



Senior Campaigns and Marketing Manager

February 2026

About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious ... and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision and mission:

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values:

Truthful: We seek and tell the truth.

Compassionate: We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change: We are optimistic and determined.

About Alcohol Change UK's campaigns and marketing activity

This is an exciting time to be joining Alcohol Change UK. As we approach the half-way point in our 2024-2029 five-year strategy, we are looking to consolidate learnings and build on successes to deliver ambitious targets across the marketing of our flagship campaigns. Sitting within our Marketing and Communications department, you'll be joining a talented, collaborative and dedicated team undertaking a diversity of work (across campaigns, marketing, digital and social content) to help deliver our vision.

The role has strategic responsibility for organic and paid marketing primarily aimed at fostering new audiences through digital channels, and as part of our campaigns, communications and behaviour change activity. You will not be solely responsible for *all* marketing across the organisation, and other teams (for example Consultancy and Training, Public Affairs) will continue to implement marketing and outreach tactics in their specific areas of work. However, we are proud to be an organisation which values collaboration and idea-sharing across teams and workstreams.

The Dry January® challenge

Originated and promoted by Alcohol Change UK in 2013, our flagship behaviour change campaign has enabled hundreds of thousands of people to improve their relationship with alcohol, using our free tools and resources. In January 2026, our polling indicated that a record 17.5 million people were planning to have an alcohol-free January.

We work hard each year to ensure as many of these people as possible get the best experience, by using the Try Dry® app, receiving daily motivational content, being empowered by our web content and joining our supportive Facebook community group. When people use these tools, they are on average twice as likely to have a successful dry month, and will experience better longer-term changes.

For the past two years (2025 and 2026) we have invested in the development of fresh marketing strategies, creative and tactics – and we've learned a lot! We're now in a strong position to consolidate these learnings, taking what works best into future campaigns and continue to innovate with agency partners and in-house staff on future campaigns. You will have the chance to work on one of the most well-recognised campaigns in the country and push us as we continue this exciting chapter.

Delivering more for audiences, year-round

January is certainly not the only moment we reach new audiences. Increasingly, we are ambitious for the potential of our annual campaigns and ongoing marketing (which you will shape) to engage people meaningfully in our tools or content.

The Dry January® challenge is just one recruitment moment for our wider Try Dry® behaviour change programme, and recent developments have significantly strengthened the range of challenges we offer to individuals through the year, and at different stages of changing their relationship with alcohol. These include Sober Spring, Try Dry® Anytime: Cut Back Challenge, Try Dry® Anytime: 30 Days and the Try Dry® app itself, offering an almost infinite number of Missions, Badges and Goals. As we look ahead in 2026/27, we are excited to ramp up marketing moments throughout the year to support these behaviour change objectives, and the ambitious targets we have in our five-year strategy.

Alongside direct behaviour change challenges, you will project manage annual our Alcohol Awareness Week campaign – an additional opportunity to help broad audiences deepen their understanding of alcohol and alcohol harm, and take action as a result.

This is a central role in enabling us to connect more people with the tools and content which will make a difference to their lives. As a leader within the department, you will inspire team members to develop strong, imaginative content across both paid and organic channels. You will align our planning and project management across these moments (and future campaign developments) to ensure a joined-up approach to supporting our varied and diverse audiences.

To support you in all aspects of the work set out above, you will have some fantastic assets at your disposal:

- an Executive team and board that is committed to strengthening our campaigns, communications and brand
- a strong and ambitious strategy
- the Dry January® campaign, which already brings huge numbers of people to the charity each year and huge marketing profile
- a great team culture, and a dynamic and positive working environment
- an inspiring brand
- a sector-leading website (which we are continuing to develop and invest in) with the potential to reach millions of people

Senior Campaigns and Marketing Manager

Role description, February 2026

Reports to: Executive Director of Marketing and Communications
Direct reports: One (Digital Marketing Manager)
Location: Unit 7, Finsbury Business Centre Clerkenwell, London, EC1R 0NE, hybrid (at least one office day a week to qualify for London Weighting)
Status, hours: Permanent, full-time
Salary: Starting at £50,622 plus benefits (includes 11% London Weighting), more could be considered for an exceptional candidate.

