



**WORLD
LAND
TRUST**

Saving land
Saving species



APPLICATION PACK

Senior Marketing Manager

Closing date: 05 March 2026

World Land Trust is a UK based conservation charity. Registered charity no. 1001291 | Limited company registered in England & Wales no. 2552942 Phone: +44 (0) 1986 874422 Email: info@worldlandtrust.org Website: Worldlandtrust.org
Registered office: Blyth House, Bridge Street, Halesworth, IP19 8AB, Suffolk, United Kingdom.



Who We Are

World Land Trust (WLT) is an international conservation charity that protects the world's most biologically significant and threatened habitats and species.

Our mission is to help people across the world protect and restore their land to safeguard biodiversity and the climate.

Working through a network of partner organisations around the world, WLT funds the creation of reserves and provides permanent protection for habitats and wildlife. Partnerships are developed with established and highly respected local organisations who engage support and commitment among the local community.

Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

**We're happy to talk flexible working,
from day one.**



SENIOR MARKETING MANAGER

Who we're looking for

The Senior Marketing Manager plays a pivotal role in promoting the organisation's mission, raising awareness of global conservation efforts and driving donations and wider supporter engagement. The postholder will lead the development and delivery of strategic, insight-led marketing initiatives that attract new audiences and reach existing supporters, clearly communicating the importance of biodiversity conservation and the impact of our work. This role has significant autonomy and requires someone confident in shaping and steering integrated marketing activity across the full channel mix, able to define and deliver a marketing strategy for growth measured against metrics of success, significantly increasing the flow of potential donors ready for conversion.

Job Description

Salary:	Full-time starting salary £50,000pa up to £60,000pa
Hours:	35 hours per week
Contract:	Permanent
Proposed Start Date:	As soon as possible, subject to candidate's availability
Location:	Hybrid / Halesworth Offices, Suffolk
Reporting to:	Director of Brand and Communications
Responsible for:	Marketing Officer / Social Media Officer

Main duties and responsibilities

Strategic Marketing and Campaign Leadership

- Shape, lead and deliver insight-led, strategic multi-channel marketing campaigns that strengthen brand awareness, drive donor acquisition and retention, and support fundraising priorities.
- Oversee the full end-to-end development of integrated campaigns, managing the stages from insight and planning to creative development,

media planning, implementation and performance measurement, working collaboratively with internal teams and external agencies.

- Ensure all marketing activity aligns with organisational objectives and our Values and supports wider strategic initiatives.

Brand and Content Management

- Act as a brand guardian, ensuring consistency and quality across all marketing outputs, including website content, social media, email, print and advertising.
- Oversee the development and implementation of engaging marketing content that communicates WLT's mission and reinforces its position as a trusted conservation charity.

Collaboration and Internal Partnerships

- Work confidently and proactively with colleagues across Brand and Communications, Development and the wider organisation to deliver shared goals.
- Support the Development team by creating targeted marketing plans for key always-on products and campaigns, using audience insight and data to maximise acquisition, retention and income growth.

Events and Public Engagement

- Plan, coordinate and attend fundraising and awareness events that promote WLT's mission, ensuring high quality delivery and strong supporter and stakeholder engagement.

Performance, Insight and Reporting

- Analyse campaign and channel performance, interpret data and present clear reporting to evaluate effectiveness and ROI.
- Use performance insight to shape future strategy, improving targeting, messaging and channel optimisation.

Media, PR and Partnerships

- Cultivate and maintain productive relationships with media outlets, influencers and partners to increase WLT's reach through earned media and collaborative opportunities.

- Work confidently with third party agencies, including digital, creative and fulfilment partners, to deliver effective end to end campaigns.

Innovation and Best Practice

- Stay informed about industry trends, emerging technologies and best practice in marketing and conservation communications, incorporating relevant innovation to strengthen marketing effectiveness.

General

- Undertake additional activities as requested by the line manager that are appropriate to the role, skills and level of responsibility.

Line management

As a line manager, you will play a pivotal role in delivering our commitment to being a good employer by fostering a purpose-driven, inclusive, and high-performing team environment. Your responsibilities will include:

- **People Leadership:** Inspire and guide team members to perform at their best, aligning individual goals with organisational purpose and values.
- **Talent Development:** Support the growth and capability of your team through regular coaching, feedback, and development planning, ensuring access to learning opportunities that build resilience and agility.
- **Inclusive Culture:** Champion diversity and inclusion by creating a safe, respectful, and equitable workplace where all voices are heard and valued.
- **Performance Management:** Set clear expectations, monitor progress, and conduct regular performance reviews to recognise achievements and address challenges constructively.
- **Collaboration and Innovation:** Encourage cross-functional collaboration and a mindset of continuous improvement, enabling your team to creatively contribute to innovative solutions.
- **Wellbeing and Engagement:** Promote employee wellbeing and engagement by maintaining open communication, recognising contributions, and responding to individual needs with empathy and fairness.
- **Operational Excellence:** Ensure effective resource planning, compliance with policies, and delivery of team objectives in line with organisational priorities.

