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| Job Title | Marketing & Fundraising Coordinator |
| Reports to | Clinical Director |
| Base | Hybrid role, combining flexible home working with office-based working at Moulsecoomb Family Hub, Brighton |
| Working hours | 0.5 FTE (18.75 hours per week). Working pattern flexible; core hours and at least one fixed weekly day to be agreed. |
| Salary | £32,000 – £36,000 FTE (pro rata, dependent on experience) |
| Time Scale | 2 years initially with a plan for continuation |
| Start date | May 2026 |

THE ROLE

BrightPIP is seeking an enthusiastic, creative and highly organised **Marketing & Fundraising Coordinator** to help grow our charity’s impact across Brighton & Hove and the wider Sussex area.

This role is central to BrightPIP’s visibility, sustainability and connection with the local community and key stakeholders. You will:

- Lead our marketing, communications and brand presence across digital and traditional channels
- Support, design, deliver and review fundraising campaigns and community events
- Steward supporters, families, nurseries/schools, community groups and corporate partners
- Work collaboratively with the clinical team, fundraising consultancy and trustees to ensure BrightPIP thrives

This role is ideal for someone who is a self-starter, confident working with people, and motivated by the opportunity to help shape and develop a role within a growing charity. It calls for initiative, strong communication skills and excellent organisation, with the ability to take ownership and ensure activities run smoothly and effectively.

As BrightPIP continues to grow, the role offers scope to develop new campaigns, partnerships and communication approaches, and is well suited to someone who enjoys getting ‘stuck in’ and seeing the impact of their work.

The post-holder will be central to raising BrightPIP's profile, telling our story, and connecting with supporters who share our belief that every baby deserves to feel safe, secure and loved. You will be our brand champion, using your marketing skills to extend our reach and engage with our audience, helping to drive loyalty and generate vital funds.

KEY RESPONSIBILITIES

The Marketing & Fundraising Coordinator will have responsibility for the following areas of work:

- **Marketing, Communications and Brand**
Lead BrightPIP's marketing and communications activity across digital and traditional channels, ensuring a clear, consistent and engaging public presence aligned with the charity's values and tone.
- **Content Creation and Storytelling**
Create and curate compelling content that tells BrightPIP's story, including social media, newsletters, blogs, case studies and supporter communications, in line with safeguarding guidance.
- **Community Fundraising and Events**
Support the planning, delivery and review of community fundraising campaigns and events, ensuring supporters feel well informed, supported and valued throughout their involvement.
- **Monitoring, Evaluation and Reporting**
Monitoring engagement and campaign performance to generate insight that helps inform future marketing and fundraising activity and supports internal learning and planning.
- **Supporter and Partner Engagement**
Build and steward relationships with supporters, families, nurseries/schools, community groups and corporate partners, helping to grow and sustain BrightPIP's supporter base.
- **Media, PR and Visibility**
Support press and publicity activity, including drafting content, liaising with journalists and coordinating photography or videography where appropriate.
- **Collaboration and Development**
Work collaboratively with the clinical team, fundraising consultancy and

trustees, contributing ideas and insight to support the ongoing development of BrightPIP's marketing and fundraising activity as the charity grows.

ABOUT BRIGHTPIP AND OUR VISION

Brighton Parent/Infant Psychological Therapy (BrightPIP) (www.brightpip.org.uk) is a specialist infant mental health charity supporting babies aged 0–2 and their families across Brighton & Hove and Sussex. We provide early therapeutic intervention to strengthen relationships and prevent cycles of intergenerational trauma.

We are a small, friendly and growing charity, supported by a dedicated clinical team and Trustee Board, with strong roots in our local community.

PERSON SPECIFICATION

We are looking for someone who is energetic, relational and creative – someone who enjoys building relationships, telling meaningful stories and connecting with our mission.

Do you...?

- Communicate warmly and professionally, building rapport quickly
- Feel excited about designing social content, writing compelling stories and crafting engaging messages
- Enjoy planning, organising and delivering community fundraising events
- Solve practical problems quickly and confidently
- Have great attention to detail, especially when writing copy, but also know when “good” is good enough
- Take initiative, saying “I’ve got this” - and meaning it
- Believe passionately in giving babies the best start in life

If so, we would love to hear from you.

ESSENTIAL SKILLS, QUALIFICATIONS & EXPERIENCE

- Excellent written and verbal communication skills, ensuring consistency in tone and strategic messaging
- Experience in marketing, fundraising, communications, PR and community engagement
- Strong attention to detail, organisational and analytical skills, including monitoring performance and engagement to assess campaign effectiveness

- Confident creating and managing social media content on LinkedIn, Facebook and Instagram, with an understanding of SEO
- Ability to build relationships and generate leads with partners, businesses and community groups
- Good working knowledge of Outlook, Microsoft Office and digital/social media tools
- Experience using Canva or similar design tools (desirable)
- Experience using Mailchimp, WordPress or equivalent CMS tools (desirable)
- Understanding of safeguarding principles (training provided)

ESSENTIAL INFORMATION

Confidentiality

The post-holder may have access to confidential information about service users, clinicians and the organisation, and must adhere to BrightPIP's confidentiality and data-protection policies at all times.

Health & Safety

The post-holder is responsible for promoting and maintaining their own and others' safety, following BrightPIP's health and safety policy.

Equality & Diversity

The post-holder must support the equality, diversity and rights of service users and colleagues, respecting each person's dignity, needs and beliefs.

DBS Check

This role is subject to an enhanced Disclosure and Barring Service (DBS) check.

This job description accurately reflects the present position. It may be reviewed and amended following consultation with the post-holder.

BrightPIP is committed to safeguarding and promoting the welfare of babies, children and families. All staff are expected to share this commitment.