



QUAKERS IN BRITAIN JOB DESCRIPTION

JOB TITLE:	Marketing Manager
REPORTING TO:	Head of Events
RESPONSIBLE FOR:	1 x freelance worker and further team members as recruited
DEPARTMENT:	Sales & Events
DATE:	March 2026

Job Purpose

To lead marketing and communications across Quiet Company and its brands (Friends House conferencing, café and retail; Swarthmoor Hall), driving revenue growth, increasing brand visibility, and strengthening organisational reputation. The role ensures all marketing activity is strategic, customer-focused, and aligned with Quaker values.

Key Responsibilities

- Work towards Quiet Company's financial goals, setting targets and striving to achieve them
- Lead the development and delivery of marketing and communications strategies across all brands
- Drive digital marketing activity, including SEO, PPC, social media, email automation, and content strategy.
- Oversee website development, UX optimisation, accessibility, and conversion performance.
- Monitor sales performance, taking action when sales not performing as expected
- Develop and manage marketing budgets, ensuring cost-effectiveness and measurable ROI.
- Manage brand consistency, content creation, and ensure marketing aligns with Quaker values.
- Lead integrated campaigns across digital and offline channels, including CRM and automation strategies.

- Build PR and media relationships, reputation management, and represent the organisation at events.
- Line-manage and mentor direct report, supporting internal colleagues on marketing initiatives.
- Collaborate with cross-functional teams to optimise lead generation, pipeline conversion, and revenue performance.
- Monitor and report marketing performance, providing insights to senior leadership.
- To undertake any other reasonable tasks that may be required to meet the needs of the business (during off-peak periods this could involve other duties in other departments).
- Oversees all internal communication strategies

Working Conditions, Physical and Emotional Demands

- Full-time role (35 hours per week), Monday to Friday.
- Flexibility required for occasional evening or weekend events; some travel to other sites required.
- Hybrid/home working options may be considered.
- Office-based role with standard physical requirements; occasional light lifting and travel between sites.

Other Responsibilities:

- To undertake duties and responsibilities commensurate with the post
- Support the Quaker Leadership Framework and Quaker Values.
- Responsible for ensuring that QiB's Safeguarding Policy is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Equal Opportunities Policy is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Health & Safety Policy is adhered to at all times
- Responsible for ensuring that QiB's commitment to sustainability is adhered to in all aspects of the role
- Responsible for ensuring that QiB's Staff handbook is adhered to at all times.
- A commitment to championing equity, diversity and inclusion in our workplace community

Safeguarding Requirements:

- Completion of mandatory training modules on safeguarding adults and children, including annual refresher training.

QUAKERS IN BRITAIN
PERSON SPECIFICATION

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Essential Knowledge:

- Advanced digital marketing, including SEO, PPC, analytics, conversion optimisation, and automation. (A, I)
- Understanding of UX, website content strategy, and CMS platforms. (A, I)
- Budget management, commercial awareness, and ROI-focused mindset. (A, I)
- Proficiency with Google Analytics, GA4, Google Ads, Hootsuite, MailChimp or equivalents. (A, I)
- Proficiency in editing and content creating tools such as Canva, Adobe Creative Cloud and others. (A, I)
- A good understanding of equity, diversity and inclusion in the workplace

Essential Values and Behaviours:

- Sympathetic to Quaker values and ethical marketing principles. (I)
- Committed to inclusivity, sustainability, and accessibility. (I)
- Collaborative and adaptable, with strategic thinking and attention to detail. (I, As)

Essential Experience:

- Experience in marketing roles with digital and leadership responsibility. (A, I)
- Track record of developing ROI-focused marketing strategies and campaigns. (A, I)
- Experience leading website development or digital transformation projects. (A, I)
- Experience managing agencies, freelancers, and internal teams. (A, I)
- Experience of creating, implementing and monitoring a departmental strategy, with ability to demonstrate clear evidence of learnings and impact (A, I)

Essential Skills:

- Strong copywriting, communications, and stakeholder management. (A, I)
- Leadership, mentoring, and project management skills. (A, I)
- Ability to prioritise, manage time effectively, and make data-driven decisions. (I, As)

Essential Qualifications:

- Marketing degree, CIM qualification (Diploma or above), or extensive relevant experience. (A)

Desirable (Not Essential):

- Knowledge of Quaker values or experience in mission-driven/ethical organisations. (A, I)
- Recognised web/UX qualification. (A)

(A: Application or CV, I: Interview, As: Assessment at selection)