

Job Title: Senior Marketing & Communications Manager

(Membership & Partnerships Focus)

Department: Commercial

Reports To: Commercial Director

Salary: £45,000–£50,000 per annum

Location: Hybrid

- Monday – Remote
- Tuesday–Thursday – London Office
- Friday – Remote

Contract Type: Permanent

About the Countryside Alliance

The Countryside Alliance is a leading campaigning organisation that works to protect and promote the countryside. We represent over 100,000 members and supporters across the UK, delivering campaigns, membership programmes, and partnerships that support rural communities.

About the Role

This is a delivery-focused marketing and communications role with a strong commercial edge.

You will sit at the centre of the organisation, ensuring that marketing, communications, membership activity, and partnerships are executed effectively through clear messaging, structured workflows, and strong coordination.

This is not a purely creative or strategic role. It is about **making things happen**, managing projects, building processes, and ensuring activity delivers against commercial and organisational objectives.

Key Responsibilities

Marketing & Communications Delivery

- Plan and deliver integrated marketing and communications activity across membership, campaigns, and partnerships
- Write and oversee high-quality copy across email, website, landing pages, and campaign communications
- Ensure consistency in tone of voice and messaging across all channels
- Support campaign launches with clear, effective communication

Workflow & Systems Management

- Build and optimise marketing workflows across CRM and marketing platforms
- Work with internal and external teams to improve automation, data flows, and campaign triggers
- Support development and integration of new systems and tools
- Ensure marketing activity is efficient, scalable, and well-structured

Project & Stakeholder Management

- Own delivery of key membership and partnership projects from planning through to execution
- Coordinate across internal teams including campaigns, commercial, and digital
- Manage relationships with external agencies and partners
- Act as the central point of contact to ensure alignment and timely delivery

Membership & Commercial Activity

- Support membership acquisition, retention, and engagement activity
- Work closely with the Commercial Director to deliver commercially focused campaigns
- Help develop and implement initiatives such as referral programmes, incentives, and member engagement activity
- Ensure marketing activity aligns with revenue and growth objectives

Partnership Development & Delivery

- Support the development and activation of commercial partnerships
- Work with partners to deliver joint campaigns, communications, and member offers
- Ensure partnership activity is well-executed and aligned with brand and commercial objectives
- Identify opportunities to enhance partner value through marketing and communications

Data, Reporting & Performance

- Track and report on marketing and campaign performance
- Use data to improve targeting, messaging, and delivery
- Work with CRM systems to improve segmentation and audience understanding
- Ensure accurate tracking and reporting across key activity

Key Skills & Experience

Essential

- 4–6+ years' experience in marketing and communications
- Excellent copywriting skills with strong written English (native or equivalent fluency required)
- Experience delivering multi-channel campaigns (email, web, CRM-led marketing)
- Proven ability to manage projects and multiple stakeholders
- Experience working with CRM systems and marketing automation tools
- Strong organisational skills and attention to detail
- Commercial awareness, understands revenue, growth, and conversion dynamics

Desirable

- Experience in membership organisations, charities, or campaigning environments
- Experience working on partnerships or commercial collaborations
- Familiarity with platforms such as HubSpot, Customer.io, or similar
- Understanding of systems, integrations, and marketing operations
- Interest in rural issues and the work of the Countryside Alliance

What This Role Is (and Isn't)

This role is:

- Delivery-focused and execution-driven
- Commercially aligned, particularly across membership and partnerships
- Operational, with a strong focus on workflows and systems
- Cross-functional, working across teams and external partners

This role is not:

- A fundraising role
- A purely creative or brand-only position
- A heavily people-managed role

Benefits

- Opportunity to play a key role in a national campaigning organisation
- Flexible hybrid working
- 25 days annual leave plus bank holidays
- Pension scheme

Apply

Please send your CV and a covering letter to lawrence-tribe-endt@counttryside-alliance.org

We are looking to fill this role as soon as possible and will review applications on a rolling basis.

Interview process

- Stage 1: Initial 30-minute conversation (online)
- Stage 2: In-person panel interview for shortlisted candidates