



Marketing & Communications Manager

Contract: Part time permanent, minimum 27.5 hrs per week

About the role

We are looking for a skilled, creative, enthusiastic marketer, with proven digital marketing experience, to take the Trust's marketing and communications to the next level. We are a registered charity caring for the historic Grade 1 listed Sharpham House and Estate on the banks of the River Dart near to Totnes. At the heart of the Sharpham Trust ethos is our desire to build a more mindful, compassionate and environmentally sustainable world. We connect over 3,000 people annually with nature and foster mindfulness and well-being through our programme of retreats, mindfulness courses, public events, outdoor learning and the arts.

In recent years the Trust has greatly expanded its activities, integrating and increasing the scope of our work. Our estate now embraces four retreat centres, operating all year round, together with online offers, serving a wide range of audiences and interests. Our marketing and communications are founded upon a desire to build lasting authentic relationships with our participants and to expand the range and number of people we engage. Over the last two years we have been reviewing our marketing and communications and increased the staffing resources dedicated to this area. We have worked with an external consultant and we are currently introducing a new Customer Relationship Management System, so that we are better able to understand our users and tailor our communications to be effective.

The Marketing and Communications Manager will be supported by colleagues across the Trust who are responsible for: programming, finance, bookings, health and safety, property management, gardening and catering. The Trust is governed by a board of volunteer Trustees who set the overall direction and strategy.

All staff benefit from being part of the community at The Trust, an organisation which is working to create a more mindful, compassionate and sustainable world. Set in a beautiful landscape, with a warm and friendly team, a track record of success and an imaginative approach to the future, there can be few better environments to work in than at Sharpham.

To find out more visit our website www.sharphamtrust.org

About you

This is a role for someone who can see the bigger picture and is able to prioritise the best use of our resources by creating effective strategies to target, engage and develop specific audiences and who can fit in with Sharpham's values and vision. To do this you will need to be confident in the digital realm, with an understanding of proven digital marketing techniques and experience with using customer data to tailor marketing priorities. You will need excellent communication skills and the ability to work on your own initiative, as part of a collaborative team. Most of all you will have a passion for communicating with people and be able to manage multiple priorities and always achieve high standards.

To apply, please **complete our application form attached** and return to admin@sharphamtrust.org

Closing Date: 12 noon Monday 13th April 2026

Interviews: Wednesday 29th April 2026

MARKETING & COMMUNICATIONS MANAGER

JOB DESCRIPTION

Job Title	Marketing & Communications Manager
Salary	£37,050 (£27,170 - £29,640 pro rata) + pension + holiday
Working Hours	Between 27.5hrs and 30hrs per week over 4 or 5 days
Report to	Director
Supervision of	Communications Officer External Consultants
Main Purpose of the Role	
The Marketing & Communications Manager will be the driving force in planning and delivering the Trust's marketing & communications, working in tandem with the Communications Officer and Director, ensuring that we identify, understand and prioritise current and new participants, effectively target and engage them, and further raise the profile of the Trust.	
Key Responsibilities	
<u>Audience Development</u> <ul style="list-style-type: none">● Identify current and new retreat audiences and develop customer journeys, taking them from the initial contact through to repeat bookings● Utilise the Trust's CRM (Zoho) to segment and prioritise customers and report on audiences for the purposes of planning marketing and communications● Translate the above into an annual M&C Plan, with KPIs and budgets, covering the marketing of external hires, public events, mindfulness courses, retreats, wedding hires and the natural burial site● Steward and develop the Trust brand across different locations, activities, events and media● Develop marketing partnerships and promotions with like-minded organisations and influencers (PR)	
<u>Data</u> <ul style="list-style-type: none">● Gather, visualise and present relevant and actionable data in reports (including digital data via Google Analytics)● Set, monitor and report on KPIs (e.g. audience engagement and development, website performance, user perceptions and feedback), sharing learning and actions● Be responsible for GDPR and data privacy	
<u>Communications</u> <ul style="list-style-type: none">● Oversee all Trust communications with our experienced Communications Officer to ensure consistency and effective prioritisation – including public/media relations, print, advertising, website, e-newsletters, social media content & dialogue● Increase e-newsletter subscriber numbers and booking conversions● Liaise with management colleagues, Trustees and other staff on shaping and delivering this strategy	

