



Job Title: Marketing & Communications Manager

Salary:

Location: Across BLGC sites (Primarily based at Infinity and in the community)

Reports to: Director of Fundraising & Communications

Contract: Full Time & permanent – Some weekend and evening work may be required to support events.

Hours: 35 hours pw

The Charity

Bolton Lads and Girls Club (BLGC) is a community-based charity driven by a mission to ensure that every child and young person in Bolton has ‘the best possible start in life, so that they have every chance to achieve their aspirations, succeed and be happy’ (Bolton Vision 2030). BLGC provides innovative and accessible services, to enable children and young people to do what they want, where they want, in an inclusive and integrated environment.

We support children and young people and families, especially those from disadvantaged backgrounds, to live happier, healthier and safer lives. Each year we support around 4,000 individuals through our services across Bolton and the surrounding area, and through our outreach in schools and community settings.

Our offer includes: A Universal Youth Provision providing diverse youth club activities, sports, multi-media, social interaction and arts; a Targeted Youth Service providing critical support to some of our most vulnerable children and young people and families in the community and a Football facility that provides fundamental football skills and emphasises the importance of inclusivity and teamwork.



In 2024 and 2025 BLGC has been a certified Great Place to work

BLGC Enriching Young Lives
Infinity 18 Spa Road Bolton BL1 4AG
01204 540100 | info@blgc.co.uk | blgc.co.uk

Registered Charity No: 1051292



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Our Vision and Mission

Vision

Every young person in Bolton has the opportunity to be the best they can be.

Mission

We will provide great places to go, positive things to do, and people that care.

Our Key Principles

- Keep things simple.
- Always do the right thing.
- Offer excellent customer service.
- Provide an environment for people to be the best they can be.
- Be exceptional in the moments that matter.

Our Values

Driven

We don't give up and we do whatever it takes.

Caring

Genuine people who care make the difference.

Empowering

We enable people to be the best they can be.

Excellence

We aim to deliver the highest standards of service and continuously improve through robust quality assurance and innovation.

Fun

If you enjoy what you do, you do it better! Work is serious and we do it with a smile on our face.

About the role

We are looking for a creative, driven and highly organised Marketing & Communications Manager to lead the delivery of BLGC's Marketing and Communications activity.

This is an exciting opportunity to join one of Greater Manchester's leading youth charities at a pivotal stage in its growth. Reporting to the Director of Fundraising & Communications, you will play a key role in helping BLGC build awareness, strengthen relationships, demonstrate impact and support long-term financial sustainability.

You will be responsible for creating compelling content, managing digital channels, coordinating campaigns, supporting fundraising and patron engagement, delivering internal communications and protecting the BLGC brand.

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At the heart of this role is storytelling. You will help bring to life the experiences of the children and young people we support, demonstrating the difference BLGC makes every day and inspiring supporters, funders, businesses and partners to get involved.

Working across the organisation, you will gather stories, impact data and insights, translating them into engaging communications that strengthen our reputation and help position BLGC as a leading youth charity across Greater Manchester.

Within the first 12 months the postholder will support:

- Delivery of the BLGC Marketing & Communications Strategy.
- Growth in patron, supporter and stakeholder engagement.
- Improved visibility of BLGC's impact and outcomes.
- Increased brand awareness and media coverage.
- Stronger internal communications and staff engagement.
- Improved event promotion and supporter communications.
- Development of marketing systems, processes and content planning.
- Consistent use of the BLGC brand across all channels.

This role will be instrumental in helping BLGC attract the funding, partnerships, people and support required to deliver life-changing opportunities for children and young people.

Main Responsibilities

Marketing & Communications

- Develop and deliver the annual marketing and communications plan.
- Manage the BLGC content calendar.
- Create engaging content across digital and offline channels.
- Develop campaigns that raise awareness of BLGC services, impact and events.
- Ensure all communications align with BLGC's brand, values and strategic priorities.



Content & Storytelling

- Gather stories, case studies and impact data from across the organisation.
- Work closely with operational teams to capture the voices and experiences of young people.
- Produce written, visual and video content showcasing BLGC's impact.
- Develop impact-focused communications that demonstrate outcomes and social value.

Digital Marketing

- Manage and develop BLGC's website.
- Manage social media channels and content planning.
- Develop email marketing campaigns and supporter communications.
- Monitor website, email and social media analytics and recommend improvements.
- Support SEO and digital best practice.

Supporter Engagement, Patron Communications & Events

- Support patron recruitment, stewardship and engagement activity.
- Produce supporter communications, newsletters and impact updates.
- Create marketing materials for fundraising campaigns and appeals.
- Lead marketing and promotion of key BLGC events with Events Exec.
- Coordinate event communications and content capture to maximise ROI.
- Work closely with the Fundraising Team to support income generation, engagement and retention.

PR & Reputation

- Identify and secure positive media opportunities.
- Draft press releases, statements and media content.
- Build relationships with local, regional and sector media.



Internal Communications

- Coordinate staff newsletters and internal updates.
- Support organisational communications and staff engagement.
- Promote a culture of storytelling and brand advocacy.
- Deliver communication resources and guidance for teams.

Brand Management

- Act as an ambassador of the BLGC brand.
- Ensure brand consistency across all channels and materials.
- Support staff and volunteers to use the brand effectively.

Person Specification:

Essential

- Experience delivering marketing and communications activity across multiple channels.
- Excellent written communication and copywriting skills.
- Experience managing social media platforms and content creation.
- Experience producing newsletters, digital campaigns and marketing materials.
- Strong organisational skills with the ability to manage multiple projects.
- Experience gathering and communicating impact stories.
- Strong stakeholder relationship management skills.
- Good understanding of website content management systems.
- Strong IT skills including Microsoft Office.
- Ability to work independently and as part of a team.
- Passion for supporting children and young people.
- A positive, proactive and solutions-focused approach.



Desirable

- Experience working within the charity, education or youth sector.
- Experience using Canva, Adobe Creative Suite or similar design platforms.
- Experience with photography and video content creation.
- Experience with email marketing platforms.
- Experience with CRM systems.
- Experience of PR and media relations.
- Understanding of fundraising and supporter engagement.
- Full driving licence and access to a vehicle.

In addition, we will need the following:

- Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed).
- Any reasonable adjustments we can make to assist you in your application for the selection process.
- In accordance with our Child Protection and Safeguarding procedures, this position requires an Enhanced DBS.

Why join Team BLGC?

BLGC is a great place to work, we work hard, but we have fun! We change and save the lives of thousands upon thousands of children, young people and families. In addition, we also offer the following:

- Flexible working opportunities
- Generous leave benefits
- Contributory pension scheme
- On site gym
- Birthday leave
- Enhanced Compassionate Leave
- Enhanced Maternity Pay

In 2024 Great Place To Work® recognised Bolton Lads and Girls Club on the following Best Workplaces Lists.

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