Role Summary

This is a crucial role in our digital and marketing team, ensuring that we engage significant new and existing audiences through campaigns, marketing activity and digital content year-round. You will coordinate delivery of Alcohol Change UK's flagship Dry January® challenge and ensure that other campaigns (Sober Spring, Alcohol Awareness Week and wider marketing initiatives) connect with audiences across the UK and internationally. Working closely with external agencies and the Executive Director of Communications and Marketing, you will increase the profile of our work and help drive growth in our audiences, and those taking part in our behaviour change programme.

Key Tasks and Responsibilities:

Delivery of campaigns through the year

- Bring strategic thinking to our annual campaigns and marketing plan, creating clear opportunities for audiences to engage with our work and explore their relationships with alcohol
- Support the continued development of The Dry January® challenge and Alcohol Awareness Week (July), alongside marketing windows/campaigns through the year, as key moments to develop new audiences.
- Map and improve audience journeys between all our campaigns, working closely with Communications Team and Engagement Team colleagues – particularly on digital and online platforms

Strengthening marketing and digital outputs at Alcohol Change UK

- Strengthen organisational capability and understanding of paid marketing channels and tactics, embedding these alongside wider social media, content and engagement strategies, for a seamless experience for audience members

- Embrace collaboration opportunities with external partners, third sector organisations and content creators that draw new, underserved audiences to our work – particularly when exploring Culture Shift themes and content
- Show strategic leadership as you guide members of your team to deliver Marketing and Digital Communications plans (including social media) throughout the year, which support our wider strategic plan

Project Management of the Dry January® challenge campaign

- In collaboration with the Executive Director of Marketing and Communications, play a leading role in developing our ambitious strategy to grow our Dry January® challenge campaign as one part of the wider Try Dry® behaviour change programme
- Project manage delivery of the campaign, enabling wider members of the Communications and Marketing team to play their part
- Act as a key point of contact at Alcohol Change UK with an external agency, ensuring excellent lines of communication and coordination through the campaign planning process, delivery and evaluation
- Be committed to insights gathering and evaluation, taking learnings from previous years, testing new approaches to grow our impact and monitoring our success

Financial Planning and Budget Management

- Managing/overseeing the Dry January® challenge budget, and other marketing and campaign spending throughout the year, in consultation with the Executive Director of Marketing and Communications
- Develop and maintain income and expenditure tracking and evaluation systems
- Work closely with agencies and suppliers to agree spend, monitor invoicing
- Maintain good communication with our Fundraising Department

Line and Team Management

You will have direct line management for the Digital Marketing Manager (who in turn manages our Digital Communications Officer) and will be responsible for:

- Agreeing objectives and work plans
- Managing workload and performance through regular one-to-one line management discussions
- Planning and implementing personal development programmes in all relevant skills
- Undertaking annual performance reviews
- Supporting your team through regular team meetings and effective processes

Other

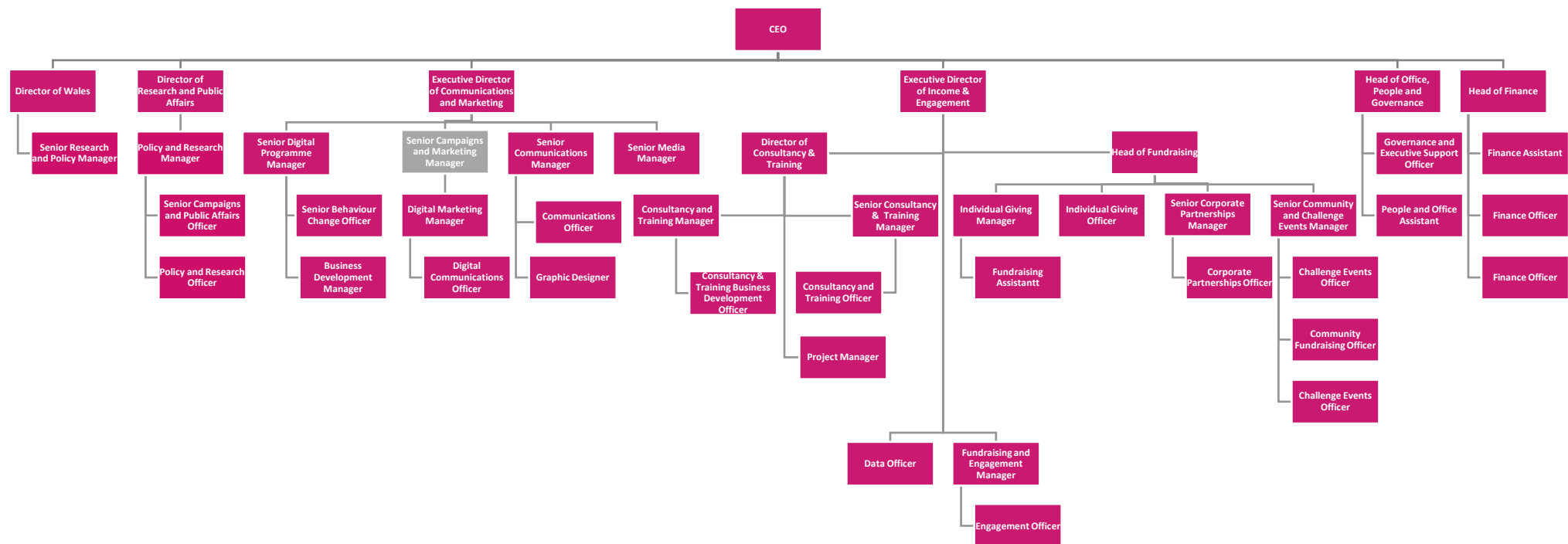
You will also be expected to:

