

Senior Marketing Executive / Junior Marketing Manager (Maternity Cover)

About the role

- **JOB TITLE:** Senior Marketing Executive / Junior Marketing Manager
- **LOCATION:** Based in the UK. This is a remote role, with 1x monthly in-person full day team meeting in London, which you will be required to attend. Plus options to cowork in London and near your home
- **WORKING HOURS:** Full-time 37.5 hours a week (core working hours 10am - 4pm). Flexi working hours and part-time applications (min. 4 days a week) considered.
- **SALARY:** £28-34,000, depending on experience
- **START DATE:** October-November 2025
- **ROLE:** 12 month fixed term maternity leave cover, with potential to become permanent

About Empower

Empower is a strategic digital partner for causes creating impact around the world.

- Empowering people is our mission.
- It's our vision for all causes to create positive social and environmental impact through effective digital communication.
- To help organisations do this, we develop insight-led digital strategies that enable their teams, and move their supporters to act.
- We're proud to be a B Corp and our commitment to mission-aligned work means we only work with people who share our values of being [people-centred, ethical and driven](#) to create change.

Current and previous clients include: Fairtrade Foundation, World Business Council for Sustainable Development, Business for Nature, Insure our Future, Trees for the Future, Climate Arc, Cambridge Institute for Sustainability Leadership, Breast Cancer Now, Joseph Rowntree Foundation, BCorp, Shelterbox, National Parks, SME Climate Hub, UNFCCC, UNHCR, COP26, Science Based Targets Network.

Check out some of our case studies [here](#).

We are happiest when we become the trusted counsel and a friendly sounding board to our clients and their teams. We believe in close collaboration with our clients and an emphasis on working with our clients to deliver results.

Our values

Our values are central to our work. We only work with clients and team members who actively demonstrate these values:

- Driven: We are ambitious, professional and take initiative
- People-centred: We are kind, generous and human
- Ethical: We are trustworthy, transparent and fair

Why we're good to work for

- Work with well-known brands in the purpose-led and nonprofit sector
- Do nice work for nice clients with a nice team (nice!)
- We want to work with the real you - [see our Manuals of Me](#)
- We're a [certified B Corp](#)
- Flexible remote working in a friendly, supportive working environment (you can work in your PJs if you want to, as long as the work gets done!)
- Monthly meet-up in London with your colleagues for collaboration, creativity and cake
- Modern working environment (our stack includes G-Suite, Slack, Productive)
- Internal team structure (you'll never work on an account alone and won't have to worry about your handover when you're taking a well-deserved break)
- Hands-on experience and training in developing and implementing the latest digital marketing approaches

Core competencies we look for

Empower seek these competencies across all levels. For this role, we're looking for someone who demonstrates these competencies at a senior executive level, with clear potential to develop into account management responsibilities:

- **Leadership:** You are developing leadership in digital communications and marketing by reading widely and exploring cause-driven communications. You proactively bring forward solutions, researching and sharing knowledge, being

future-oriented and fostering innovation. You're ready to take on increasing leadership, inspiring our team and clients with ideas, trends and innovations.

- **Responsibility:** You are punctual, have optimal time, deadline and task management. You are self-motivated, consistent and communicate clearly and often as required by a mixture of autonomous and team remote work. You take ownership of your tasks and time, your client relationships and account performance.
- **Relationships:** You develop strong relationships with clients and colleagues that deliver on client-work, agency and career development for yourself and others. You plan and use time well with others, delivering the best possible outcomes and experiences. You're ready to take on primary client contact responsibilities.
- **Creativity:** You apply inventive solutions to your work, and apply flexible thinking, bringing forward new ideas and evolving existing ways of working. You are hands-on and able to support varying tasks from social media to strategy, while showing readiness to contribute to strategic thinking.
- **Commercial Awareness:** You're keen to understand what makes an organisation successful, how your role affects business performance, and to deliver profitable client work and impactful internal projects. You're developing skills in account growth and business development.
- **Values-Driven:** You are motivated to work for Empower as a B Corp and impact-driven organisation, with passion for working with purpose-led clients.

Role Overview

This is a brilliant opportunity for an experienced agency professional to join our team and grow into an Account Manager role through their time with Empower. You'll start with strong executive-level responsibilities while being actively developed and supported to take on account management duties.

You'll work closely with our Account Managers, Account Directors, and Founders in our small, agile team structure. This gives you fantastic exposure to senior-level strategic thinking, client relationships, and business development opportunities.

Our hope is that you'll be a fully fledged Account Manager by the end of the year with us, and the opportunity will have opened in the business for you to stay permanently.

