

MARKETING EXECUTIVE

SALARY: £27,000 - £31,000. Salary dependent on experience.

HOURS: 37.5 hours per week

CONTRACT: Permanent

REPORTING TO: Marketing Manager

LOCATION: Hackthorpe, near Penrith, with hybrid working.

THE JOB (IN A NUTSHELL)

You will be an integral member of the Marketing and Communications Team and work collaboratively with colleagues in the sales, fundraising and operations teams across the charity and within our different audiences. You will play a key part in driving audience engagement, customer journeys, campaign performance and organisational growth.

WHO WE'RE LOOKING FOR

We're looking for a proactive, organised and enthusiastic individual who thrives in a fast-paced environment and enjoys managing a varied workload. You'll have excellent attention to detail and will be a clear and effective communicator with strong planning skills, have a creative and flexible approach, and a positive, can-do attitude. You'll enjoy working collaboratively across a wide range of colleagues and using your initiative to continuously improve the way marketing is delivered.

YOUR EXPERIENCE

- Previous experience in a marketing, communications or digital marketing role
- Experience of using a CRM platform (such as Microsoft Dynamics) and content management systems (CMS)
- Experience creating content using tools such as Canva, Adobe Express or similar
- Experience using marketing data and campaigns to identify opportunities for improvements
- Experience working with internal stakeholders and/or external agencies
- Excellent copywriting, editing and proofreading skills
- Understanding of SEO principles, keyword research, and Google Analytics
- Previous experience in event organising is desirable
- Experience in Microsoft Office (Excel, Word, PowerPoint, etc.)

We don't expect you to meet every requirement. If you're excited about the role and feel you could make a strong contribution, we'd love to hear from you.

AREAS OF RESPONSIBILITY

- Collaborate with the Marketing and Communications Team to deliver integrated marketing activity and campaign plans across education, early careers, summer courses, and fundraising.
- Support the delivery of specific marketing campaigns, fundraising marketing activity and supporter engagement initiatives, whilst supporting wider commercial marketing priorities, guided by the Marketing Manager and in line with business objectives.
- Maintain areas of the website, ensuring content is accurate, engaging, and aligned with brand standards.
- Deliver email marketing campaigns, including segmentation and targeting using Dynamics CRM, and produce performance reports and recommendations to inform future activity.

- Support the development and implementation of CRM, audience segmentation and customer journey strategies to enhance engagement, drive customer acquisition and donor opportunities.
- Support the delivery of Customer Insight training across teams to ensure data is effectively used to inform marketing decisions.
- Act as a brand champion across the organisation, supporting consistent and impactful brand representation in all communications.
- Participate in ongoing brand development and profile-raising activities both internally and externally.
- Create compelling, on-brand content and copy for both digital and print channels, supporting freelance designers and the wider marcomms team.
- Work closely with internal teams to provide marketing support, including presentations, print orders, digital assets, and design work.
- Liaise with external suppliers such as printers, designers, and advertisers to ensure timely and high-quality delivery of marketing materials.
- Provide marketing support for sales and fundraising events, ensuring strong visibility and engagement.
- Provide campaign insight, reporting and recommendations to improve engagement, conversion and retention.
- Assist with general administrative tasks and other duties as directed by the Head of Marketing and Communications to ensure smooth team operations.

SETTLING IN PERIOD

There is a 3-month settling-in period from the contract start date.

HOW TO APPLY

To apply, please email an up-to-date CV and covering letter to Sarah Shutt at sarah.shutt@outwardbound.org.uk.

The closing date is 10 August 2026 with first online interviews taking place on 13 and 14 August, and second in person interviews taking place on 20 and 21 August.