- Work closely with colleagues across the charity to support their work and to act as 'one team'
- Contribute actively and positively to charity-wide strategies
- Continually develop your knowledge of alcohol harm and solutions to it
- Act as a positive ambassador for Alcohol Change UK at all times
- Know, embrace and actively uphold the values of Alcohol Change UK at all times
- Work flexible hours as necessary to meet the needs of the charity, particularly during the Dry January® challenge campaign. Time Off In Lieu (TOIL) will be earned for any work required outside of normal working hours

Person Specification, February 2026

Category	Essential	Desirable
Knowledge, Qualifications	<ol style="list-style-type: none"> 1. Knowledge of project management 2. Knowledge of marketing strategy and delivery, particularly digital marketing channels 3. Knowledge of multi-channel social media management and content creation 	<ul style="list-style-type: none"> • Meta Ads Manager • Google Ad Manager / Ad Grants
Demonstrable experience of	<ol style="list-style-type: none"> 4. Project and budget management 5. Delivering significant marketing campaigns, across a range of media platforms 6. Designing audience engagement strategies and improving audience journeys 7. Producing project reports and evaluations 	<ul style="list-style-type: none"> • Recruiting members of the public to a national campaign, through digital channels • Social media / digital content strategy development and implementation
Skills and abilities	<ol style="list-style-type: none"> 8. Excellent project management abilities 9. Strong writing and proofing skills 10. Strong verbal communication skills, including outstanding listening and interpersonal skills, with the ability to support and motivate other team members 11. Ability to build effective relationships with external freelancers/agencies 12. Ability to manage a high and varied workload 13. Ability to be self-motivated and take the initiative 	<ul style="list-style-type: none"> • Working knowledge of how wider media and PR activity impacts communications campaigns • Understanding of brand and visual identity
Personal attributes and values	<ol style="list-style-type: none"> 14. High level of professionalism, hardworking, and ambitious for the charity 15. High level of integrity 16. Very high aptitude for team-working and creating 'one team' 17. Compassionate and empathetic 18. Strong commitment to equity, diversity and inclusion 	<ul style="list-style-type: none"> • Interest in the mission of Alcohol Change UK • Enjoyment of being in a dynamic fast-moving organisation

Where you'll fit in



Working at Alcohol Change UK

Hours of work	35 hours per week.
Flexibility	There are no fixed start and end times to the day. All staff can open/close the office. Flexibility We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® challenge and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our modern and well-equipped office is located at Unit 7, Finsbury Business Centre, 40 Bowling Green Lane, London, EC1R 0NE. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. There will be expectations for this role to attend the office approximately once a week. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year). All staff are expected to work one day a week in the office (minimum) to receive London Weighting of 11%.
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days holiday (inclusive of England and Wales Bank Holidays but which can be taken flexibly through the year), rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a twelve week notice period.

How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email Joe Marley, Executive Director of Marketing and Communications: joe.marley@alcoholchange.org.uk

How to apply

- Use our online form here: [Senior Campaigns and Marketing Manager - Alcohol Change UK - Applied](#)
- Upload your CV to Applied (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on jobs@alcoholchange.org.uk and we will supply the form in another format.

Deadline for us to receive your application: *Strictly 9am, 3 March 2026*. The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: 5 March 2026. All applicants will receive a response.

Interviews: 10/11 March 2026 (please save this date!)