- Report to and actively participate in fortnightly Management Team meetings and quarterly Programme Group meetings

Digital Marketing

- Oversee the wider digital strategy integrating: website, SEO, social media, Content Marketing Strategy & calendar, optimising conversion from the website/e-newsletter
- Oversee the Trust’s website, working with an external company
- Oversee and report on SEO and Website Analytics through an external consultant
- Develop digital advertising linked to audience priorities
- Monitor and report on the effectiveness of digital activity and spend

Financials

- Propose and agree forecasts and budget with Trust Director
- Manage and track expenditure and income, achieving agreed targets and maximising the impact of spend

Line Management

- Line manage Communications Officer, including joint prioritisation of work and supporting professional development to deliver the M&C Strategy
- Manage the digital consultant and other external specialists as required

Person Specification

	Essential	Desirable
QUALIFICATIONS	<ul style="list-style-type: none"> ● Educated to degree level or equivalent experience 	<ul style="list-style-type: none"> ● Marketing related qualifications and courses ● Digital related
EXPERIENCE	<ul style="list-style-type: none"> ● At least three years’ relevant experience gained in a marketing/digital marketing/communications role ● Budget management ● Brand management and development/delivery of marketing strategies or plans ● Developing PR opportunities 	<ul style="list-style-type: none"> ● Experience of working in a relevant audience experience focused setting ● Attended Mindfulness retreats / personal Mindfulness practice ● Line management
SKILLS AND KNOWLEDGE	<ul style="list-style-type: none"> ● Audience development strategies ● Digital marketing – digital advertising, social media, email, ● Customer Relationship Management systems ● Data analysis ● Excellent communication and interpersonal skills ● Excellent planning, organisational and admin skills ● Strong ICT skills including website CMS ● Copywriting and storytelling 	<ul style="list-style-type: none"> ● Good working knowledge of other relevant software – eg use of Customer Relationship Management system ● Knowledge of the Sharpham Trust and its aims and ethos

<p>ATTRIBUTES & COMPETENCIES</p>	<ul style="list-style-type: none"> ● Commitment to diversity and equality ● Ability to cope under pressure and work to tight deadlines ● Imaginative and creative ● Confident and friendly disposition ● Good attention to detail ● Team-worker - ability to develop and retain good relationships 	
<p>Hours/Shift Pattern:</p>		
<p>27.5 hours per week, exact days/times to be agreed.</p> <p>This is not a remote working role but The Trust will consider hybrid working where a certain amount of time is spent onsite at Sharpham each week. This can be discussed at interview.</p> <p>The Trust operates a Time Off in Lieu system. All staff members are expected to assist and contribute to the Trust's annual open days. This will be on a TOIL basis unless otherwise agreed.</p> <p>181.5 hours holiday including bank holidays per annum.</p> <p>Pension Scheme – the Trust contributes 7% towards a staff pension scheme for eligible employees after the 6 month probationary period.</p>		
<p>AGREEMENT:</p>		
<p>Job Holder's name: _____</p> <p>Job Holder's signature: _____</p> <p>Date: _____</p> <p>Director's name: _____</p> <p>Director's signature: _____</p> <p>Date: _____</p>		
<p>OBLIGATIONS:</p>		
<p>This job description is subject to the Policies and Procedures of the Sharpham Trust and all staff are required to acquaint themselves with those applicable to this post. This job description will be subject to review and amended to meet the changing needs of the Charitable Trust.</p> <p>Under the Health & Safety at Work Act 1974, the Company has a duty to ensure as far as is reasonably practicable, the health, safety and welfare of all its employees. There is also a duty of care on all employees under the same legislation. There is a written statement on general policy regarding Health</p>		

& Safety at work. Your attention is particularly drawn to this policy and you must make yourself aware of its contents.

This job description is subject to the Terms and Conditions of service of the Charitable Trust.

Equal Opportunities

The Sharpham Trust is an equal opportunities employer. We recognise that celebrating diversity and difference is at the core of creating healthy workplaces and we are committed to building a team that represents a variety of backgrounds and perspectives.