Budgetary Responsibility

Manage a departmental budget, ensuring effective allocation and expenditure of financial resources in line with organisational delegated authority limits. Support the annual budgeting process and maintain an overview of spending, highlighting any potential overspends in a timely manner and identifying any cost-saving opportunities.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

Person Specification

A = Application (criteria used to shortlist your application)

I = Interview (criteria used for interviews questions)

Experience and Knowledge

- Proven experience as an established in-house brand or marketing manager, developing and implementing strategic marketing plans that demonstrate clear understanding of the bigger picture (essential) (A/I)
- Experience working within the UK nonprofit sector (essential), with a good understanding of UK and international giving, ideally within environmental or animal conservation charities or similar giving models (preferred), due to their distinct fundraising and donor behaviour patterns (A/I)
- Strong understanding of digital marketing techniques and platforms including SEO, SEM, social media, email marketing and analytics tools, combined with a solid understanding of above the line channels and the full channel mix (essential) (A/I)
- Excellent written and verbal communication skills, with the ability to craft compelling narratives and messages for diverse audiences (essential) (A/I)
- Able to manage multiple projects simultaneously and deliver high quality outputs within deadlines (essential) (A/I)
- Experience of leading, managing and supporting a team to ensure they have clear goals and opportunities for development (desirable) (A/I)

Skills and Competencies

- Ability to build effective working relationships within a team environment and with suppliers and third-party agencies, working confidently and collaboratively with partners (essential) (I)-party agencies, working confidently and collaboratively with partners (essential) (I)

- Donor focused mindset, ensuring supporter journeys and content are insight led, user centred and deliver an excellent experience (essential) (A/I)
- Strong organisational skills, with the ability to prioritise effectively and keep stakeholders informed of progress (essential) (I)
- Up to date knowledge of current and emerging marketing trends, with the ability to adapt to new tools and techniques and apply learning effectively (essential) (I)-to-date knowledge of current and emerging marketing trends, with the ability to adapt to new tools and techniques and apply learning effectively (essential) (I)
- Professionalism and the ability to maintain confidentiality at all times (essential) (I)
- Commitment to ongoing management development and reflective practice, with a willingness to embed learning into day-to-day ways of working (essential) (I)-to-day ways of working (essential) (I)
- Ability to create an inclusive working environment aligned with organisational values, supporting and coaching team members to perform at their best (essential) (I)

Values and Motivation

- Passion for conservation and environmental sustainability, with a genuine commitment to WLT's mission and values (essential) (A/I)

Applications

We are working with Charity People to find our next team member so please send a copy of your CV alongside a 1-2 page cover letter addressed to our Director of Brand and Communications, Dan Bradbury, to Ellen (Ellen@charitypeople.co.uk) and Priya (Priya@charitypeople.co.uk) before **9am on 05 March 2026**.

The cover letter should focus on your 'why':

1. Why do you want to work for World Land Trust as Senior Marketing Manager?
2. Describe how your skills and experience make you a brilliant candidate for this role, paying attention to the Key Responsibilities and the Person Specification.

Important note on your cover letter: In this context, the cover letter is meant to test and showcase your communication style. We want to see your ability to write succinctly and persuasively. It should be engaging to read and will likely include impact figures to back up your key points.

Please note that this is a UK based role.

We would like to thank you for your interest in World Land Trust and for your time in applying.

Shortlisted Candidates

We know how frustrating it is to not get an update about your application and therefore we will work with Charity People to ensure that all applicants know as soon as possible after the closing date whether they have been shortlisted for interview or not.

Interviews

First stage interviews will be carried out remotely through Teams on Monday 23 March (pm) and Tuesday 24 March (pm).

Second stage interviews will be held early April.

Our Benefits

- **Salary** – salary for this post is £50,000pa to £60,000pa based on full-time hours, which are 35-hours per week.
- **Flexible working opportunities** – We offer flexible and hybrid working because we know how important a healthy work-life balance is to our team. The majority of full-time staff work a 9-day fortnight, and we recruit people from across the country by supporting remote work where the role allows. At the same time, we value in-person collaboration, so we are ideally looking for someone within commuting distance of our Suffolk base who can spend at least one day a week working on site. All staff attend monthly team meetings in London or Suffolk and are also required to attend quarterly Staff Away Days in Suffolk, and any additional face-to-face meetings or planning sessions relevant to their team or directorate, where building and maintaining working relationships is important.
- **Annual leave** – we offer 36 days' annual leave (including Bank Holidays) based on a 5-day working week plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice.
- **Group personal pension scheme** – investing in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with

our Values. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension based on an employer contribution of 5% and an employee contribution of 3%.

- **Group life assurance** – whilst we hope our staff live long and happy lives, we want to give some peace of mind and this benefit provides a lump sum payment of 4x salary.
- **Occupational sick pay** – we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.
- **Wellbeing** – our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff – and managers – to attend inhouse training to support their own wellbeing and those of their teams.
- **Cycle to Work Scheme** – we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!
- **Inclusion** – we work hard to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be; as part of this we share our Inclusion Passport with you shortly after joining. This means we start off with a conversation about what helps you to work best, feel included and be supported, which can encompass neurodiversity, religious practices, or menopause, for example, as well as disability and gender reassignment.
- **Employee voice** – we know that there is always room to improve and so we work with a not-for-profit programme, 'Best Employers Eastern Region', to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We're proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.



Best Employers
Eastern Region
2025 - 2027

- **Learning and Development** – we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR) which is reviewed regularly across the year to support staff with prioritisation, workload and wellbeing. Retaining expertise and providing opportunities is something that's important to us and we have seen a number of staff move into new roles within World Land Trust.

But that's not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.

Conditions of Employment

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, all applicants will need to be eligible to work in the UK. If an offer of employment is made, we will ask to see a copy of an appropriate official document as set out in the UKBA guidelines and we are required to carry out a physical check of documents for the successful candidate.

The successful applicant will be required to provide two work-related references, one of which should be from their current or most recent employer, and satisfactory references are a condition of employment. Details of referees would be requested on acceptance of an offer of employment.

All contracts are subject to a six-month 'Settling In' period.