



Vacancy Information Pack

Job Title:
Marketing & Communications Manager

Post No: 2WMCM01

Support for those affected by sudden death in young people

Dear Candidate



It is my pleasure to extend a very warm welcome to you as you consider joining our organisation.

2wish was founded on the belief that no-one who loses a child or young person suddenly or unexpectedly does so without the offer of support to help them through the darkest days.

Since 2012, 2wish has received over 1,200 referrals for children and young people who have sadly died much too soon. We have supported over 10,000 individuals and offer support in the immediate aftermath and longer term so that our families know we are always there, in the days, months and years to come.

We are an organisation with family and community at the heart of everything we do. Our families, volunteers, ambassadors, supporters and staff all make a difference and we all share one common belief; that no family should be left without the offer of support.

Would you like to join us and make a difference?

If you feel passionate about supporting those suddenly bereaved and have the skills we're looking for, we'd love to hear from you.

Thank you for your interest in this role.

Very best wishes

A handwritten signature in black ink that reads "Rhian Mannings".

Rhian Mannings MBE
Chief Executive Officer and Founder

If this vacancy is not for you, why not join us as a volunteer? Find out about current opportunities and how to get involved by visiting www.2wish.org.uk/get-involved/

Role Description: ☆

Job title: Marketing & Communications Manager

Reports to: Director of Income and Engagement

Salary: £33,120 per annum

Location: 2wish Head Office in Llantrisant, south Wales, with regular travel across England and Wales.

Applicants living in border counties to south Wales will be considered, but the applicant must be willing to commit to regular travel to Head Office.

Hours: Full-time, 37.5 hours per week, Monday - Friday

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Background of 2wish: ☆

In 2012, Rhian Burke lost her son George suddenly in an emergency unit in South Wales. Despite the amazing staff, who showed support and empathy at the time of death, the family walked out into the dark of the night with nothing, heard from nobody and were left alone to deal with the shock and trauma. Five days after her son passed away, her husband Paul died by suicide, inconsolable and consumed in grief. Still nobody came. 2wish (formally 2 Wish Upon A Star) and the following support services were established as a result of this tragedy and are today implemented in partnership with every health board, hospital, police force, coroner's office and mental health team across Wales. Since expanding into England in January 2024, 2wish has established working relationships with referral partners in parts of England.



Objective:

2wish exists to provide support to anyone affected by the sudden and unexpected death of a child or young person aged 25 and under.

Aims:

- Ensure every Emergency Department and Critical Care unit has a suitable bereavement suite
- Ensure that bereavement boxes are available at each of these hospitals
- Ensure that immediate bereavement support is available for all affected by the sudden death of a child or young person
- Provide a professional counselling service and complementary therapies for those affected by the sudden death of a child or young person
- Provide support to individuals who witness the sudden death of a child or young person
- Provide support and training to professionals from any sector who may be affected by the sudden death of a child or young person
- To advocate and campaign on behalf of suddenly bereaved families

Our Values and Commitments:

Our work is rooted in values. They are the foundation of who we are as a team, how we operate as a service, and how we support those who place their trust in us during incredibly difficult times. Our values are not aspirational, they are lived, embedded, and non-negotiable.

We are guided by Compassion in everything we do, ensuring that people feel heard, respected and cared for with empathy and kindness. We are Bold in our thinking and our actions, speaking up when it matters and striving to make meaningful change rather than settling for what is easy. We hold ourselves to the highest standards of Excellence, always seeking to learn, improve and deliver the very best support possible. And we believe deeply in Community, working together, supporting one another, and recognising that we are stronger when we act with unity, trust and shared purpose.

Because our values are so central to our culture and our service, we are clear and upfront: we will only recruit people who genuinely reflect and believe in them. Skills and experience are important, but values are essential. We are looking for people whose behaviours consistently demonstrate compassion, boldness, excellence and community, both within the team and in how they engage with those we serve.

If our values resonate with you, and you are committed to bringing them to life every day, then we would welcome your application and the opportunity to get to know you.

2wish:

2wish has been established since 2012 and has grown from strength to strength. During this time, we have worked tirelessly to embed our service and ensure that the offer of support is made at the point of death.

We offer an immediate, consistent, high-quality and compassionate service to all individuals affected by the sudden and unexpected death of a child or young person aged 25 and under in Wales and the bordering counties in England, including; Cheshire, Shropshire, Herefordshire, Worcestershire, Gloucestershire, Avon and Somerset, with the plan to continue to roll out support to the whole of England.

We work in partnership with professionals who refer into the charity on behalf of families, so they don't have to trawl through the internet for an organisation who may, or may not, be able to support. We provide immediate, and ongoing, support and are here for as long as our families need us.

Purpose of the role



The Marketing & Communications Manager is responsible for managing the delivery of 2wish's marketing and communications activity, ensuring consistent, engaging and impactful communications that support service awareness, fundraising, volunteering and organisational priorities.

