

At the
heart of
your care

JOB PACK

Senior Marketing
Manager



Nottingham
Hospitals
Charity

This is your opportunity to make a real difference.

I'm Sam, Director of Fundraising, Marketing and Communications at Nottingham Hospitals Charity – thanks for stopping by!

It's a great privilege to be recruiting for a Senior Marketing Manager to join our team based at City Hospital; supporting fundraising and marketing across Nottingham University Hospitals NHS Trust. In 2026 we celebrate our 20th Anniversary as a charity and over that time we have raised over £65million to support our amazing local NHS hospitals. The estate has grown from QMC and City Hospital to now include the Nottingham Children's Hospital, Ropewalk House hearing centre and the National Rehabilitation Centre due to open in 2026.



The NUH NHS Trust employs 19,000 staff who care for 1million people locally as well as between 4-5million in the East Midlands and beyond, each year. The Trust incubates several centres of excellence both within research and care, and its affiliation to the University of Nottingham's Medical School gives the charity a unique positioning in the marketplace.

Over the last 18 months we've made huge in-roads to our marketing activity and on the back of an exciting new charity strategy, we have ambitious plans to increase our income from £4m to £6m as well as augment our brand awareness, staff engagement and develop our digital maturity. From the enhancement of our website to increased social media activity, to launching high-visibility, targeted income generating campaigns – we have a lot to do, and this role will be vital in achieving this.

Earlier this year, we launched our three-year Development Strategy (2026-29) and within that we are committed to raising our marketing reach and engaging new audiences through sustained investment in our marketing activities. As we start to embed the strategy and new ways of working, we are looking for someone who can bring their demonstrable expertise and diverse experience in marketing to help us realise our ambitions for the charity.

My background is in fundraising but also how we can utilise brand, marketing and storytelling to inspire passionate and energetic support. Everything we do has income generation as the driver and the ultimate measure of success. I do not do things by the book, and I am always excited by new ideas to cut through, creative responses to problems and encourage the team to be solution focused.

Nottingham Hospitals Charity has come a long way, but we've also got a lot to do. If you're up for the challenge, I'd love to hear from you.

Sam Cousens

Director of Fundraising, Marketing and Communications

Our vision, mission and values

Our vision

Our **vision** is to create the best possible NHS care and facilities at Nottingham's hospitals, to benefit the people of the East Midlands and beyond.

Our mission

Our **mission** is to enhance treatment and facilities for patients, families, carers and staff, by supporting Nottingham's hospitals in providing world-class care, research and innovation. We will work with staff at Nottingham's NHS hospitals, and patients and supporters across the local community, to provide improved environments, state-of-the-art medical equipment, cutting-edge research and staff support programmes. We will involve people from across the local community in fundraising for their local hospitals, and will work with hospital staff to ensure the money we raise is used in the best possible way, with the greatest impact for patients and their loved ones.

Our values

Our values underpin everything we do and enable us to work and grow in a way that is reflective of the Charity we are.

Growth

We strive for success and continual improvement as care pioneers, generating lasting impact for patients and staff. We are open-minded in our approach, welcoming new ideas, trying new things and adapting to new ways of working.

Excellence

We push ourselves to be our best, uphold professionalism and set high standards to achieve the greatest impact for everyone we support. We deliver outstanding results, focussed on making a positive difference to patients and their families.

Collaboration

Our relationships are a valued part of our work; forming purposeful partnerships, connecting with our colleagues, community and collaborating with donors. We value all contributions, recognising that teamwork and diversity enable us to achieve our goals.

Compassion

Working with care, respect and empathy, we support and listen to the needs of our teams, communities, patients and their families; they are at the heart of what we do and are central in our decision making.

