Social Media & Marketing Manager JD

Location: Castlehaven Community Association, 23 Castlehaven Road, Camden Town, London, NW1 8RU.

Contract: Six months, Monday 4th January 2027 until Friday 2nd July 2027.

Hours: 35 Hours per week (Full Time)

Salary: £34,000 per annum

Staff benefits:

- A Staff Automatic Enrolment Pension.
- Childcare Voucher Scheme.
- Annual Public Transport Travel Card Scheme.
- Bicycle Purchase Scheme.
- 24-hour Counselling Support Line.
- Regular Team Building Activities and Socials.
- Free parking on site.
- Birthday day off.
- Access to monthly staff reward scheme.
- Monthly wellbeing contribution.

Reporting to: Castlehaven Community Association's Executive Director

MAIN PURPOSE OF THE ROLE

To lead CCA's marketing and communications during the current Marketing and Communications Manager's six-month sabbatical. The purpose of the role is to raise awareness of Castlehaven's work among residents and partners across Camden and wider London, and encourage involvement in our projects, activities and events.

Working closely with the Castlehaven team, partners and members, you will create clear, welcoming and engaging content for our social media, website, onsite displays and printed materials. You will also support CCA's fundraising initiatives and promote our spaces for hire.

KEY RESPONSIBLITIES

Digital Communications:

- Manage Castlehaven's Instagram, Facebook, Nextdoor and LinkedIn accounts, creating engaging content that showcases our work, community and impact. Follow our social media strategy and keep our tone of voice, colours and design consistent.

- Respond to social media messages, questions and complaints calmly and promptly, reflecting Castlehaven's values and referring sensitive issues to the senior management team.

- Maintain and update Castlehaven's WordPress website, including project pages, activity calendars, Community News blog posts, recruitment, venue hire and donations information. Ensure pages are accessible, easy to use and follow basic SEO good practice.

- Create and update Eventbrite listings and keep our Google Business profiles accurate and current.

- Compile and send Castlehaven's monthly email newsletter via Mailchimp, working with colleagues to share accurate information about our activities, events and news.

Content, Design & Promotion:

- Write and edit engaging copy that shares Castlehaven's work with different audiences. Design flyers, posters, programmes, timetables, signage, banners and campaign materials using Canva and, where appropriate, Adobe Creative Suite, keeping our branding consistent.

- Take and edit photographs and short videos that showcase our activities, events and community stories, following Castlehaven's consent and safeguarding procedures.

- Promote our activities and events through local press, partner networks, school newsletters, council channels and community listings. Keep Park noticeboards and onsite signage up to date.

- Support fundraising campaigns by creating and updating JustGiving pages, donation appeals and promotional materials.

- Work with the Facilities and Events Manager to promote our pitches and spaces for hire, reaching new audiences and encouraging bookings.

Planning & Support:

- Coordinate monthly marketing meetings with project managers to plan promotion, agree priorities and deadlines, and keep the shared marketing and events calendar up to date, as well as to update and include relevant awareness dates.

- Follow Castlehaven's Marketing and Social media strategy, reviewing analytics each month to understand what content is working well and where changes could improve results. Share brief updates with management and relevant committees in monthly Senior Team Management meetings.

- Keep Castlehaven's branding consistent and support staff to use our design templates and marketing guidance, and printing of physical materials

- Coordinate and support marketing volunteers, interns and external suppliers involved in creating content or promotional materials.

OTHER DUTIES

- Help with Castlehaven events when needed, including preparing signage and supporting the team with event materials.
- Keep leaflets, flyers and timetables up to date and well stocked across Castlehaven building, removing outdated materials and arranging printing when needed.

- Arrange orders for promotional and event materials, such as T-shirts and banners, within agreed budgets.

- Help colleagues with design queries and respond to last-minute social media requests, alongside agreed priorities.

- Occasionally support reception, responding helpfully to enquiries and referring complaints to the appropriate member of staff.

Person Specification

DATA & BARRING SERVICE CHECK:
An enhanced Data & Barring Service Check (DBS) clearance is an essential requirement.

ESSENTIAL EXPERIENCE

- Experience delivering marketing and communications across digital and printed materials.
- Confident use of Canva to create designs for print and online use, following brand guidelines.
- Experience managing social media accounts on Instagram, Facebook and LinkedIn, including creating content, running campaigns, engaging with audiences and using analytics to improve results.
- Experience updating WordPress websites, with an understanding of basic SEO and accessibility.
- Experience creating Eventbrite listings and producing email newsletters using Mailchimp.
- Strong writing and proofreading skills, adapting content for different audiences.
- Ability to take and edit photographs and short videos.
- Good organisation and time management, working independently and managing competing deadlines.
- A friendly, collaborative approach to working with colleagues, partners and diverse communities.
- Ability to handle complaints and sensitive enquiries calmly, knowing when to refer them to a manager.
- Understanding of consent, confidentiality, data protection and safeguarding.
- Commitment to inclusive communications and Castlehaven's community work.

DESRIRABLE

- Experience using Adobe InDesign, Illustrator or Photoshop.
- Experience working in a charity or community organisation.
- Experience promoting fundraising through JustGiving and supporting venue hire promotion.
- Experience working with local press, supporting volunteers or interns, and analytics.

How to Apply

Please email your CV and a covering letter of no more than two A4 pages to ernie@castlehaven.org.uk. Use the person specification to explain how your skills and experience meet the requirements of the role.
No agencies, please.

DATA PROTECTION

By applying for this role and sending your covering letter & CV you consent to CCA using and keeping information about you or by third parties, e.g. referees relating to your application or future employment. This information will be used solely in the recruitment process. For unsuccessful candidates, the information will be destroyed within 6 months unless you have consented to extend this period.

CLOSING DATE FOR APPLICATIONS

Applications must be received by **11.59 pm** on **Sunday 25th October 2026**. Shortlisting will take place on **Monday 26th October 2026.**

Interviews will take place in person at our community centre, on **Monday 2nd November 2026**.

If you have not been shortlisted for an interview you will not hear further from us. Thank you.

Facebook: /castlehavencommunityassociation **info@castlehaven.org.uk**

Instagram: /ccacamden **www.castlehaven.org.uk**

Castlehaven Community Association, 23 Castlehaven Road, Camden Town, London NW1 8RU

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