

Marketing & Communications Manager

Role Summary:

Julie's Bicycle (JB) is seeking a visionary Marketing and Communications Manager to drive the day to day implementation of our digital-first communications and marketing strategies, shaping our campaigns and content. You'll work closely with our senior team and partners to amplify our impact, grow our audience, and tell powerful stories that connect culture to climate action.

Job title:	Marketing & Communications Manager
Contract:	Full time, 1 year contract (possibility of becoming permanent)
Location:	Hybrid working: office base is at Somerset House, London: we are flexible on approach, within a hybrid model of in-person & Virtual, but we usually expect team members to be in the office once per week. This can be discussed at interview (*)
Salary:	£40,000 p.a.
Reporting to:	Marketing Lead with a dotted line to Communications Lead
Start date:	May 2026 - depending on candidate's notice period
Hours:	Working hours are 9.30am - 5.30pm, Monday to Friday (<i>requests for flexible working hours will be considered</i>)
Deadline:	23:59, 17th May 2026

Other:

- Annual leave is 25 days per year (pro rata) plus standard bank holidays
- Cultural entitlement of £250 per annum (pro rata) to spend on arts/ cultural events & activities
- All employees are able to claim 1 hour a week for personal wellbeing
- Pension scheme enrolment and 6% employer contributions (reviewed annually)

(*) *Access to office space in London is always available to staff who can't or don't want to work from home.*

If you would like this application pack in a different format (e.g. large print or audio file), please email recruitment@juliesbicycle.com.

About JB

JB unites culture, creativity and climate action to drive change. For nearly two decades, we've been at the forefront of the creative climate movement - one of the first to position culture as a powerful force for radical change. Our mission is to mobilise the creative sector, equipping thousands of artists, cultural organisations, and creative leaders with the tools, knowledge, and confidence needed to transform their practice into climate action. We focus on tackling the root causes of the climate, nature, and justice crises by shaping thinking, informing policy, and scaling practical solutions. Together, we can turn creativity into a powerful force for a just and regenerative future.

juliesbicycle.org / [Instagram](#) / [Threads](#) / [Linkedin](#) / [Bluesky](#) / [Facebook](#)

The Role

We need a proactive and hands-on **Marketing & Communications Manager** to drive the delivery of the next phase of our communications and marketing strategies.

This role is about more than messaging or promotion—it's about co-creating and delivering a compelling and inspiring narrative of creative climate action. Along with our Marketing and Comms Leads, you will be responsible for our brand, storytelling, content strategy, and creative outputs - originating concepts, internal design work, and driving conversion - ensuring that everything we do reflects our values, amplifies our impact, and deepens our reach across the cultural and climate landscape. You'll play a key role in supporting our impact by leading our day to day communications delivery.

This will involve deputising for some of the (part time) Marketing and Comms Leads delivery on days when they are not present and contributing across the whole portfolio of work at JB.

This digital-first role includes a strong focus on content development, storytelling, and delivering varied communication campaigns. You'll be responsible for independently creating, repurposing and distributing engaging content in a consistent voice across our digital channels. Alongside our Marketing Lead and Communications Lead, you will ensure our insights, tools, and narratives are warm, purpose-focused, clear, accessible, and optimised for reach and

engagement. You will be someone who thrives on the combination of co-shaping strategic ideas and plans while driving hands-on effective delivery.

As a confident marcomms expert, you will liaise directly with our partner organisations to co-create communications, support joint campaigns, and boost JB's voice in the broader climate and culture movement. This will involve growing our audiences, media contacts and networks, including welcoming new cultural organisations, creative practitioners, environmental partners, and funders into our network. This role needs a strategic, proactive and flexible individual with enthusiasm for and significant experience of marketing and/or communications.

You will be part of a small Marketing and Communications team and work closely with the rest of JB's 20-person, supportive and mission-driven team.