Key Progression Elements:

- Start as Senior Account Executive with increasing responsibilities
- Structured development programme toward Account Manager role
- Mentoring and support from senior team members
- Clear pathway for career advancement within Empower



Key Responsibilities

Client Relationship Management

- Build and maintain strong, trust-based relationships with multiple client contacts
- Act as primary point of contact for day-to-day client communications
- Support client strategic planning and contribute to account growth initiatives
- Participate in client presentations, meetings, and strategic discussions
- Identify opportunities for account expansion and additional services

Campaign Delivery & Excellence

- Lead exceptional delivery of paid and organic social media campaigns across LinkedIn, X, Facebook, Instagram and other platforms
- Deliver insightful reporting and measurement for clients across paid and organic campaigns
- Create engaging, thumb-stopping content including copy, creative concepts, and visual direction
- Manage community engagement and audience growth strategies
- Collaborate with specialists on paid media, email marketing, and search campaigns
- Ensure all work meets Empower's high standards and is delivered on time and within budget

Strategic Contribution

- Contribute to digital strategy development for clients, working with specialists, Account Managers and Directors
- Analyse paid and organic campaign performance data and provide actionable insights
- Support knowledge transfer and training initiatives for clients
- Stay current with digital marketing trends and innovations

- Contribute strategic thinking to client challenges and opportunities

Team Leadership & Development

- Manage specialist staff, freelancers and upwards to other team members as you progress toward Account Manager role
- Take increasing ownership of client accounts and internal projects
- Collaborate effectively with Account Directors and Founders
- Contribute to agency development initiatives and best practice sharing
- Lead project teams and coordinate cross-functional delivery

Business Development Support

- Support new business development activities including proposal writing and pitching
- Identify and develop opportunities within existing client accounts
- Contribute to client retention strategies and relationship management
- Participate in networking and business development activities

Innovation & Insight

- Research and implement new tools, platforms, and methodologies
- Package insights and trends into weekly updates for team and clients
- Contribute to Empower's thought leadership and content marketing
- Test and evaluate new digital marketing approaches and technologies

Account Management Transition Throughout your first year, you'll progressively take on Account Manager responsibilities including:

- Leading client strategic planning sessions
- Managing tasks, resourcing and reporting
- Handling account budgets and profitability
- Briefing and managing the work of freelancers and Specialists
- Taking ownership of client retention and growth
- Contributing to agency strategy discussions



Success Metrics

- **Client Satisfaction:** Maintaining high client satisfaction scores and strong relationships
- **Campaign Performance:** Delivering campaigns that meet or exceed client objectives and KPIs

- **Account Growth:** Contributing to account retention and expansion opportunities
- **Team Development:** Successfully mentoring junior colleagues and contributing to team performance
- **Professional Growth:** Demonstrating readiness for Account Manager responsibilities within 12 months
- **Innovation:** Bringing new ideas, tools, and approaches that enhance client work and agency capabilities



What your first 3 months will look like

- **Week 1:** Empower onboarding; getting to know our team and culture, learning about all of the platforms we use and introducing you to team members and founders.
- **Weeks 2-4:** Introduction to your initial client accounts, learning our best practices on-the-job while going through our internal training programme. Begin working closely with Account Managers and Directors to understand client strategies and account dynamics.
- **Months 2-3:** Deepen your responsibility and knowledge across your accounts, begin taking lead on specific campaigns and client communications. Start contributing to strategic discussions and account planning. Participate in at least one new business opportunity.
- Within those 3 months there will be a team day each month, where you'll get to meet your team in real life and get to know them better - especially as we mostly work from home.
- **Progression Planning:** Regular check-ins with your line manager to assess progress toward Account Manager responsibilities and identify areas for development.



What we're looking for

Essential Experience:

- 2-3+ years of agency experience in client services, or account executive roles

- Proven track record of managing client relationships and delivering successful campaigns
- Experience in organic and / or paid social media management, content creation, and / or digital marketing
- Experience working with purpose-led, nonprofit, or cause-driven organisations (preferred)
- Demonstrated ability to work independently and as part of a collaborative team

Key Skills:

- Excellent written and verbal communication skills
- Strong project management and organisational abilities
- Creative thinking and problem-solving capabilities
- Understanding of digital marketing trends and best practices
- Experience with social media platforms, content management systems, and digital marketing tools
- Ability to analyse data and provide actionable insights

Personal Qualities:

- Passion for working with purpose-led organisations and causes
- Ambitious and driven, with clear desire for career progression
- Collaborative and supportive team player
- Adaptable and comfortable with changing priorities
- Strong attention to detail and commitment to quality
- Values-driven approach aligned with Empower's mission

Bonus Points:

- Experience in specific areas such as paid media, email marketing, or search
- Knowledge of measurement and analytics tools
- Experience with B Corp or sustainability-focused organisations
- Background in climate, nonprofit or charity sector