

GRASSROOTS

SUICIDE PREVENTION

Job Description for the role of Marketing and Content Executive

Location:	Remote (UK only)
Salary:	£28,141 per annum
Hours:	Full-time
Contract:	One-year contract, with potential for permanent position
Reports to:	Senior Marketing and Campaigns Manager

Who we are:

Grassroots Suicide Prevention (GSP) is a national charity committed to the timely intervention and prevention of suicide. We work to empower people to help save lives through connecting, educating, and campaigning nationally. Our vision is a future where more lives are saved from suicide.

About the role:

We're looking for a highly creative, organised, and experienced Marketing and Content Executive to support the delivery of engaging, high-impact marketing across our growing, purpose-led organisation.

Working closely with the Senior Marketing and Campaigns Manager, you'll play a key role in producing and managing digital content, with a strong focus on social media, web design, and copywriting.

In this fast-paced role, you'll drive our social media strategy, produce engaging content and blogs, and manage the design and research for our online Suicide Prevention Hubs. You'll create compelling copy and visuals across multiple platforms and develop email campaigns and marketing strategies to boost our training course sales and sign-ups.

You'll have hands-on experience with tools such as Mailchimp, Canva, WordPress, Google Analytics, Hootsuite, and Adobe Creative Suite.

We're looking for someone who is self-assured, able to manage multiple priorities, and deliver high-quality work consistently. You will be used to working in a very busy and full workload and able to juggle competing priorities. You should be comfortable working independently, making informed decisions, and taking ownership of your workload with the guidance, input, and support from your line manager and the Head of Marketing and Communications.

Main Duties and Responsibilities

- Manage the creation and delivery of engaging, on-brand content across social media channels, collaborating with the Senior Marketing and Campaigns Manager to enhance reach and visibility.
- Keep our accounts a safe space by taking swift action on abusive or harmful comments, with full support from the team and training in our Social Media policies.
- Oversee the creation, design, and research of our [Suicide Prevention Hubs](#), collaborating with charity partners, writing compelling copy, and coordinating podcasts and blog content.
- Play a key role in driving awareness, sales, and sign-ups for our training courses through effective marketing and promotion.
- Write and edit high-quality copy for blogs, website pages, emails, social posts, and other marketing materials.
- Design on-brand visual assets using Canva to support social media, web, email, and printed materials.
- Support the creation of award entries, press releases, and promotional materials as needed.
- Help maintain and update our WordPress website and landing pages, ensuring content is up-to-date, accessible, and optimised for SEO and user experience.
- Support the setup and delivery of email marketing campaigns, including building emails, managing lists, and reviewing performance.

- Contribute to ongoing audience and campaign research, including SEO keyword research, to inform marketing strategies and content planning.
- Assist with campaign reporting and provide administrative support where needed to ensure smooth delivery of projects.

For this role, you will need:

- Proven experience in creating and managing engaging social media content across key platforms (e.g. Instagram, X, LinkedIn, Facebook), with a strong understanding of audience insights, performance metrics, and emerging trends.
- Experience in producing high-quality, creative content - from social posts and web copy to blog articles, visuals, and email campaigns.
- Experience using design tools like Canva and Adobe InDesign to create impactful digital assets for use across multiple channels.
- Excellent copywriting and proofreading abilities, with a clear, adaptable writing style suited to different platforms and audiences.
- Experience using a CMS such as WordPress, with web design skills in Elementor.
- Great organisational and time management skills, with the ability to juggle multiple projects, meet deadlines, and stay detail-focused.
- Willingness to learn and take direction and feedback from the Senior Marketing and Campaigns Manager and Head of Marketing, while also contributing your own ideas.
- A genuine commitment and compassion to support vulnerable individuals, and a desire to use your marketing skills to support life-saving work.

Bonus points for:

- Working at the fast pace of a charity, managing low resources for maximum impact.

- Proven experience working remotely and in a very small team, with a strong ability to demonstrate resilience, self-motivation, and independence.
- Experience with video creation.
- Experience in dealing with PR enquiries and writing press releases.
- Experience in sales, particularly of courses.

Why Grassroots Suicide Prevention?

At Grassroots Suicide Prevention, we're committed to building a diverse, inclusive community and workplace, a space where everyone can be themselves and have an equal opportunity to thrive. We value the unique experiences, perspectives, and skills each person brings, and we actively welcome applications from people of all backgrounds. Our recruitment decisions are based on skills, experience, and knowledge, and we're committed to ensuring a fair and respectful process for all applicants.

Our employee benefits include:

- Health Cash Plan and Employee Assistance Programme offering a contribution to the costs of everyday healthcare needs (dental, optical, wellbeing) and counselling support, plus legal and financial support.
- Learning and development opportunities.
- A creative, friendly, and collaborative culture.

Before applying:

Please note that this role requires grit and resilience due to the remote working environment, sensitive subject matter, fast-paced nature, and the need for flexible multitasking. You must also be highly goal-oriented and results-driven and willing to learn and take direction due to the sensitive and important subject matter. If you've recently been affected by suicide, we encourage you to carefully consider whether this role is right for you, as your wellbeing is our top priority and the work may be emotionally triggering.

To apply: please send your CV and a cover letter highlighting how your skills and experience align with the role. Include links or attachments of work you've solely produced, such as websites, social media campaigns, digital artwork, or email marketing materials. Applications will only be accepted via email to jake@prevent-suicide.org.uk.

Interviews will take place on an ongoing basis. Please note, our team will be taking a short break from 16 December to 5 January. Applications are still welcome, and we'll resume shortlisting in early January.

Due to the high volume of applications, we're unable to offer individual feedback at the initial stage. If you do not hear from us, please assume you have not been shortlisted.

Grassroots Suicide Prevention is in a period of transition and development, and the post-holder should be aware that their Job Description may evolve to meet the future needs of the charity.