



Candidate Pack



Job Title: Digital Communications Manager (Maternity cover)

Location: UK wide - remote or hybrid from any of our hubs (London, Birmingham, Southampton, Cardiff, Belfast, Glasgow or Manchester) with limited travel requirements

Contract type: Fixed term 12 month contract (maternity leave cover)

Hours: FTE 37.5 hours per week (also open to part-time 0.8 or compressed hours)

Salary: £35,000 - £42,000 per annum, dependent on skills and experience

Reporting to: Senior Strategic Communications Manager

Line report: Digital Communications Assistant

About us

At Money Ready, we envision a financially fluent population. We teach practical money management skills through impactful financial education programmes, from budgeting and saving to investing.

Across all four UK nations, our team shares a passion for financial inclusion and a culture of innovation, inclusivity and collaboration. If you're looking to make a meaningful difference while growing both personally and professionally, Money Ready could be the perfect fit for you.



Our vision

A financially fluent population

Our mission

We bring the language of finance to life so that everyone can navigate their money with confidence, no matter where they start.



Our values

Young at heart, serious in intent.

Stories are the best means of education.

We live in the real world.

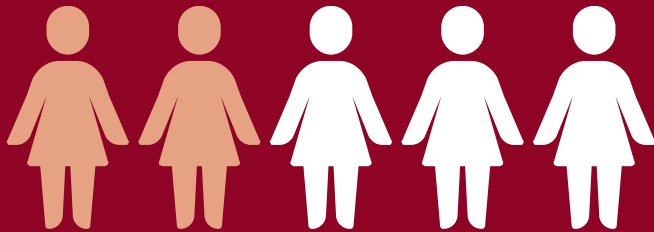
These values underpin all that we do, shaping how we support young people and adults, collaborate as colleagues and deliver work that has lasting impact.

Working at Money Ready means contributing to something meaningful, in an organisation that values both purpose and people.



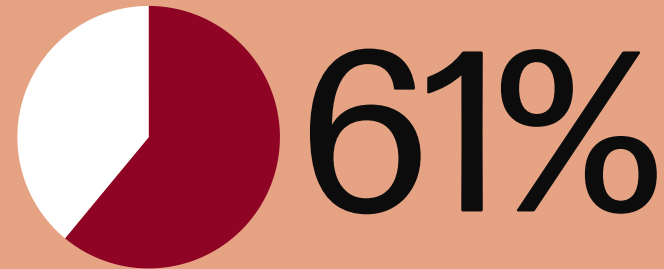
The need

Poor financial literacy is central to many problems people face today, including rising mental health issues, homelessness and unemployment. We're here to change that.



Only 40% of young people aged 16-24 feel confident managing their money, compared to 82% of over-64s.

Source: Financial Literacy and Entrepreneurial Skills, 2024, Money Ready & Visa



of young people do not recall receiving any financial education in school.

Source: Compare the Market and Money Ready, 2023

Our work across the UK

Money Ready continues to grow its national presence, delivering financial education across all four nations of the UK.

From rural Scotland to the south coast of England, and from communities across Wales to towns in Northern Ireland, our dedicated regional teams deliver in-person sessions tailored to local needs, alongside virtual options where appropriate.

During the 2024–25 academic year, we supported over 58,000 individuals through our engaging and accessible financial education programmes, empowering people to build brighter financial futures.

