

Role Description:

Marketing & Campaign Coordinator

Reports to	Media and Content Manager
Employment Status	Permanent Full Time
Working Hours	Standard business hours and additional time as required by the role

Role Purpose

You will manage the development, coordination and delivery of key marketing assets and tactics to support fundraising and partnerships campaigns, appeals and initiatives.. Sitting within the Marketing team, you will act as a key business partner to the Fundraising and Partnerships (F&P) team, leveraging audience insights, data and brand strategy to deliver best practice marketing tactics to drive engagement, enhance the supporter experience and amplify awareness.

Immersed in the Orange Sky mission, brand, and tone of voice, you will use data, marketing expertise and audience insights to help shape campaign strategies, coordinate end-to-end tactics, optimise operational processes, and amplify engagement to grow the brand awareness and impact of Orange Sky.

Role Responsibilities

You will build strong, collaborative relationships across the Marketing & Transformation and Fundraising & Partnerships teams, as well as with external partners, and relevant suppliers. You will enable strong project collaboration, navigate shifting priorities constructively, and use data-driven insights to optimise team workflows and ensure consistent delivery and support to meet objectives.

Responsibilities are as follows:

Project Management and Delivery

- Apply project planning principles and tools to manage the end-to-end delivery of assets that support fundraising and partnership campaigns, appeals, and strategic initiatives, ensuring all outputs are delivered on time and within budget.
- Partner closely with F&P leads to translate campaign requirements into actionable marketing plans, delegating tasks and managing workflows alongside internal marketing subject matter experts (such as digital, media, and content leads).
- Monitor multiple project workflows simultaneously, anticipating short-term risks and dependencies to maintain momentum and quality.

Marketing Strategy & Campaign Development

- Consider and review data and insights from Supporter survey, past performance metrics and latest best practice benchmarks to inform strategic thinking and analysis.
- Apply deep brand and marketing expertise to translate fundraising objectives into compelling campaign concepts, key messaging, and audience-centric creative that resonate with supporters.
- Bring a distinct marketing lens to campaign ideation, introducing tactics, creative ideas and testing approaches that elevate brand presence while driving income targets.
- Coordinate the development, review, and production of campaign copy, assets and collateral to ensure messaging builds strong audience connections.

Brand Integrity, Insights & Improvements

- Track and analyse campaign performance, translating data into actionable insights and optimisation recommendations for future activities.
- Contribute to the continuous improvement of operational processes, cross-team workflows, and templates between Marketing and F&P to enhance overall team efficiency.
- Act as an Orange Sky brand champion - ensuring all outputs strictly adhere to brand guidelines, tone of voice, and quality standards.
- Provide ad-hoc support to the Marketing Team and broader organisational initiatives as required.

Key Skills and Experience

To be successful in this role, you will have experience in a similar position within a fast-paced organisation – ideally in the not for profit sector.

Additionally, the successful candidate will have:

- At least 2–3 years experience in a similar role
- Proven experience supporting, coordinating and implementing complex marketing or fundraising campaigns
- Strong communication skills with a track record of positive cross-team collaboration
- Experience applying marketing and brand principles to campaigns and concepts – including content to meet specific audience needs and motivations
- A continuous improvement and agile mindset, with the ability to comfortably pivot to meet organisational requirements
- Experience utilising project management tools – such as Asana (Desired)
- Fundraising or not for profit campaign experience (Desired)