Key Responsibilities

Content, Socials & Campaigns

- Lead on the development of timely, engaging, inclusive content across all JB's digital channels (including copy-writing across channels, website, newsletters and social media).
- Lead on a JB bulletin strategy, with pre-planned themes aligning with our aims and a readership growth plan (working closely with our Marketing Lead and CRM manager) as well as leading on the writing, preparing and distributing segmented bulletins for the sector and key programmes (with content support from across the team).
- Maintain, manage and optimise editorial calendars that reflect our programmes, partnerships, research, and events and regularly engage the programme leads in the process.
- Alongside the Comms and Marketing Leads, oversee and support the production, publication, marketing, distribution and evaluation of JB's full range of content including podcasts, films, events, briefings, reports, guides and resource libraries related to the climate, nature and justice crisis, ensuring appropriate tone and key messages.
- Leading on the production of marketing and comms packs for outreach on key events and announcements, including associated thought-leadership pieces, and the production of a public annual report.
- Ensure all content is optimised for audience growth, accessibility, and search (SEO, GEO), working closely with our Marketing Lead who leads on our overall web and marketing strategies.

- Sharing responsibility for driving forwards our social media strategy and developing, designing, and scheduling engaging content on social media, working closely with our Social Media Manager and wider marcomms team.
- Receptive, reactive community engagement on social media, including social listening, and supportive and timely responses.
- With support from the Marketing Lead and working very closely with the Programme Coordinator, take ownership of embedding accessibility best practice for events, marketing and across all communications, including preparing transcriptions and integrating captions and alt text, large format materials, audio description and accessible slideshows.
- Managing and optimising JB's YouTube channel, including the creation of post-event assets to be published across the website.

CRM, Partnerships & Audience Development

- Taking responsibility for the day to day management and maintenance of JB's newly implemented CRM, ensuring audience segmentation according to latest data protection, use and access requirements (with support from JB's dedicated CRM Manager, Marketing Lead, and Digital Champions).
- Nurturing relationships with relevant networks and partners, identifying and collating regular updates and opportunities.
- Collaborate with cultural, environmental, and funding partners to co-create engaging shared messaging, campaigns, and communications assets to bring in new business opportunities.

Brand, Creative & Strategy

- Jointly responsible for brand implementation when deputising for Marketing and Comms Leads, ensuring coherence of messaging and tone across all channels and materials.
- Draft internal and external reference guides for JB's work, including the preparation of marketing and comms packs for outreach on key events and announcements and the production of a public annual report.
- Take a data-led approach to maximise impact of our marketing and communications, including managing regular marketing and events evaluation, feedback, surveys and audience and engagement analysis.
- Ensure Julie's Bicycle's story, brand, voice, and impact are clearly represented in all collaborations and public-facing materials.
- Profile the JB community, including creating ads, promoting alumni networks, identifying and applying for awards, compiling interviews, brochures, vlogs, blogs, testimonials, and documentation from events.

- Supporting the implementation of the Google Ads charity grant and owning the creative production of associated ads, with support from the Marketing Lead.

Media & External Relations

- Maintain relationships with relevant journalists and media outlets, responding to media opportunities that align with our strategy, and tracking press coverage.
- Support the Director and other team members with media briefings and public communications as needed.
- Some proactive outreach to press and media, coordinating occasional pitches and press releases, along with the Comms Lead.
- When funded opportunities arise, liaise with external PR and media consultants.

Strategy & Project Management

- Drive forward JB's communications and marketing strategies day to day, positioning JB as a cultural leader in climate action.
- Work with Comms & Marketing Leads to support organisational growth, fundraising, and communicate impact, helping to expand our network and deepen engagement with the arts and cultural sector and the climate and environmental movement.
- Embed climate justice and equity throughout our communications, ensuring our language, images, and stories reflect a diverse, accessible, and fair transition.
- Champion our core narrative: putting climate action at the heart of culture.
- Ensure projects are managed on time and on budget.

Team & Collaboration

- Work closely with all internal teams—partnership, consultancy, research, advocacy, programmes—to align messaging and amplify impact.
- Contribute to organisational learning, planning, and shared values.
- With the wider marcomms team, strengthen internal editorial and brand sign off processes for publications, media releases and key content.
- Support impact measurement, effective data capture, and communication of impact.