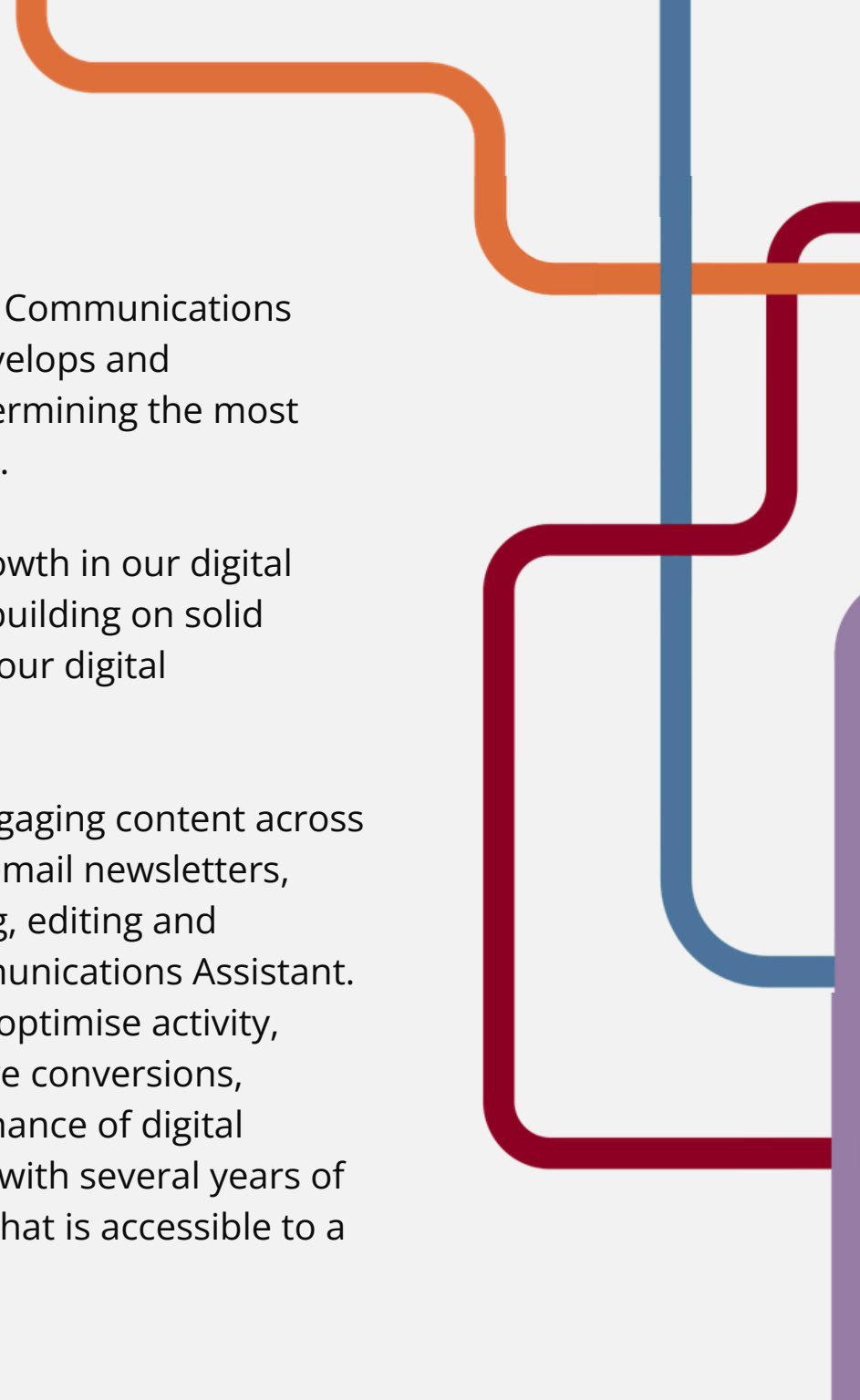


The role

As a key part of the small but mighty Fundraising and Communications Directorate, the Digital Communications Manager develops and implements the digital communications strategy, determining the most effective digital channels and tactics for Money Ready.

Following a successful rebrand in 2025 and strong growth in our digital presence, this is a great time to join the team. We're building on solid foundations and continuing to develop the impact of our digital communications work.

The Digital Communications Manager will manage engaging content across all digital platforms, including website, social media, email newsletters, blogs and cross-platform campaigns: including writing, editing and curating content regularly alongside the Digital Communications Assistant. They will be responsible for using data and insight to optimise activity, reach new audiences, maintain existing ones and drive conversions, producing regular reports demonstrating the performance of digital channels and campaigns. We're looking for someone with several years of experience in a similar role who can deliver material that is accessible to a wide range of needs.



Key responsibilities:



- Responsible for implementing the digital communications strategy, supporting the Senior Strategic Communications Manager in the identification, development and direction of the work of the team.
- Lead digital content strategy across all platforms, owning the social media calendar, paid social activity, and educational content that builds Money Ready's profile and shapes the external agenda.
- Be the main point of contact for our digital agency to ensure our website is up to date, secure and accessible, and lead on SEO strategy and Google Ads campaigns to drive traffic and reach.
- Lead Money Ready's email marketing efforts, including general newsletter updates and targeted campaigns.
- Continuously review and evolve Money Ready's digital tools and channels in response to changes in technology, industry trends and organisational priorities.
- Line manage and coach the Digital Communications Assistant, complying with all Money Ready management processes.
- Develop and maintain strong relationships with internal and external key stakeholders, including corporate partners and digital partners, providing professional advice, expertise and guidance on all digital communication activities and channels.

