

Making a Big Difference
for Little Hearts



Communications and Marketing Manager Future Team Member Pack



Contents



Hello 3

**The Heart of
What We Do** 4

**Here's How We
Work Together** 7

**What You'll Do
& Who We're
Looking For** 8

**Bring Your Talent
to Our Team** 13



Welcome

Hello and welcome from Children's Heartbeat Trust

Thank you for your interest in joining our special team! We're delighted you're taking the time to explore this opportunity, because it's an exciting one – for you, for us, and most importantly, for the children and families we serve.

At Children's Heartbeat Trust, every day is driven by purpose. We support children and young people across Northern Ireland living with congenital heart disease, walking alongside families through some of their most challenging moments and celebrating their biggest wins. Our work is rooted in compassion, community and impact – and communicating that story is vital to everything we do.

That's why this role matters. As our Communications and Marketing Manager, you'll play a key part in shaping how we connect, engage and inspire. You'll help us champion the voices of heart families, raise awareness of congenital heart disease, and share the difference our services make across Northern Ireland. It's a role where creativity has real meaning, and where your ideas can genuinely change lives.

We're a small, passionate team with big ambitions. We value collaboration, kindness, innovation and authenticity – and we're looking for someone who brings those qualities to the table. If you're someone who loves telling powerful stories, building strong relationships and driving positive change, we'd love to meet you.

Thank you once again for considering a role with us. I hope you'll feel encouraged to take the next step and become part of our mission.

Joanne

Chief Executive



The Heart of What We Do... why joining our team truly matters

At Children's Heartbeat Trust, we've spent over 40 years walking beside children and young people living with congenital heart disease and the families who love them. Every day, we see courage, resilience, and hope — and our team gets to play a meaningful part in that journey.

Being part of our organisation means being part of a warm, passionate community that believes every heart family deserves support that feels personal, human and full of care. Here's a quick look at the core services that make our work so important.

Emotional Support for Families

A heart diagnosis can turn a family's world upside down. Our Family Support Team is there from day one — offering hospital visits, counselling, Play & Prepare sessions for young children, and calm, compassionate guidance during incredibly stressful moments. Families consistently tell us this support eases anxiety, reduces isolation and helps them feel understood.



Accommodation Close to the Hospital

For parents who live far from the Royal Belfast Hospital for Sick Children, our on-site accommodation offers a safe, comfortable place to stay close to their child — a lifeline during long or emergency admissions.



Financial Help When It Matters Most

Heart treatment often means time off work, long hospital stays and travel costs. We provide financial support so families can focus on their child's wellbeing, not their bank balance.



Practical Support & Medical Equipment

From home-monitoring devices to comfort items on the ward, we help provide the small things that make a huge difference to a child's care and a family's quality of life.



Youth Support & Young Hearts Programmes

Children with heart disease grow into young people with unique challenges and incredible strengths. Our youth programmes, designed with young people themselves, offer peer support, mental health workshops, meet-ups, counselling and guidance as they transition into adult services — helping them feel confident and less alone.



Support for Siblings

Brothers and sisters often carry quiet worries of their own. We provide age-appropriate programmes and workshops so siblings can express feelings, build resilience and feel seen, supported and included.



Local Family Groups & Events

Across Northern Ireland, we bring heart families together to connect, relax and enjoy precious time with others who truly understand. These moments build community, confidence and belonging.



Bereavement Support

For families facing the unimaginable, our STARS programme offers a safe, compassionate space to grieve, remember and find connection with others who share their experience.



Northern Ireland's First Children's Ambulance

Commissioned and funded by us, this bespoke ambulance supports families travelling to Dublin for surgery or treatment — providing a calm, child-friendly environment at one of the most stressful times in their journey.



Advocacy, Research & Raising Voices

We champion heart families at every level — from clinical networks to health policy. We support research, co-chair national coalitions, and ensure families' real-life experiences shape services and future care.



Why This Work Matters

Without Children's Heartbeat Trust, families would face the emotional, practical and financial challenges of congenital heart disease alone. Our team helps transform fear into hope, confusion into clarity, and isolation into community.