The role leads the day-to-day operation of the marketing and communications function, managing campaigns, content, digital channels, media activity and brand consistency. Working collaboratively across the organisation, the postholder will help raise awareness of 2wish's services and impact, strengthen engagement with key audiences, and support the charity's continued growth across Wales and England.

Main duties



Team Leadership

- Line manage the Marketing & Communications team, providing guidance, support, development and performance oversight.
- Foster a collaborative and high-performing team culture, encouraging creativity, learning and continuous improvement.
- Support team members to set objectives, manage workloads and develop their skills and knowledge.

Marketing & Communications

- Develop and deliver integrated marketing and communications plans and campaigns aligned to organisational priorities.
- Lead the planning, coordination and delivery of marketing and communications activity that promotes the organisation's services, impact, fundraising activities, volunteering opportunities and key campaigns.
- Develop and maintain annual content, campaign and communications schedules aligned to organisational priorities and key organisational activities.
- Oversee all internal and external communications, ensuring consistency, accuracy, accessibility and alignment with brand guidelines.
- Ensure all communications and marketing materials reflect the values, tone of voice and brand standards of 2wish.
- Prepare marketing plans, campaign briefs, reports, updates and evaluation documents as required.

Digital, Content & Systems

- Manage the effective use of digital channels, including the website, APP, email marketing, social media and other relevant platforms.
- Oversee the development and maintenance of website content, digital resources and events information.
- Coordinate and oversee content creation across all channels, ensuring a consistent and engaging approach.
- Work collaboratively with colleagues across 2wish to identify, develop and share case studies, stories, testimonials and impact content that support service awareness, fundraising, volunteering and engagement objectives.

- Support the effective use of CRM and digital systems to maximise marketing and communications activity and audience engagement.
- Analyse, monitor and report on marketing KPIs, digital performance and audience engagement, using insights to inform future planning and continuous improvement.

External Communications & Profile Raising

- Develop and deliver public-facing communications and campaigns that increase awareness, understanding and engagement across Wales and England.
- Work closely with the Director of Income & Engagement and wider leadership team to identify opportunities to raise the profile of 2wish and its services.
- Develop and maintain positive working relationships with key external stakeholders, including supporters, partners, media contacts and sector organisations.
- Manage relationships with external suppliers, designers, printers, media contacts and other marketing partners to support the effective delivery of campaigns and communications activity.
- Support the development of communications that position 2wish as a trusted and compassionate organisation with expertise in supporting those affected by the sudden death of a child or young person.

Planning, Collaboration & Evaluation

- Work collaboratively with colleagues across 2wish to support service awareness activity, fundraising campaigns, events, volunteer recruitment and organisational initiatives.
- Support the delivery of awareness raising, engagement and income-generating campaigns in partnership with support services, and fundraising teams.
- Contribute to operational planning and budget management, ensuring marketing resources are used effectively and deliver value for money.
- Monitor, evaluate and report on the performance and impact of marketing and communications activities, recommending improvements where appropriate.
- Ensure all marketing and communications activity complies with relevant legislation, organisational policies and sector guidance, including data protection, safeguarding, fundraising regulations and brand standards.
- Prepare reports, presentations and updates as required for senior leadership, committees and other stakeholders.

General Responsibilities

- Organise and manage own workload, time and administration effectively.
- Undertake training and development opportunities relevant to the role and proactively support the development of team members.
- Attend internal meetings, events and activities as required.
- Attend occasional evening and weekend events in support of 2wish.
- Contribute to the organisation's social media activity.
- Show respect and sensitivity to the cultural, religious and personal beliefs of the families and communities supported by 2wish.
- Adhere to all organisational policies and procedures including Safeguarding, Confidentiality, Data Protection, Health & Safety and Lone Working.
- Undertake any other duties commensurate with the role as reasonably required.

You will be subject to regular performance review, which will incorporate assessment of objectives, responsibilities and performance against the duties outlined within this job description.

Person specification: ☆

Criteria	Essential	Desirable
Experience		
Strategic yet creative mindset with proven ability to develop and execute marketing and communication business development plans	✓	
Demonstrable success in similar marketing and communication roles	✓	
Generalist experience in marketing, branding and communications	✓	
Experienced in content and social media marketing	✓	
Experienced in using Google Analytics, MailChimp, Canva and Wordpress	✓	
Event coordination / management experience		✓
Qualifications/Professional membership		
Hold a degree in relevant field, or demonstrate equivalent experience or a vocational qualification		✓
Ability to perform as a confident autonomous practitioner regarding legislation, policies and procedures	✓	
Skills/Abilities		
Forward-thinking, proactive, collaborative and creative, yet strategic	✓	
Impeccable attention to detail and accuracy	✓	
The ability to analyse key marketing performance metrics and tracking tools and produce reports and demonstrate results	✓	
Highly organised and able to work in a fast-paced environment with varying deadline	✓	
Exceptional communication skills (written and spoken)	✓	
Personal qualities		
Car driver with ability and willingness to travel across England and Wales, and to Head Office in South Wales as post requires	✓	
Ability to work flexibly and attend evening or weekend events and stay away overnight regularly	✓	
Computer literate in Outlook, Teams, Word, Excel and PowerPoint	✓	