Person Specification

Essential

- Extensive experience (ideally a minimum of five years) in a managerial communications and/or marketing role, ideally within the cultural, environmental, or non-profit sectors.
- Extensive experience (ideally a minimum of five years) in designing/co-designing and delivering successful communications and/or marketing strategies.
- Impeccable writing, editing, and storytelling skills, with a track record of developing impactful clear, creative, and inclusive content.
- Strong experience of having led or managed campaign development, brand implementation, visual storytelling, and communications project management.
- Dedicated and demonstrable project management skills: the ability to meet multiple ambitious deadlines simultaneously and work flexibly, proactively, autonomously and collaboratively across priorities in a fast-changing environment.
- Strong and demonstrable experience in data analysis and data-led communication and marketing campaigns, with project evaluation experience.
- Knowledge of content strategy, SEO, and effective audience engagement practices across digital platforms.
- Extensive practical experience in effectively coordinating social media accounts for a professional setting.
- Demonstrable ability to embed equity, diversity, and commitment to climate justice into communications practice.
- Collaborative and confident communicator and/or marketer with experience working strategically across teams and with external partners.
- Strategic thinker with a demonstrable commitment to Julie's Bicycle's mission and values.
- Strong design aesthetic and use of design skills (e.g. Adobe Creative Cloud suite and Canva).
- Experience of working in partnership with organisations and key stakeholders to deliver a shared campaign.
- Significant experience managing a CMS and maintaining and optimising engaging websites.
- Experienced with day to day management of an Email Management System (eg Mailchimp / similar) with an understanding of segmentation practices.

- Significant experience managing or maintenance of a CRM, with an interest in and understanding of accessibility requirements and data protection best practices.
- Attention to detail and excellent proof reading.

Desirable

- Familiarity with climate and/or cultural policy environments.
- Experience working with funders, public bodies, or large-scale cultural partnerships.
- PR and media relations experience and contacts across digital and print channels.
- Experience of organising media interviews and/or working on press & media campaigns.
- Design, photography, or multimedia experience.
- Experience contributing to organisational growth and development through communications and/or marketing.

Why Join Us?

At Julie's Bicycle, you'll join a passionate team working at the intersection of creativity and climate action. We offer a collaborative, inclusive, and flexible working culture – where your voice will shape how the cultural sector responds to one of the greatest challenges of our time.

HOW TO APPLY

If you'd like to apply, please:

- Complete the application form and equal opportunities monitoring form found on our website [here](#).

Submit these via our application portal **by 11.59pm on Sunday 17th May 2026**.

Please note that this role does not meet the criteria for Skilled Worker visa sponsorship.

We strongly encourage early applications as we may close the recruitment early if we have reached a sufficient number of viable applications.

We know job descriptions can feel daunting and that people who are from the global majority, from working class backgrounds, those without formal qualifications and some LGBTQ+ candidates are statistically less likely to apply even when they are well suited to a role.

If you read this JD and felt you *almost* matched (if you have built relevant skills through freelance work, lived experience, activism, organising or routes outside formal education) we very much want to hear from you! We also believe class is not defined by education or parental occupation alone. If you identify as working class by your current financial experience and lifestyle, that counts.

Our commitment to meeting underrepresented individuals in the sector:

Guaranteed Interview Scheme and Positive Action

As part of our ongoing commitment to building a team that better reflects the people, communities and causes we serve, we operate a Guaranteed Interview Scheme for disabled candidates, in line with the Equality Act 2010.

This scheme is available to candidates who identify as disabled (including under the social model of disability, encompassing physical, sensory, cognitive, mental health and long-term health conditions) and who can demonstrate within their application that they meet all of the essential criteria outlined in the job description. Candidates will be asked within the equal opportunities form whether they wish to be considered under this scheme. This information will be handled in confidence and will only be shared with those involved in the shortlisting process where necessary to apply the scheme.

We are committed to increasing the diversity of our workforce and recognise that some groups are underrepresented within our organisation and sector. We therefore actively encourage applications from people from ethnically diverse backgrounds. Where candidates are equally qualified, we may apply positive action in line with the Equality Act 2010 to select a candidate from an underrepresented group, where this is a proportionate means of addressing underrepresentation.

A note on AI:

While we understand that some people may use AI tools for accessibility (and recognise and support that many assistive technologies may use elements of AI), we ask candidates to consider what tools are most appropriate during the application process. For example, we recognise the value for many people of machine learning language tools like Grammarly.

On the other hand we would discourage the use of generative AI tools in writing your application, as we'd like to understand your personal interest in working for Julie's Bicycle, and be able to understand your non-AI-assisted communication skills just as they are.

We also recognise that for many of the people and creative communities we work with, the rise of generative AI poses a threat to their livelihoods, while the environmental impacts of AI are only set to grow: this means we also have a responsibility as Julie's Bicycle to consider where and when (and if) we use AI in our work.

Thank you for your interest in working at Julie's Bicycle.