And that's what makes joining us so special — every role, including Communications and Marketing Manager, helps amplify these stories, strengthen this impact, and ensure no heart family ever feels alone.

For more information check out our resources online:

[Heart of What We Do booklet](#)

GO →

[Heart Heroes Podcast](#)

GO →

[Impact Report](#)

GO →

Here's How We Work Together

You'll collaborate closely with every corner of the charity — from our Family Support Team capturing real moments on the ground, to our Fundraising Team dreaming up creative campaigns, to our Research and Public Affairs Team advocating for better services and making sure family voices are heard.

You'll help turn impact data into powerful stories, shape messages that bring our mission to life, and support colleagues to confidently champion our brand. You'll be the thread that connects it all — making sure our communications feel joined-up, vibrant, and unmistakably "us."

By working across all departments, you'll see the full heartbeat of our charity — the joy, the resilience, the challenges and the triumphs — and you'll help share that story with the world in a way that inspires action, builds trust, and celebrates the families at the centre of everything we do.

Children's Heartbeat Trust ORGANISATION CHART



What You'll Do & Who We're Looking For

Job Description: Communications and Marketing Manager

Location: Belfast (hybrid working available in line with business needs)

Hours: 37.5 hours per week (30 hours considered for the right candidate)

Contract: Permanent, after successful probation period

Salary: £35,000 - £45,000

Closing Date: Monday 2nd February, 10am.
Late applications will not be considered.

Interview Date: Wednesday 18th February 2026

Reports to: Chief Executive



About Us

At Children's Heartbeat Trust, we're powered by passion, purpose, and people. We support children and young people living with congenital heart disease (CHD) and their families — walking with them from diagnosis right through to adulthood, providing emotional, social, and financial support every step of the way.

We're a small, creative, and committed team with big ambitions and even bigger hearts — and we're looking for a Marketing & Communications Manager who's ready to roll up their sleeves, jump in, and help us tell our story in bold, inspiring ways.



About the Role

This is a role for a storyteller, creative thinker, and all-round communicator who wants to make a genuine difference.

Are you a storyteller who can turn real moments into meaningful messages? Someone who understands the strategy and the sparkle behind powerful campaigns?

This is your opportunity to lead and shape how Children's Heartbeat Trust connects, engages, and grows.

You'll be the driving force behind how we connect with the world — creating campaigns that stop the scroll, capture hearts, and shine a light on the incredible children, young people, and families we support.

From heartfelt interviews and family stories to digital campaigns, events, and PR moments — you'll help share the warmth, energy, and impact of our work across Northern Ireland.

You'll also get out and about, attending our family and youth events to capture the energy, joy, and real-life impact of what we do — camera at the ready!

It's a hands-on, creative role that blends strategy with storytelling and gives you the privilege of seeing our impact first-hand.

To succeed, you'll need to be confident, flexible, people-focused — and a real team player. You'll also need to be able to drive and have access to a car, as this role will take you right to the heart of our community across Northern Ireland.

A role for
an all-round
communicator who
wants to make a
genuine difference.



What You'll Do

Lead, Create & Inspire

- Develop and deliver vibrant, engaging campaigns that tell our story and inspire people to get involved.
- Be our brand guardian – ensuring everything we do looks, feels, and sounds like Children's Heartbeat Trust.
- Write and design captivating content for social media, our website, newsletters, and publications, including supporting the development of the annual Impact Report.
- Bring our work to life through video, photography, and digital storytelling.
- Turn our impact data and family experiences into powerful stories that showcase why our work matters.

Digital & Media Magic

- Manage and grow our social media presence across all platforms with creativity, care, and purpose.
- Create content that's on-trend, heartfelt, and shareable.
- Deliver paid advertising campaigns that drive engagement and fundraising results.
- Keep our website fresh, user-friendly, and SEO-optimised.
- Build great relationships with media contacts, write press releases, and help tell our story across TV, radio, and print.

