

Job Description

Senior Manager – Marketing and Communications (maternity cover to 31 July 2027)

For over 50 years, Cyrenians has tackled the causes and consequences of homelessness.

We understand that there are many routes into homelessness, and that there is no 'one size fits all' approach to supporting people towards more positive and stable futures. That's why all our work is values-led and relationships-based. We meet people where they are and support them towards where they want to be.

Our mission: To tackle the causes and consequences of homelessness through learning from lived experience; by delivering targeted services which focus on prevention, early intervention and support into a home; and by influencing changes in legislation and policy.

Compassion | Respect | Integrity | Innovation

[Read more about us and our values](#)

About the role

The Senior Manager leads the strategic direction and delivery across Cyrenians' policy, marketing and communications functions, both internally and externally.

The role is responsible for increasing brand visibility, developing organisational messaging, overseeing digital channels and campaigns, and leading internal communications.

The postholder will work across all services to align communications activity with organisational priorities, influence, engagement and income generation, ensuring that all activity reflects Cyrenians' mission and values.

Main Aims

- To lead the development and delivery of a cross-organisational Marketing and Communications Strategy.
- To support Cyrenians' strategic priorities through clear messaging, brand alignment, and storytelling.
- To lead our policy positioning development and communication in line with Cyrenians' vision, values and strategy

Key Responsibilities

Strategic Leadership

- Shape and deliver our comprehensive marketing, internal and external communications strategy, ensuring it is aligned with Cyrenians' vision, values and strategic goals.
- Shape and deliver our strategic policy direction, taking into account the current third sector context and political landscapes at Holyrood and Westminster.
- Identify key stakeholders, tailoring our communications approach accordingly.
- Contribute to organisational strategy and planning as part of the Senior Management Team, supporting Cyrenians' overall resilience and reach.
- Represent Cyrenians externally to build brand visibility and influence, where appropriate.
- Provide senior-level insight and advice to the Director and Leadership Team on policy and marcomms trends, risks and opportunities.
- Work in partnership with Senior Manager peers to align public-facing communications with income generation and service activity.

Marketing and Brand Management

- Provide leadership on brand development, messaging and visual identity across all communications.
- Oversee the development, optimisation and management of digital channels, including website content, SEO, AI, digital and email marketing and analytics.
- Lead content planning and campaign development for key audiences and strategic priorities.
- Ensure all marketing outputs are values-led, inclusive, trauma-informed and environmentally responsible.
- Provide direction around the organisation's use of lived experience storytelling and case studies.
- Act as brand guardian and ensure consistency, clarity and quality of brand outputs across all mediums.
- Lead the development of our website for future proofing, identifying behaviour and market trends and adapting in response to user profiling.

Media and Crisis Communications

- Support consistent and effective media relations, giving clear direction on boundaries and expectations.
- Contribute to the organisation's preparedness for crisis communications and reputation management, in collaboration with the Leadership Team and Policy & Communications Manager.
- Create and support confident and trained spokespeople from across the charity to represent Cyrenians in media and relevant networks.
- Participate in our business continuity process and Incident Response Group

Internal Communications

- Manage internal communications strategy, demonstrating how this is taken through to practice and delivering to the plan
- Strengthen internal communications by improving consistency, access to information and alignment across teams.
- Develop and support effective communication systems between departments, services and leadership.

- Lead the delivery of a regular programme of internal communications, monitoring its success and viability.

Policy and Communications

- Support the Policy and Communications manager to grow networks within the third, public and private sectors that will facilitate collaboration and influence in line with the charity's vision, values and strategy.
- Create a framework for evaluation of Cyrenians' policy work to feed into future strategy.
- Facilitate cross-organisational collaboration with the policy and participation team to represent lived experience in our policy positioning.
- Ensure consistency of messaging and positioning alongside Policy and Communications Manager.

Team Leadership & Management

- Work with your team to co-create a culture that is both supportive and collaborative.
- Inspire and motivate your team by encouraging new ideas, empowering them to take ownership, setting and achieving aspirational objectives and utilising individual strengths and attributes to best advantage, in line with the charity's vision, values and strategy.
- Ensure clarity, understanding and distinction of roles.
- Regularly review individual performance, in line with Cyrenians' guidance, providing constructive feedback to support development.
- Provide communications advice and support to colleagues across services, income generation and leadership.
- Champion cross-team collaboration, building strong internal relationships to ensure policy and marcomms are fully aligned with service and fundraising priorities.

Monitoring and Evaluation

- Use data analytics to inform decision-making, report on impact, and refine future strategy.
- Monitor KPIs and marketing and communications activity against strategic objectives.
- Manage live and post-activity analysis for every appeal, event or campaign, ensuring learning is documented, communicated and embedded.
- Produce regular reports for the Director, Leadership Team and Trustees as required.

Other Duties

- This post may require occasional evening or weekend working and occasional travel.

Practical Considerations

The role is primarily office-based with hybrid working and involves mainly sitting, with some standing and walking during meetings, events, and external engagements. There are no regular manual handling duties, although occasional light lifting or carrying of promotional materials for events may be required. The role is based in Edinburgh with occasional travel to meetings, events, and partner organisations, and may occasionally require evening or weekend work.

Person Specification

Essential Skills, Knowledge and Experience

- Delivering marketing and communications strategy
- Understanding of brand development, brand integrity, visual literacy and audience segmentation
- Proven track record in multi-channel campaign delivery, with strategic understanding of context and when and how to use each channel
- Knowledgeable on relevant legislation, best practice and governance
- Strong experience of crisis communications
- Familiarity with media and public affairs functions
- Confident leader of people
- Budget management and setting
- Collaborative and relationship-focused, both internally and externally
- Strategic thinker with hands-on delivery skills
- Commitment to Cyrenians' mission, strategy and values

Desirable Qualifications

- Degree-level education or equivalent professional experience
- Membership of CIPR, CIM or similar

Circumstances

- Willingness to work flexibly and occasionally travel

Terms & Conditions

Term	Details
Employer	Cyrenians
Line Manager	Director of Income Generation, Marketing and Communications
Reporting	Via regular 1:1s with line manager and Senior Management Team meetings
Workplace	Based in Edinburgh (Norton Park), with hybrid working available within Cyrenians' guidelines
Working Hours	37 hours per week (full time)
Annual Leave	28 days + 10 public holidays pro rata
Salary	£45,456 per annum (scale point 40)
Pension	Auto-enrolment into Qualifying Workplace Pension Scheme (QWPS) which is a Group Stakeholder Pension Scheme paid by salary exchange. Current contributions are 5% employee and 3% employer. Option of enhanced Employer contributions to the same QWPS of 6% initially, rising to 9% after 2 years and 12% after 5 years (subject to employee contributions of 6%)

Disclosure	Not required
Contract type	Maternity cover - fixed term until 31 st July 2027

Application Notes

Closing date: 12 noon on Monday 27th July 2026

Interview date: Interviews during the week of 3rd August

Second stage: TBC