

MARKETING & COMMS LEAD

Go Chatter Studios | Charity No. 1210671

Location:	Bournemouth, UK — full-time, in person
Salary:	£27,000 – £30,000 per annum
Hours:	37.5 hours per week, Monday to Friday
Annual Leave:	5 weeks paid
Reporting to:	Charity Director

ABOUT GO CHATTER STUDIOS

Go Chatter Studios is a young Christian charity bringing the Bible to life for new generations, one brick at a time. Through high-quality LEGO stop-motion animations of Bible stories, our heart is to see every child and family around the world captivated by the Good News of Jesus.

We are a team of 4 currently (2FT, 2PT), with global impact: having grown a network of 4000 churches, 400,000 followers and 54 million views across platforms in less than 2 years. We are growing fast, and our marketing function needs to grow with us – and lead the way in driving our growth.

THE ROLE

Our marketing function is, in many ways, currently a blank canvas — and that is the opportunity. We have an engaged global audience, a growing library of content, and a clear mission. What we need now is someone who can take genuine ownership of building the marketing strategy and brand to match our ambition.

Working alongside the charity's Director, the postholder will lead development of focused annual marketing plans and have ownership and responsibility over how they are shaped and delivered. We are looking for someone with a strategic mind to define our approach who also has the creative hands to execute it daily. Someone equally at home developing a multi-year communications strategy as writing compelling, catchy Instagram captions.

This is a generalist role in a small team, and we are transparent about that. It is broad by design: GCS is at a stage where one person with the right breadth of skill and genuine ownership can have a disproportionate impact. We are committed to working together to set priorities that are ambitious and achievable within our resources.

MAIN RESPONSIBILITIES

Strategic Leadership

- **Marketing Strategy:** Develop focused and strategic marketing plans aligned with the charity's mission and growth goals — setting priorities, defining targets, and keeping the strategy live and responsive.
- **Brand Direction:** Work with the Director to build and protect GCS's visual identity, tone of voice, and brand guidelines when it comes to marketing from essentially the ground up.
- **Campaign Planning:** Architect the marketing approach for major video launches, fundraising campaigns, conferences, and other promotional events and seasons.
- **Audience Growth & Conversion:** Define clear pathways for our three audiences — B2C families and young people, B2B churches and schools, and financial donors — and actively work to improve awareness-to-supporter conversion.
- **Brand Cohesion:** Ensure social media, email, and website work together as one unified brand experience, not as separate channels.

Hands-On Execution

- **Social Media & Community:** Manage a content calendar across Instagram, TikTok, YouTube, and other platforms; create engaging video and photo content; write compelling captions; and actively reply to comments, direct messages and emails.
- **Content Creation:** Produce high-quality promotional materials and media assets using photography, video editing, and graphic design tools.

- **Email Marketing:** Plan and deliver campaigns that keep supporters informed, engaged, and moving closer to the mission.
- **Data & Analytics:** Review performance data regularly, draw real insight from it, and use that insight to refine strategy and prove impact.
- **Trend Monitoring:** Keep your finger on the pulse of platform rules, algorithm changes and current internet trends across YouTube, Instagram, TikTok and other platforms.
- **Public-Facing Representation:** Represent GCS warmly and compellingly at events and with partners; support audience enquiries in line with our values, with significant reputational matters handled in consultation with the Charity Director.

Working with the Director

The postholder will meet regularly with the Charity Director for strategy reviews, KPI check-ins, and planning sessions, ensuring the marketing function remains aligned with the charity's overall direction and vision.

ABOUT YOU

Essential Skills & Experience

- A proven track record of understanding and then growing an online audience through digital marketing, and developing the strategy needed to do so — not just executing one handed to you.
- Strong content creation skills: video editing, writing and voicing scripts for short-form content, written copy and using cameras.
- Graphic design and brand skills — the eye and experience to build a visual identity, not just maintain one.
- Analytically minded: able to read performance data, draw meaningful conclusions, and act on them.
- Works with initiative and genuine ownership — spots what needs doing and takes responsibility without waiting to be directed.
- Must demonstrate an understanding of, and sympathy with, the charity's Christian identity and values.

Desirable Experience

- Experience building a brand from the ground up, or working in an early-stage or agile organisation.
- Experience in the charity or Christian organisation sector.
- Familiarity with marketing and content creation software & tools (e.g. SendPulse, WordPress, DaVinci Resolve, CapCut, Canva, Adobe Creative Cloud).
- Naturally engaging in person — able to represent GCS and communicate our mission warmly to varied audiences at events, conferences, and with partners.

WHAT WE OFFER

- £27,000 – £30,000 salary per annum
- 37.5 hours per week, Monday to Friday
- 5 weeks paid annual leave
- Pension: 3% employer contribution with 5% employee salary sacrifice
- In-person work at our studio in Bournemouth, UK
- Real ownership of a marketing function with significant room to grow
- A small, close-knit team with genuine Kingdom ambition and a global audience

HOW TO APPLY

Application deadline and what to include can be found on our website. **Deadline: 25th September 2026.**

<https://gochatterstudios.org/marketing-and-comms-lead>

Go Chatter Studios is committed to safeguarding and promoting the welfare of children and young adults and expects all staff and volunteers to share this commitment. Successful applicants will be subject to DBS checks and satisfactory references.

Terms & Conditions

- Any candidates submitting an AI generated covering letter will be automatically rejected.
- You must have a right to live and work in the UK to apply for this role.
- Please advise your current salary and notice period when applying.