

Business Communications and Marketing Manager

Recruitment pack



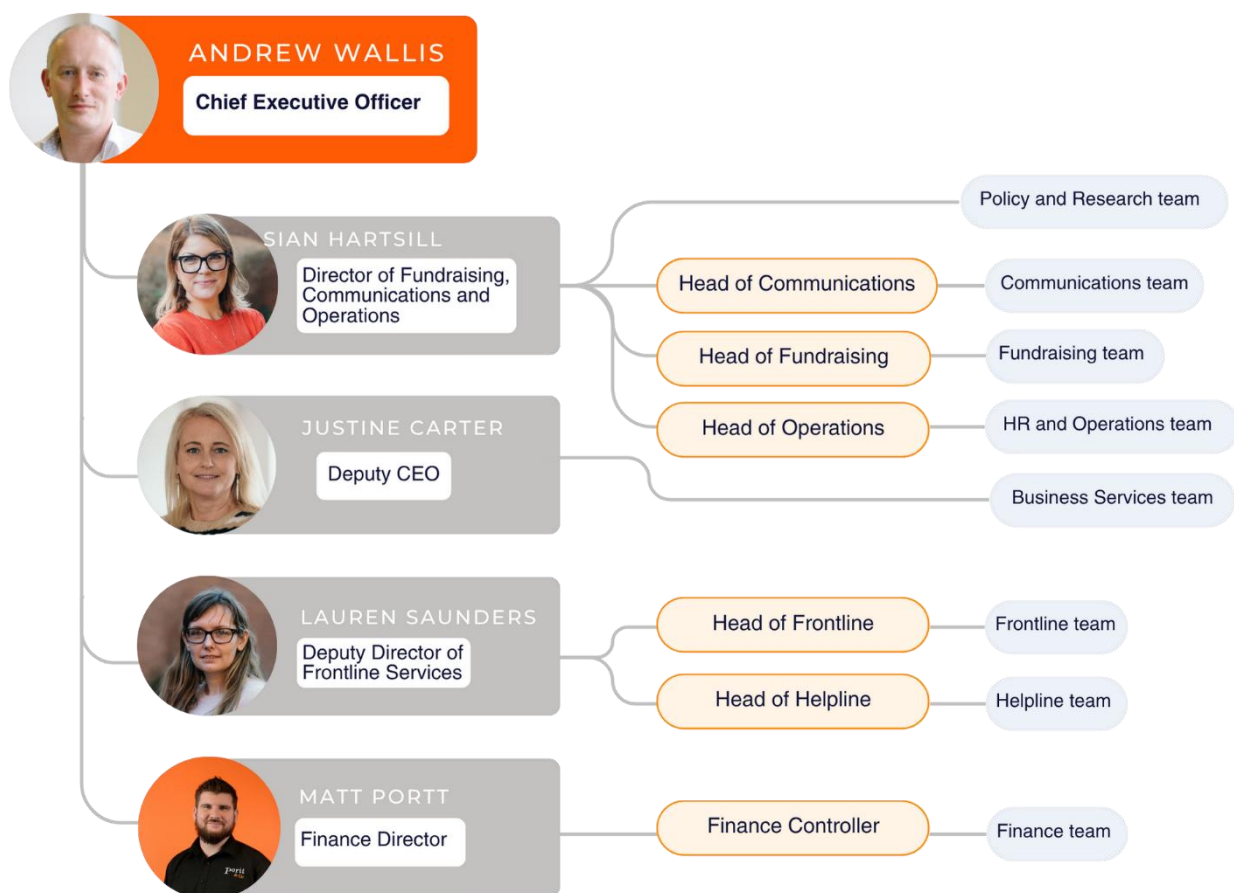
Location	Unseen's head office in Bristol (Hybrid approach with some working from home days. A degree of flexibility will be required)
Salary	£32,500 per annum (pro-rated for part time hours). We are an accredited member of the Living Wage Foundation.
Contract type	Permanent
Hours	Full-time (Part time may be considered), Mon-Friday/ Weekends/ Evenings
Reports to	Head of Business Development
Key relationships for the role	<ul style="list-style-type: none"> • Business Services Team • Head of Business Development • Deputy CEO • Head of Communications • Helpline and FR Teams • External agencies and designers
Requirements of the role	<ul style="list-style-type: none"> • Standard DBS • UK Driving Licence/Car (desirable) • Lone Working • On-Call duties (some cover for media enquiries)
Benefits	<ul style="list-style-type: none"> • 33 days holiday per year (pro-rated equivalent for part time), inclusive of bank holidays • An additional day of paid leave is awarded at the start of each holiday year (maximum of 5 days) • Paid Birthday leave • Long service awards • Enhanced Sick Pay entitlement • Enhanced Maternity and Adoption leave • Employee Assistance Programme – counselling for individuals and their families (up to 8 sessions) and a range of wellbeing support resources • Pension contributions • Bike to Work Scheme • Speak Up Staff line • Lone Working system in place

About us

Unseen is a UK charity with its head office in Bristol. We provide safehouses and support in the community for survivors of trafficking and modern slavery and operate the UK wide Modern Slavery & Exploitation Helpline. We also work with individuals, communities, business, governments, other charities and statutory agencies to end slavery for good.

Our vision: A world without slavery. We aim to transform society's response so all can live in a world free from such abuse and exploitation.

Our mission: We're working to end modern slavery by **empowering, equipping** and **influencing** others to bring about positive and transformational change.