A Family Story by Ady Smith - Ella's Dad

The 13th of June 2021 was a wonderfully sunny day. Little did we know that, before the day would end, our lives would be thrust into despair and changed forever. Our beautiful daughter, Ella, had been enjoying the day with friends, before she was involved in a road traffic collision and tragically lost her life at the scene of the accident. In a cruel twist of fate, I was one of the responding Fire Service personnel.

Ella was a caring young lady who had a heart of gold and would go out of her way to help others, could be described as a social butterfly, and loved her family and friends. Ella always had a smile on her face, was a bit of a prankster, and always full of fun.

In the immediate hours following Ella's death, we were being supported by our Family Liaison Officers (FLO) when she asked, what upon reflection was such a vital question; "Would you be happy for us to refer you to the charity 2wish?" The FLO went on to explain a little about the charity, although we had some awareness of their work from their social media channels.

At this point we were in a daze, we didn't know what to do or where to turn, within less than 24 hours 2wish had dropped into our lives (and have been with us ever since). Nicole contacted us and provided a sense of calm in what we would now describe as a time of complete chaos.

The 2wish team visited Ella and were able to provide us with memory boxes that included her handprints and a lock of her hair, this is something we thank them so much for. The boxes bring us great comfort and we believe they will continue to do so as we move forward with our lives in a very different way, carrying our loss.

The support didn't and hasn't stopped there, through the charity we have all been supported by bereavement counsellors and this has also extended to wider family and very close friends of Ella's. Ella's brother has been supported by Ellie, the young person coordinator, and he finds these sessions a welcome break and an opportunity to talk. Ella's sister, whilst not having support currently is aware it is there when needed no matter how far in the future. I have been receiving specialist PTSD counselling arranged by 2 wish and have attended complementary therapy sessions organised by the charity too.



A standout memory for us would be the video message Ella's brother received from Dan Biggar (his hero), the happiness in his eyes will long live with us all, and something we will never be able to thank 2wish enough for.

Every one of us has had different needs, the staff at 2wish have been amazing, they have gone out of their way to find solutions to our challenges, and we honestly do not know where we would be without their support, guidance, and friendship.

Through tragedy we have connected with some wonderful people, 2wish will always be there for us, as a family we will always be there to support the charity, raise money, and attend events to ensure the amazing work they do continues. The impact they have had on our lives can't be measured and we want to help ensure other families benefit in the way we have.

What we do for you:

Salary: £33,120 per annum

Contract type: Permanent

Hours: Normal office hours are 9am - 5pm, Monday to Friday, although alternative hours may be worked with line manager agreement. Work outside office hours may sometimes be necessary and will be compensated for by time off in lieu.

Annual leave: 28 days plus bank holidays. Annual leave steadily increases after five years of service. Annual leave and statutory holidays are calculated on a pro rata basis where applicable.

Pension: 2wish operate a contributory pension scheme. 2wish will auto-enrol you into the scheme in accordance with it's auto-enrolment obligations. Full details of the scheme will be provided to you once you are enrolled, including the minimum level of contributions that you will be required to make during your membership (current contributions - employer 3% and employee 5%).

Mileage: A fixed rate allowance is payable for agreed mileage undertaken on 2wish business in a private vehicle, over and above your usual journey to your workplace/s.

Location: 2wish is currently working with staff to offer a form of hybrid working and this will continue for the foreseeable.
This post will continue to include home working, with the expectation on the successful candidate to travel to 2wish Head Office regularly.
Ideally the applicant will be office based for at least 3 days per week.

Additional benefits for our employees: ☆

- ☆ An 'Employee Assistance Programme,' including wellbeing support
- ☆ Free parking on 2wish premises
- ☆ Free branded 2wish clothing
- ☆ An extra annual leave day on your birthday
- ☆ Incremental increase in holiday entitlement based on length of service
- ☆ Paid sick leave
- ☆ Discounts for personal purchases on 2wish Merchandise
- ☆ Free tickets to UK 2wish events, discounts for family
- ☆ Extra holiday entitlement when taking part in 2wish overseas events
- ☆ Company mobile phone for performance of duties
- ☆ Tools/equipment required for the performance of duties
- ☆ Reimbursement of work expenses
- ☆ Bright Exchange employee discounts

How to apply: ☆

Please return a CV and covering letter, or a CV and two-minute video, by email to HR@2wish.org.uk

Closing date: 18 September 2026

First stage interviews: 24 or 25 September 2026 (tbc)

Second stage interviews: 2 October 2026 (tbc)