



Part-time Marketing and Communications Officer

£36,000 FTE - £22,500 actual salary pro rata for 25 hours per week

Ideally Monday to Friday, 9am-2pm, but we are open to discussing alternative hours.

Location: Primarily home-based, with regular travel to Diagrama's services and occasional attendance at events

About the Role

This is a varied and fast-paced communications role supporting the visibility and growth of Diagrama Foundation - a charity that transforms the lives of vulnerable people through a unique mix of adoption, fostering, learning disability support, and care for older people.

As Marketing & Communications Officer, you will work closely with the Head of Marketing Strategy to deliver clear, creative, and consistent messaging across a wide range of platforms. From content creation and campaign delivery to media liaison and brand management, the role requires someone who is organised, enthusiastic, and comfortable working independently in a remote setting.

You will need a solid understanding of the marketing mix, from print and PR to social and digital. The role is ideal for someone who thrives on variety and is excited to shape communications that drive real impact across our services.

Key Responsibilities

- Plan, schedule and deliver communications campaigns across Diagrama's services
- Develop and implement annual marketing plans to meet strategic goals- Manage social media channels, growing engagement and reach Diagrama Foundation
- Coordinate deadlines and campaign timelines in collaboration with the Head of Marketing
- Produce digital, print and video content in liaison with external professionals
- Work with PR agency to support campaign coverage and media engagement
- Report on campaign impact, ROI and KPIs
- Support HR with recruitment advertising
- Maintain and update website content and blogs
- Support paid media campaigns
- Attend meetings and events (mostly online, some in-person)
- Identify new opportunities for brand exposure
- Gather case studies and stories from service users and staff

- Maintain a library of content assets
- Represent Diagrama at events and support brand development
- Assist with other marketing and fundraising team needs
- Uphold Diagrama's Health & Safety and safeguarding policies

Core Competencies

- Excellent written and verbal communication
- Strong organisational and multi-tasking skills
- High attention to detail and quality
- Team player with strong interpersonal skills
- Positive, proactive and deadline-focused
- Capable of working independently in a home-based setting
- Committed to Diagrama's mission

Skills and Knowledge

Essential:

- Multi-channel campaign delivery and content creation
- Copywriting and CMS experience (WordPress/ProcessWire)
- Social media and Mailchimp/CRM experience Diagrama Foundation
- Print and digital production coordination
- Understanding of brand and visual identity
- Valid UK driving licence

Desirable:

- Experience with social ads, analytics and Google tools
- Familiarity with Instagram, TikTok and LinkedIn
- Creative problem-solver and PR awareness
- Degree in marketing or equivalent experience
- Strong data analysis and reporting skills
- Charity sector experience and understanding of care ethics

Working at Diagrama

Diagrama Foundation is a values-led charity committed to supporting vulnerable children, young people and adults to live safe, fulfilled, and meaningful lives. Our services are diverse - spanning

adoption, fostering, residential care and supported living - but our commitment is singular: to transform lives with compassion, integrity and respect.

You'll be joining a close-knit, creative team, working in a fast-paced environment where no two days are the same. This role offers the chance to shape communications that reach new audiences and directly support services that make a tangible difference every day.

Useful Links:

- Diagrama Foundation: www.diagramafoundation.org.uk
- Diagrama Adoption: www.diagramaadoption.org.uk
- Diagrama Fostering: www.diagramafostering.org.uk

Closing date for receipt of applications is 22nd April 2025.

If you are interested in this position please visit our website www.diagramafoundation.org.uk for more information about our organisation. Application packs can be obtained by contacting hr@diagrama.org.uk.

Job Type: Part-time

Pay: £22,500.00 per year

Expected hours: 25 per week

Schedule:

- Monday to Friday

Work Location: Hybrid remote in Chatham ME5 8UD