

# little lifts

for people affected by  
breast cancer



## **Brand, Marketing and Community Executive**

<b>Job Title</b>	Brand, Marketing and Community Executive (appointment at Executive or Senior Executive level depending on experience)
<b>Location</b>	Little Lifts HQ, Bowthorpe Hall, Norwich, NR5 9AA Home working is supported when required to support work-life balance.
<b>Working Week</b>	Monday – Friday 35 hours per week 9-5pm, but where needed, there is flexibility in start and finish times between 8am and 6pm. This role will support some evening and weekend events.
<b>Salary</b>	£25,000 - £26,750 (depending on experience)
<b>Annual Leave</b>	25 days plus bank holidays and discretionary leave offered by the Board at the start of each new calendar year. Additional length-of-service leave is applied after 2 years.
<b>Pension</b>	NEST
<b>Contract</b>	Permanent
<b>Direct reports</b>	None. May coordinate and supervise volunteers as required.
<b>Reporting to</b>	Corporate & Community Fundraising Manager but also working closely with CEO & Founder regarding brand and marketing.

## Introduction

We're looking for an enthusiastic, creative, and digitally savvy person to join our team! This exciting, dynamic, and varied role is for someone who enjoys working with people, is confident creating content across formats, has a good eye for design and photography, and brings a positive, can-do attitude to everything they do.

This is a diverse, hands-on role that combines marketing, communications, content creation and community engagement to maintain and grow our brand profile. Your responsibilities will include creating compelling content across multiple channels, managing our social media presence, supporting our website, and contributing to fundraising and awareness-raising campaigns. In return, you'll join a purpose-led organisation where your work has a direct and meaningful impact on people affected by breast cancer every day. We offer a nurturing, supportive team environment, opportunities for learning and professional development, dedicated staff well-being activities, and the chance to contribute ideas and shape projects from start to finish. As a small charity, we make every role count, giving you the opportunity to see the tangible impact of your work and to be part of a team that genuinely cares about each other and the breast cancer patients and their families we support.

We welcome applications from candidates at all stages of their careers and with varying levels of experience who can demonstrate the skills and potential required for the role, whether through previous employment, education, volunteering or other relevant experience. There is no direct line management, but the role will involve coordinating and supporting volunteers as required. The role may be appointed at either the Executive or Senior Executive level, depending on the successful candidate's experience and capability.

## What is Little Lifts?

In the UK, 55,000 women will be diagnosed with breast cancer every year, and 400 men. Our mission is to support everyone who faces chemotherapy, radiotherapy and/or surgery for breast cancer by giving them a Little Lifts Box at the start of, or during, their treatment.

We support people undergoing surgery, chemotherapy and radiotherapy treatment for primary and secondary breast cancer by giving them a Little Lifts Box:

- In the East of England, our hospital partnerships ensure that every eligible person is reached.
- Elsewhere in the UK, people can apply to our 'Little Kindness Fund' to access our support (our response to the pandemic).

We understand that every person's experience of breast cancer treatment is different. That's why Little Lifts Boxes are filled with carefully selected items that provide practical support, as well as mood-boosting goodies to promote emotional well-being. But it isn't just what's inside the Box that provides support. Recipients tell us that the sense of solidarity and kindness they experience is equally valuable.

Since our launch in November 2017, we have already distributed over 45,000 Little Lifts Boxes to people undergoing breast cancer treatment. We are an ambitious charity driven to support many more people with breast cancer in the years to come.

Please visit [our website](#) to find out more.

**The role objective is broken down into two parts:**

**1. Brand and Marketing**

Working closely with the Founder and CEO, this role will play an important role in:

- Planning, creating and scheduling content in a variety of formats, including written, visual and video.
- Managing and maintaining our digital channels, website and monthly newsletters.
- Delivering digital fundraising and awareness campaigns, ensuring all communications are optimised to drive supporter engagement and loyalty.
- Engaging with our community, developing case studies and celebrating success.

**2. Community**

Working closely with the Corporate and Community Fundraising Manager, this role will:

- Manage Community Fundraisers via phone, email and social media, ensuring they are stewarded effectively and celebrated accordingly.
- Manage and report on regular donors, ensuring they are stewarded in a timely manner.
- Oversee a Community Fundraising Volunteer who supports key administrative tasks for this role when required.