Collaborate & Connect

- Work closely with our Fundraising Team to develop creative campaigns that boost donations and partnerships.
- Partner with our Support Services and Research and Public Affairs Teams to amplify family voices and share impact stories with authenticity and empathy.
- Support internal communications to ensure everyone in the team feels connected and confident in our messaging.
- Provide training to help colleagues champion our brand and communications effectively.

Analyse, Learn & Grow

- Track, measure, and report on campaign performance and media coverage.
- Keep an eye on emerging trends and creative opportunities.
- Manage your communications and marketing budget to get the best results with flair and efficiency.
- Keep your finger on the pulse — staying on top of trends, tools, and opportunities to keep CHT's communications fresh and effective.



About You

You're a creative all-rounder — equal parts strategist, content creator, and storyteller. You're someone who brings warmth, energy, and professionalism to everything you do. You love variety, you love people, and you love a good story that makes a real difference.

You'll Bring:

- A relevant third-level qualification (or equivalent experience) and proven experience in communications or marketing.
- An evidenced knack for storytelling and copywriting that connects emotionally and inspires action.
- Experience managing social media and digital content across multiple platforms.
- Experience with Word Press / CRM integration and management.
- Experience in video creation, Facebook and Google Ads.
- Confidence with tools like Canva, Photoshop, and video editing software.
- Strong media relations skills and experience securing coverage.
- A creative, proactive, can-do attitude — you make things happen!
- The ability to drive and access to a car (essential for travel to events and families across NI) with insurance covering business use in connection with policy holder's job.

Bonus Points for:

- Experience in the charity or non-profit world.
- Experience using AI - AEO, Co-Pilot, Chat GPT or Claude.
- Membership of CIPR or CIM.

Who You Are

- **Creative & Curious:** You bring ideas to life and stay ahead of the trends.
- **Friendly & Empathetic:** You tell stories with heart and authenticity.
- **Hands-on & Proactive:** You jump in, collaborate, and make things happen.
- **Confident & Flexible:** You're comfortable adapting to new opportunities and challenges.
- **Team Player:** You thrive in a close-knit, mission-driven team where everyone supports each other.

Why You'll Love Working Here

This isn't just another communications and marketing job — it's a chance to see your work make a real, human impact. You'll meet incredible families, attend joyful events, and have the unique privilege of capturing and sharing the stories that show the true heartbeat of our charity.

You'll join a small, creative, and passionate team who'll support you, trust you, and celebrate your ideas.

You'll also get:

- Generous holidays, starting at 27 days annual leave, growing to 30 with length of service, and 11 statutory days.
- A genuine hybrid and flexible working environment, we understand life happens.
- Time Off In Lieu, with some weekend and after hours working to capture events it means not having to worry about having time for any personal mid-week appointments.
- Family Friendly Workplace, we work to support families, so we understand our team has one too.
- Dedicated training opportunities, we invest in our team.

Every day will  be different, and every story you tell will matter.



Sounds like you? Then bring your talent to our team.

If you're ready to bring your creativity, energy, and storytelling flair to a charity that truly makes a difference — we'd love to hear from you.

How to apply



1. Send your CV, being careful to ensure it is clear how you meet the requirements.
2. Create a cover letter detailing why you're a fit for our team and excited to work with us!
3. Email to Joanne – joanne@childrensheartbeattrust.org by Monday 2nd February, 10am.

Late applications will not be considered.



**For more information
about our charity visit:
childrensheartbeattrust.org**

See more at:

-  Instagram: childrensheartbeattrust
-  Facebook: childrens.h.trust
-  LinkedIn: children-s-heartbeat-trust
-  X: @Chldns_Hrtbeat
-  YouTube: @childrensheartbeattrust
-  Spotify: Children's Heartbeat Trust



Children's Heartbeat Trust
Howard Building. HF12, Twin Spires Centre
155 Northumberland Street, Belfast, BT13 2JF

Tel: **028 9031 2228**
Email: info@childrensheartbeattrust.org
Charity Number: **NIC102410**