Purpose of the role

The Business Communications and Marketing Manager will play a key role in supporting the Business Services Growth and Delivery teams to promote Unseen's business offer to existing and prospective clients. Working within a small, dynamic team, the Business Services Communications and Marketing Manager will play a pivotal role in creating and managing engaging, compelling, high impact communications across digital and print platforms to support critical growth. The role requires a confident communicator with a keen eye for design, strong writing skills and an ability to work collaboratively across teams. Knowledge and understanding of how to engage with businesses of all sizes is key.

Key responsibilities and tasks

The Business Services Communications and Marketing Manager will be embedded within the Business Services Growth Team and have the following responsibilities, working in close collaboration with the Head of Growth and the Business Services growth and delivery teams.

Campaign and event planning and execution

- Develop, manage and deliver on the Business Services communications and marketing strategy, in consultation with the Director, Head of Growth and Unseen's Head of Communications.
- Collaborate with the Head of Growth and the Business Services Teams to develop powerful campaign concepts and messaging relevant for a B2B audience.
- Lead on developing compelling and empathetic copy for a range of audiences and platforms, including the website, internal and external newsletters and print publications.
- Use AI tools ethically and efficiently to support content generation, research and audience targeting.
- Monitor, evaluate and report on the effectiveness of campaigns using appropriate tools and analytics, providing insights to inform and strengthen future business services strategy.
- Support the business services team in delivering a professional and successful annual business awards event by leading on all communications and marketing, with critical input from across the Business Services Teams.

Content creation and visual design

- Design graphics and visual assets for business-related social media, email, website, and printed materials using Canva.
- Produce and edit short-form videos for social media and digital campaigns using tools like Descript and Lumen5, ensuring content is accessible and aligned with Unseen's wider values.
- Adhere to Unseen's wider visual brand protocols, maintaining consistency in design and brand application across all related platforms and teams.

Website management and content optimisation

- Manage and update Unseen's Business Services website pages using a content management system (CMS), e.g. WordPress, ensuring content is accurate, accessible and valuable.
- Commission, write and edit business services content for the website, providing a high-quality user experience, relevant to a business audience.
- Optimise content for search engines, using keywords, meta tags and backlinks.
- Support the Business Services Team to create lead generation campaigns that result in engagement with a wide range of genuine client prospects.

Social media and community management

- Develop and coordinate engaging social media content across core channels, ensuring alignment with campaign goals and brand tone of voice.
- Monitor and respond to audience engagement, flagging risks or opportunities in a timely and appropriate manner.
- Stay up to date with trends, tools and best practice in digital communications, testing new approaches where relevant.
- Manage Unseen's presence on LinkedIn ensuring tools and best practice are adopted and utilised effectively to create campaigns, regular prospect activity, leads and ongoing business services content to maintain optimal engagement with existing and future clients.

Media liaison and external communications

- Draft and distribute press releases and statements related to Business Services content that reflect Unseen's wider messaging and tone of voice.
- Build and maintain relationships with journalists, editors and media outlets to secure coverage related to Unseen's Business Services and respond to enquiries promptly.
- Coordinate business services media opportunities, including interviews and comment pieces, ensuring spokespeople are well prepared and briefed.

General (all staff)

- Promote the vision, aims and objectives of the organisation and ensure that all external contact fully reflects the professional approach of the organisation.
- Understand and comply with all relevant legislation and adhere to organisational and operational policies and procedures.

Person Specification

We use the Person Specification to shortlist candidates for interview. For competitive personal statements, we recommend referencing with examples how your skillset and experience matches the Person Specification.

Essential Knowledge, Skills and Experience

Relevant degree/ qualification and/ or at least two years' experience working in a B2B communications or marketing environment.

Ability to coordinate communications campaigns that generate prospects/leads and raise awareness of Unseen's business brand and its services.

Ability to manage B2B design-led activities, including developing creative assets like graphics and short-form videos for social media and websites and liaise effectively with agencies and partners as required.

Ability to use a content management system such as WordPress and produce content that is optimised for search engines and AI tools.

Proficiency in basic web development and design, troubleshooting layout issues and ensuring a consistent and accessible user experience.

Willingness to learn quickly about the complexity and prevalence of modern slavery and the interrelated legislation and apply this learning to all aspects of your work.

Desirable Knowledge, Skills and Experience

Ability to coordinate and measure awareness-raising campaigns that drive behaviour change.

Ability to coordinate Google Ad Grants and paid social media campaigns, maximising impact and generating leads.

Experience of working in a charity or a socially conscious organisation.

A sound understanding of GDPR and data protection principles

How to apply

1. Complete Unseen's [application form](#) for the role, and;
2. Send a copy of your CV to jobs@unseenuk.org.

If you are unable to complete the form online, please email jobs@unseenuk.org or call us on 0303 040 2888 and we will send a printable version for you to complete.

Please note: The only information from your application that will be shared with the hiring manager is your personal statement and CV.

The deadline for applications is midnight on 20 July 2025.

Interviews will likely be held during the week of 4 and 11 August 2025.

We reserve the right to close the vacancy early if we receive the requisite number of applications. For this reason, we encourage interested candidates to apply early.

As an organisation focused on equity, diversity and inclusion, we welcome applications from all sections of the community we serve including those with lived experience of modern slavery, those with diverse backgrounds, cultures, and religion, people of colour, those with disabilities and those from the LGBTQ+ community.

References from previous employers will only be contacted after a job offer. If there are valid reasons for this not to be possible, please mention this on your application.

Any questions, please contact jobs@unseenuk.org or call us on 0303 040 2888.

**Thank you for your interest in working
with Unseen to achieve our vision of
a world without slavery**