**Core responsibilities of the role:**

- To work with the Founder and CEO and the rest of the team to execute the Brand and Marketing Strategy.
- Provide day-to-day management, including creation, scheduling, posting and moderation of the organisation's social media channels.
- Assist in designing and creating marketing materials briefed by the Founder, Events and/or Operations Manager to support delivery of the organisation's fundraising campaigns, events and operational activity, including graphics, video, digital and printed material and liaising with third-party suppliers as required. For larger-scale events, brief an external graphic designer to bring the event vision to life.
- Manage and create (with support from the wider team for input) the organisation's social media content and schedule, and use insights (Sprout) to create engaging content that supporters want to engage with.
- Design, test, deliver and evaluate email marketing campaigns as required by the Founder to drive supporter engagement, income and campaigner actions.
- Copywriting to brief for a range of mediums, including web copy, e-newsletters, social media, case studies and printed materials. Where required, working with a volunteer copywriter to assist you with these tasks.
- Day-to-day management of the website, including adding and removing content, updating the latest news, and ensuring the website content is in line with the brand

and tone of voice.

- Support and provide photography and video content at a variety of internal and external events that can be used across all digital platforms.
- Day-to-day management of our Community Fundraisers, ensuring effective stewardship and celebration.
- Supporting our special community by leading on case studies and celebrating success.
- Proactively support the wider team to ensure that the integrity of the CRM (E-Tapestry) database is maintained to a suitably high standard.
- Support creative design using Canva.
- Undertake any other duties consistent with the post, assist with other areas of work as required, and be able to work some occasional evenings and weekends. TOIL is offered in return.

## Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>- GCSE Maths and English Language C grade or above.</li> <li>- Marketing or digital communications qualification, or equivalent through experience.</li> </ul>	<ul style="list-style-type: none"> <li>- Educated to degree level or with equivalent work experience.</li> <li>- Familiarity with the non-for-profit sector.</li> </ul>
<b>Skills &amp; Experience</b>	<ul style="list-style-type: none"> <li>- Professional or volunteer experience in a marketing or social media role.</li> <li>- Excellent interpersonal skills, including the ability to take instructions, work well within a team and build relationships with colleagues and volunteers in different functions, as well as external stakeholders.</li> <li>- Creativity to develop ways to engage existing and new audiences in campaigns to achieve support, including video editing.</li> <li>- Understanding of design platforms such as Canva.</li> <li>- Excellent communication and copywriting skills, including the ability to work to a brief and understand the needs of different audiences.</li> <li>- An understanding and experience of digital and traditional marketing channels and social media platforms.</li> <li>- Experience with digital marketing channels, including websites, email marketing and organic/paid social media.</li> <li>- Confident project management and</li> </ul>	<ul style="list-style-type: none"> <li>- Knowledge and/or experience of marketing and communications strategy.</li> <li>- Knowledge and/or experience of Google Analytics, email marketing platforms, online advocacy platforms and CRM databases or a strong willingness to learn.</li> <li>- Knowledge or interest in photography and editing programmes, or a willingness to learn.</li> <li>- Experience of working or volunteering within the charity sector, around fundraising.</li> <li>- Knowledge of fundraising regulations and GDPR.</li> </ul>

	<p>organisational skills to oversee ongoing maintenance of website, social media platforms and any other marketing-based project work such as campaigns.</p> <ul style="list-style-type: none"> <li>- Experience in using platforms such as Sprout and CRM systems.</li> <li>- Experience and/or interest in designing, coordinating and producing campaign materials, including printed and digital.</li> </ul>	
Personal Attributes	<ul style="list-style-type: none"> <li>- A great communicator with a can-do attitude, understanding that working in a small charity means flexibility and adaptability.</li> <li>- A positive and flexible approach to work and willingness to work occasional unsociable hours as necessary, including some weekends and evenings.</li> <li>- A passion and commitment to support people affected by breast cancer.</li> <li>- Ability to travel across Norfolk and further afield when required.</li> </ul>	<ul style="list-style-type: none"> <li>- Clean driving license</li> </ul>

## Why work for Little Lifts?

By joining the Little Lifts team, you will be part of something unique:

- Purpose-led role supporting people affected by breast cancer, both regionally and nationally.
- Full induction and training are provided to support you in your role.
- An opportunity to get behind the scenes at a small but mighty charity with ambitious plans.
- Be part of a supportive, flexible work environment that fosters work-life balance.
- A chance to have a lot of fun and new experiences!

## Additional Information:

For an informal chat about this role, please contact Oa Hackett, Founder, via email [oa@littllelifts.org.uk](mailto:oa@littllelifts.org.uk)

## How to apply:

Email [hello@littllelifts.org.uk](mailto:hello@littllelifts.org.uk) with your CV and a covering letter (no longer than two sides of A4) explaining why you would be great at this role - we'd love to see your creativity in your covering letter. A little tip – we want to see how you meet the criteria in our person specification. Please provide two references to support your application in your covering letter.

**Closing Date:** 9am on Tuesday, 7th July 2026

**Interview Date:** Monday 13th or Tuesday 14th July 2026

The information you provide to us will be stored and used in accordance with our [privacy policy](#). We will only pass your information on to third parties with your consent or where required by law.