

# Candidate Pack

**Marketing  
Manager**

# Want to do something amazing?

Open Door is one of Merseyside's most dynamic and progressive independent charities committed to shaping change in mental health. Based in Birkenhead, we deliver a holistic and creative programme of services that support the wellbeing and mental health of young people and families, using innovation, arts and culture as catalysts for change.

All our programmes are free of charge and we have no waiting lists; we are committed to providing free, fast and effective mental health support at the point that people need it most. Our beneficiaries join our organisation as 'members' and can access a wide range of services including workshops, activities and individual support. Our offer is engaging and versatile, providing choices that aren't available through conventional mental health services.

**open door** 

We apply creativity and innovation to everything that we do; our services are led by a dynamic team of staff and trained peer mentors who, using their own personal experiences and a range of effective tools and programmes, support individuals through to better times.

We have two main sites in Birkenhead, and over the past 14 years have grown to become one of the largest independent providers of talking therapies in Merseyside and one of the most progressive organisations of our kind in the UK.

We were awarded the Queens Award for Voluntary Service in the 2019 Honours List, the Investing in Volunteers Chartermark in 2019 and most recently we were named as a winner of the prestigious Kings Fund x GSK Impact Awards for our excellent work in health and wellbeing.

Open Door is all about empowerment, culture and opportunity. Not only do we offer support services for our members, but we also provide our local community with a creative and social space, Bloom Building. From Bloom, we offer hot-desking, workshops, tenancies and more. We host art exhibitions, an eclectic events programme and a network of cultural and health partners who work together with Open Door to co-create a vibrant programme of activities for new and existing members, taking mental health support out of traditional, clinical models and into the heart of engaging, non-stigmatising arts and culture.

Our organisational values are:

- Human
- Fire
- Visionary
- Professionalism





# Our vision

What we hope to achieve in the longer term

Together our members, mentors and staff transform cultures around mental health. The times when we need support become moments of meaningful change. We all have opportunities to connect with brilliant people, transformative tools, and inspirational places.

## Our mission

Why we are here and what we do

Open Door exists to shape meaningful change in mental health. We create inclusive communities, joyful places and evidence-based programmes that empower people to be mentally well. What we do first-hand in Merseyside, we share with others, inspiring change across the UK.

Creativity and shared experience is at the heart of everything we do; we innovate, we collaborate, and we push for lasting change.

## Our future

Open Door Charity has been through a significant period of development over the past three years; we've taken on new projects and commissioned services supporting families and care experienced young people, we've significantly grown our staff and volunteer team and operate from two main sites in Birkenhead. We have established a robust senior leadership team, governed by a strong board of trustees and have just passed our 14th anniversary. We have some exciting projects in the pipeline and now is a great time to join the Open Door Charity to help us on the next stage of our development.

In our most recent staff survey, our team reported:

**100%**

of staff feel valued by their manager.

**100%**

of staff feel they are part of a supportive team and have good working relationships.

**100%**

of staff feel positive about the work they are doing at Open Door.

## A place to develop

Open Door Charity strives to be the best job you ever have. We understand that when we recruit passionate, driven and ambitious people we won't be the last stop in your career journey. We are committed to ensuring your time with us is as transformational and developmental as it can be for the charity and for your personal and professional development.

The ways we achieve this include:

- Access to networking events within the third sector and beyond
- Access to training opportunities within your role
- Regular one to one meetings with your line manager

“ODC is in a hugely exciting place.

We have been in the world for 14 years, delivering a dynamic and holistic package of services that are helping set the tone nationally in how mental health can be supported, where the mental health conversation sits and the power of deep human connection and collective experiences to bring about tangible change in peoples lives.

We have large scale commissioned projects which we now deliver independently and alongside regional and national partners, and are pressing ahead with creating what we believe will be the most progressive and spectacular wellbeing and creativity environment in the UK - Joy.

To achieve all of this we need the best people to come on board, so have focused efforts and resources in recent years on creating a workplace which is exciting, challenging and fun to be in, gets the best out of its people, supports one another and has the achievements of our people's purpose front and centre in our approach.

We will do everything we can to make this the best job you will ever have. We look forward to hearing from you.”

**Lee Pennington – Charity Director**



# Job description

Role: Marketing Manager

Working pattern: Full time 37.5 hours per week

Location: Bloom Building, Birkenhead. Hybrid working patterns available

Contract type: Permanent\*

Salary: £35,000

\*Dependent on a successful 3-month probationary period, demonstrating ODC values and excellent execution of responsibilities.

Other benefits:

- 25 days annual leave (pro rata) excluding bank holidays, plus annual Christmas shutdown
- Weekly staff yoga
- Opportunity to take part in quarterly team away days
- Cycle to work scheme
- Wellbeing support available
- Free eye tests



## Role Overview

The Marketing Manager will play a central role in developing and delivering marketing activity that increases awareness, engagement and access to Open Door's services. Working collaboratively across the organisation, you will help ensure our work reaches the people who need it most, in ways that are inclusive, engaging and true to our values.

