to manage multiple priorities and deadlines
- Good attention to detail and accuracy
- Confident using digital tools (e.g. CMS, email platforms, basic analytics)
- Strong interpersonal skills and ability to work collaboratively across teams
- Ability to work independently and take initiative
- Understanding of branding and consistent messaging
- Commitment to the values and mission of Age UK
- Commitment to the aims, objectives and policies of AUKSG.
- Commitment to promoting and supporting equal opportunities & diversity.
- Willingness and ability to travel as required.
- Willingness to work occasional evenings and weekends.

### Desirable Criteria

- Experience working in the charity or public sector
- Experience supporting or delivering fundraising campaigns
- Basic design skills (e.g. Canva, Adobe Creative Suite)
- Experience with email marketing platforms (e.g. Mailchimp, Dotdigital)
- Knowledge of website management (e.g. WordPress)
- Experience writing press releases and working with media
- Understanding of accessibility and inclusive communications
- Experience using CRM systems (e.g. Donorfy, Salesforce)
- Ability to analyse performance data and optimise campaigns
- Experience capturing content at events (photo/video)

# How to Apply

If you are interested in becoming our new Communications and Marketing Executive please download an application form from our website: [www.ageuksouthglos.org.uk](http://www.ageuksouthglos.org.uk)

Completed application forms should be submitted via email or post FAO Tracy Marshall, Office Manager:

[hr@ageuksouthglos.org.uk](mailto:hr@ageuksouthglos.org.uk)

or

Age UK South Gloucestershire,  
67 High Street, Thornbury, Bristol, BS35 2AW

Please ensure you have also completed the Equality and Diversity Monitoring section of the application form. The information on the form will be treated as confidential, and used for reporting purposes only. The form will be kept separate and will not form part of the application process.

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8am on Tuesday 28<sup>th</sup> April 2026

## Interviews:

Within two weeks of the closing date



**Age UK Charity  
Quality Standard**