Key responsibilities:

- Manage internal communications requests through the Money Ready Comms Tracker, balancing day-to-day support across the organisation (including design, video, website and social media) with strategic priorities.
- Use data and insights to map and analyse audience behaviour and digital trends to inform digital communications activity and planning.
- Effectively manage resources and projects within allocated budgets and deadlines.
- Lead and champion digital engagement internally and externally, and act as an ambassador for Money Ready at external events and meetings when needed.

As with all roles at Money Ready, this job description outlines the key responsibilities, requirements and attitudes of the role. It is not an exhaustive list of tasks that need to be completed and Money Ready reserves the right to amend the job description as both the role and the organisation evolve.

The nature of our work means there will occasionally be a need to work outside of our core hours, for which TOIL will be provided.

Please note: You will need a fluent command of English and the right to work in the UK.

Person specification:

We are looking for someone with passion and dedication to our mission. You do not need to be an expert in financial education or financial services to be successful in this role.

Experience

- Proven experience in communications, marketing, digital media or a related field, ideally within the charity, education or public sector. Experience should include leading, planning, delivering and evaluating successful digital campaigns across multiple platforms.
- A qualification in digital marketing or communications is preferred but not required.
- Experience in line managing or mentoring, with a supportive and coaching-led approach.

Skills and abilities

- **Digital marketing:** Strong understanding of digital marketing principles and best practices, including SEO/AEO, PPC, email marketing, content marketing and digital advertising.
- **Content creation:** Proficiency in creating and editing high-quality digital content across formats, including social media graphics, blog articles, video, infographics and website copy. Experience using design software such as Adobe Creative Suite and Canva, with an understanding of visual design principles including layout, typography, colour and hierarchy to create on-brand, accessible content.
- **Copywriting and proofreading:** Excellent written communication skills with the ability to write clearly and compellingly for different audiences and channels. A keen eye for detail with strong proofreading skills to ensure all content is accurate, consistent and on brand.
- **Email marketing:** Hands-on experience with email marketing platforms (e.g. Campaign Monitor, Mailchimp) to create and execute campaigns, segment audiences and analyse performance.

Person specification:

- **Website management:** Familiarity with CMS platforms (e.g. WordPress) for updating and maintaining websites in line with SEO practices.
- **Analytics and reporting:** Familiarity with analytics tools (e.g. Google Analytics, social media) and ability to analyse digital marketing metrics and KPIs, generate insights and make data-driven decisions.
- **Project management:** Strong organisational skills with the ability to plan, prioritise and deliver digital communication initiatives within deadlines and budgets.
- **Stakeholder engagement:** Confident communicating with a range of internal and external stakeholders, translating digital expertise into clear advice for non-specialist audiences.

Attitudes and approach

- **Proactive:** Takes initiative, spots opportunities and knows when to act and when to seek approval. Comfortable owning projects end-to-end and keeping things moving.
- **Creative:** Brings fresh ideas and a creative eye to content and campaigns. Able to translate complex topics into engaging, accessible communications.
- **Can-do attitude:** Pragmatic and solutions-focused, with a positive approach to challenges. Able to adapt quickly in a small team environment and get things done to a high standard.
- **Collaborative:** Embeds themselves across the organisation, building trusted relationships with colleagues in different teams and acting as a confident, approachable point of expertise for digital communications.





Benefits



- 25 days per year annual leave, pro rata full time equivalent (plus bank holidays) and scheduled Christmas-New Year break
- Pension scheme
- Income protection insurance
- Death in service insurance
- Cycle to work scheme
- Annual training allowance
- Enhanced maternity, paternity and adoption leave and pay
- Flexible working policy
- Hybrid working policy
- Season ticket loans
- Cash Health plan
- Discretionary Money Ready holidays

Important dates

Role Information Webinar with Sarah Ferries, Senior Strategic Communications Manager: **Wednesday 6th May at 12:00-12:30pm**

[Register here](#)

If you cannot make the live webinar, please still register and the recording will be sent to you.

Deadline for applications: **Sunday 17th May 11:59pm**

First round interviews are likely to be: **27th May**

Second round interviews are likely to be: **5th June**



How to apply

To apply for this role please:

1. **[Click here to access the vacancy.](#)**
2. Enter your details and **submit a CV and supporting statement (max. 2 pages)** that outlines how you meet the criteria for the role and your interest in Money Ready.

Please note that applications submitted without both a CV and supporting statement will not be considered.

If you require any adjustments throughout the recruitment process or have any questions about the application process, please email:

jobs@moneyready.org





Money Ready

Make money make sense