You will lead on the planning and delivery of marketing campaigns across multiple channels, including bespoke initiatives designed to reach underrepresented audiences, such as increasing male access into Branch. As Open Door continues to grow, the role will also contribute to building sustainable marketing capacity and shaping how marketing supports our future ambitions.

This is an exciting opportunity to join a progressive and creative charity at a pivotal point in its development, using marketing as a tool for connection, empowerment and change.

# Main Duties and Responsibilities

## Marketing Strategy & Organisational Support

- Lead the development, delivery and ongoing review of a marketing plan that supports Open Door's mission, strategic priorities and service development.
- Work closely with senior leaders and delivery teams to understand organisational goals, translating these into clear, engaging and audience-led marketing activity.
- Act as a trusted internal partner, providing marketing insight and advice to support informed decision-making across the organisation.

## Campaign Planning & Delivery

- Plan, design and deliver creative and impactful marketing campaigns across a range of channels, ensuring activity is inclusive, accessible and aligned with Open Door's values.
- Develop bespoke, targeted campaigns to reach underrepresented or priority audiences, including focused initiatives to increase male access into Branch.
- Manage campaign timelines, content development and delivery to ensure activity is well-coordinated, timely and effective.

## Brand, Content & Channels

- Ensure consistent and high-quality use of Open Door's brand, voice and messaging across all marketing and communications.
- Oversee content creation across digital, social media, email and offline channels, ensuring messaging is clear, engaging and appropriate for diverse audiences.
- Identify opportunities to strengthen Open Door's visibility, profile and reputation through creative storytelling and effective use of channels.

# Main Duties and Responsibilities

## Insight, Evaluation & Improvement

- Monitor and evaluate the effectiveness of marketing activity using data, insight and feedback to measure impact and reach.
- Produce clear reports and learning summaries to inform future campaigns and support organisational planning.
- Use insight to continuously improve marketing approaches and explore new ways of engaging audiences.

## Capacity Building & External Relationships

- Manage relationships with external suppliers, freelancers or agencies, ensuring work is delivered to brief, on time and within budget.
- Contribute to the development of marketing capacity at Open Door, including supporting the future recruitment and coordination of additional marketing resource as the function grows.
- Keep up to date with marketing best practice, digital trends and audience insight, bringing new ideas into the organisation where appropriate.

## Values, Inclusion & Compliance

- Ensure all marketing activity reflects Open Door's values and commitment to inclusion, diversity and accessibility.
- Ensure compliance with relevant policies and regulations, including data protection and safeguarding.

# You will be a great fit if...

## **You have this experience:**

- Experience working in a marketing or communications role, with responsibility for planning and delivering campaigns.
- Experience delivering marketing activity across a range of channels, particularly digital and social media.
- Experience of designing targeted marketing campaigns for specific audiences and purposes.
- Experience working collaboratively with colleagues, stakeholders or partners to deliver shared objectives.
- Experience monitoring, evaluating and learning from marketing activity to improve future delivery.

## **You have these skills:**

- Confident and clear communicator, with the ability to create engaging, audience-appropriate content.
- Ability to think strategically, turning organisational priorities into practical and effective marketing activity.
- You are organised and able to manage multiple pieces of work, deadlines and priorities at the same time.
- Creative and curious, with a willingness to test new ideas and approaches.
- Comfortable using data and insights to transform decisions and demonstrate impact.
- Collaborative, flexible and proactive approach to work.

# You will be a great fit if...

## **You demonstrate these behaviours:**

- Proactive and self-motivated, able to work independently and as part of a team (E)
- Strategic and creative approach to problem solving (E)
- Personable and confident communicator, able to build rapport with stakeholders (E)
- Empathetic, flexible, and adaptable (E)
- Calm and resilient under pressure (E)
- Passionate about Open Door's mission and values (E)
- Tenacious, with a commitment to high standards (E)
- Willingness to travel for meetings (E)
- Ability to represent the charity externally at events (E)
- Drive to stay up to date with sector developments (E)

# Any questions, get in touch

Email us:

[vacancies@opendoorcharity.com](mailto:vacancies@opendoorcharity.com)



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We are committed to having a diverse workforce and promoting equality, however, this is a work in progress, and we know we still have a way to go. We value and respect all differences in all people (seen and unseen) and we aspire to inclusive working experiences and an environment that reflects the communities we serve, where our people have equal access to opportunities, their voices are heard and they can contribute to our future.

We actively encourage applications from care leavers, BAME and LGBTQ+ candidates, those from lower socio-economic backgrounds, and those with a disability. If you are called for interview and have any accessibility requirements, please let us know.

To register your interest, please send a copy of your CV, completed equality & diversity form and cover letter outlining how you meet the requirements through to [vacancies@opendoorcharity.com](mailto:vacancies@opendoorcharity.com).

**We look forward to hearing from you!**



[www.opendoorcharity.com](http://www.opendoorcharity.com)

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