Openness

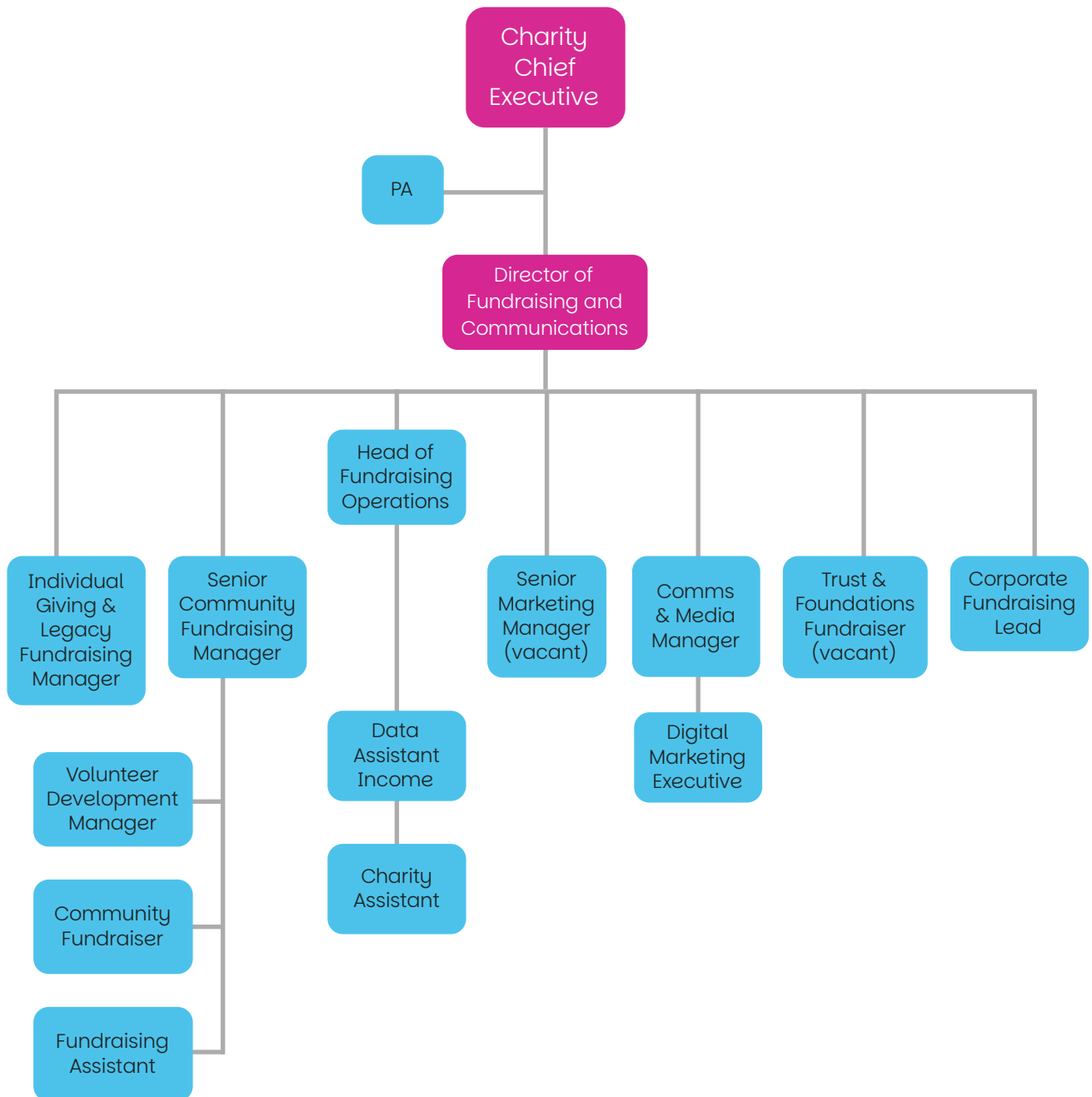
We work with integrity, honesty and openness; keeping our promises and applying full commitment to legal and regulatory compliance.

We encourage teams to speak up, in a culture created to support one another and safeguard those who voice concerns.





Our Structure



Senior Marketing Manager

Nottingham Hospitals Charity

Salary: £35k depending on experience

Location: Nottingham Hospitals Charity Office (City campus) with hybrid/flexible working options

Hours: Full time, 37.5 hours per week

About the role

We are seeking an experienced, driven and creative Marketing Manager to join Nottingham Hospitals Charity at a senior level. As a key member of our team, you will play a pivotal role in working alongside our appointed agency to shape and implement multi-channel marketing plans that support fundraising, engage existing and new supporters as well as bringing our brand to life.

This is an exciting opportunity to work as a 360-marketer, utilising your expertise in various channels and collaborating with stakeholders across the organisation and external agency partners. You will lead on planning, delivering, and evaluating marketing campaigns to maximise the charity's impact.

Key responsibilities

- Lead the implementation of the NHC marketing plan and introduce content marketing initiatives, ensuring alignment with charity goals
- Lead on brand awareness campaign to improve awareness, engagement and income
- Be key point of contact with appointed agencies to deliver the marketing and development strategy
- Lead on income generating marketing campaigns from initial concept to delivery and evaluation, ensuring they deliver measurable results
- Work alongside the Communications and Media Manager to oversee the creation and distribution of content across various channels, including digital, social media and email
- Lead on e-marketing from ideation to delivery to support fundraising, supporter and NUH engagement
- Drive fundraising marketing, working closely with Fundraising Leads to identify opportunities and evaluate supporter needs, using insights to inform marketing activity
- Support campaign management, supporter engagement and awareness for Legacy and in-memory giving
- Implement brand guidelines consistently, ensuring all marketing activity reflects Nottingham Hospitals Charity's values and identity
- Lead on marketing planning to ensure appropriate cadence of communications to supporters and donors
- Repurpose content to ensure maximum engagement and reach



- Collaborate with internal stakeholders, including NUH Trust Communications teams to create integrated marketing plans that support diverse audience engagement opportunities
- Drive successful lead generation initiatives to deliver data acquisition, conversion and increased income
- Stay up to date with industry trends and best practices to identify innovative opportunities for growth

About you

- Proven experience as a 360-marketer, delivering multi-channel marketing campaigns to diverse audiences and achieving measurable results
- Have demonstrable experience of bringing a brand to life with internal and external audiences
- Strong knowledge of content marketing, audience segmentation, and repurposing content for different platforms
- Experience in implementing brand guidelines and maintaining brand consistency across all marketing outputs
- Excellent project management skills, with the ability to manage multiple campaigns simultaneously and deliver on time and within budget
- Exceptional communication and relationship-building skills, with the ability to collaborate effectively with internal and external stakeholders
- Analytical mindset, with experience conducting market research and using insights to inform marketing plans
- A proven track record of driving successful lead generation initiatives
- Creative and proactive approach, with a track record of identifying and implementing innovative marketing ideas
- A keen eye for detail and excellent copywriting skills
- Demonstrable experience in line management, including the ability to mentor and develop team members

Marketing experience

- A minimum of three years' experience in a marketing environment, with a proven track record of delivering impactful campaigns
- An understanding of the charity sector and/or prior experience in a fundraising environment is desirable
- Experience working with CRM systems is also desirable

How to apply

For an informal chat about the role contact me on **07812 269302** or send cover letter and CV to **samantha.cousens2@nhs.net**

Closing date **26th May 2026**



Nottingham
Hospitals
Charity



nottinghamhospitalscharity.org.uk

Nottingham University Hospitals Charity – registered in England and Wales No. 1165397