



*We're recruiting a*

# Marketing Officer

*at Pilgrims' Friend Society*



Supporting older people through Christian care and community

# From the CEO, Stephen Hammersley

As people are generally living much longer than ever before, there are many new challenges and opportunities facing society. God willing, the plan for our 12 care homes and nine independent living housing schemes is that they will provide wonderful places for people to live when they need care and support. As

Pilgrims' Friend Society we also want to support, enable, and equip churches' pastoral and outreach work with older people.

Pilgrims' Friend Society has been providing Christian care to older people for over 200 years, and our expertise in the issues that matter

to older people is of enormous relevance and much in demand. As a result, we are investing in developing our care homes and housing schemes and are exploring more ways in which we can help equip churches around our schemes in their ministries to and with older people.

We are also open to enlarging our work by acquiring or otherwise collaborating with charities who have a similar Christian calling.

We hope the information in this pack will pique your interest, and that you will prayerfully explore whether you might have a calling to join our us and help lead and deliver the work of Pilgrims' Friend Society in this new phase of its development.



# From the DIRECTOR, Alexandra Davis

I am excited to be recruiting a Marketing Officer to join our dynamic and collaborative Marketing and Communications Team. Our heart is to make sure that all those who need the warm and supportive Christian communities that Pilgrims' Friend Society offers can find us when they need us.

This role has the opportunity to re-shape our approach to our marketing, with freedom to

explore new avenues and opportunities as well as consolidating the backbone of our work in print, radio, and digital ads.

If you have a heart to serve others through great marketing, are looking to be part of a close knit and supportive team, and have the skills and experience we're looking for, we would love to hear from you.







# About Pilgrims' Friend Society

Pilgrims' Friend Society provides residential care homes and independent living housing schemes where older people can live fulfilled lives in their later years.

Rooted in the Christian faith, we are committed to ensuring that the physical, emotional, spiritual and mental needs of each of our family members are met. Our family members are Christians or are sympathetic to the Christian faith.

We started our work in 1807, when we were known as "The Aged Pilgrims' Friend Society." William Wilberforce was our Vice-President for nine years before his death and so we have a tremendous history. In those days, we didn't have 'homes' or provide care. We provided pensions and grants to older Christian people to help them overcome the grinding poverty of those days. We built our first 'home' in Camberwell, South London in 1834 and now have 17 sites in England and Scotland. While the majority of our work is in residential care homes, our independent living housing schemes are communities of older Christians where safety and security come hand-in-hand with fellowship.

We also work to help equip and inspire churches that minister to older people in their communities through resources and training. Our Support Office provides HR, marketing and communications, finance and property services support to all our homes and schemes. Some of our support team work from their own homes in different parts of the country, especially if their job involves travelling to different sites.

***“ Even to your  
old age and grey hairs  
I am He, I am He who  
will sustain you.”***

Isaiah 46:4

# Our values: principles and practice at Pilgrims' Friend Society

Welcome to Pilgrims' Friend Society. 'Our values: principles and practice' is y our introduction to our culture and the way we do things around here.

Our culture is rooted in our four values – compassion, community, transparency and excellence – and, as a Christian organisation, these values are all grounded in the Bible's teachings. Whether you live or work with us, are thinking about living or working with us, support us as a charity, or connect with us as professional service, our values will guide the way we interact with you.



## Compassion

Compassion is at the heart of how we interact with people. Having compassion helps us treat each individual person as unique and precious and as we would want to be treated.

This means that we offer loving care through relationships based on empathy respect and dignity, we get alongside people and show grace to those who are struggling, and do what we can to ease people's burdens, and we find new ways to care well for older people.

Ephesians 4:32  
2 Corinthians 1:3-4



## Community

We believe that all people are made to exist in relationship and that community is central to human flourishing. Working together in community creates a space of care, trust, and celebration, as well as support and helpful challenge.

This means that we are a community of people who share life together, celebrating victories and supporting each other during difficult times, committed to one another and seeking to give of ourselves and receive of other people.

1 Corinthians 12:26  
Philippians 2:3-4







## Transparency

We believe that being honest and open is crucial as this allows trust to be built in our communities. Truthfulness is important and helps us to do excellent work, learning and growing together as we go.

This means that we are honest with one another, asking for what we need and telling the truth. We avoid shame, are open about problems and mistakes, and seek to find solutions when the need arises. We listen respectfully to each other and when we disagree, we do so without conflict.



Ephesians 4:25  
Proverbs 28:13



## Excellence

As we care for others, it's important that we strive for excellence in our work. This means that we do the very best we can, being committed to each task and the best outcomes for people.

We aim for excellence in everything that we do, making sure that we are going above and beyond to support those in our care. We do things as well as we possibly can, not cutting corners or seeking an easier way out. We steward our resources faithfully and carefully, and we seek out opportunities to get better at the work we do.



Colossians 3:23  
Titus 2:7

*From these values we have built the four pillars of our work: **The Way We Care, The Way We Live, The Way We Work, and The Way We Lead.***



# Our *four pillars* of practice

## The Way We Care

...is our bespoke approach to caring for those who live with us in our care homes. At its heart is a commitment to understanding the whole person, including their spiritual needs. It is rooted in five key principles:

- Those who live with us are 'family members'
- We get to know each person individually
- We resource and train our staff appropriately
- Person-centred care means we respond to needs not routines
- We take the 'feelings matter most' approach to those living with dementia

## The Way We Live

...is what guides our communities in our independent living housing schemes and is built on the following foundations:

- We aim to create communities where Christian life and fellowship can flourish
- We value and support those we serve as part of the community
- We recognise and respect each individual's unique needs
- We equip and train our staff to deliver the highest standard of service
- We foster a culture of dignity, choice, and inclusion within our denominationally diverse Christian community
- Compassion and empathy are at the heart of all we do
- We strive to create a safe, nurturing environment where everyone feels they belong

## The Way We Work

...outlines what we expect from those who work with us. It is a framework created around five key points:

- We highly value our work and the impact it has on the charity
- We take immense pride in our work
- We go above and beyond to care for the people who live with us
- We will go out of our way to recognise the value of each other's contributions
- We make sure that the information we provide to one another is correct
- We talk about tough things together in a kind and honest way

## The Way We Lead

...is what we expect from our leaders across the organisations and is rooted in the following principles:

- We are open to the people we work and live with
- We create clarity by communicating well and often
- We take accountability for performance and set high expectations
- We create a culture where people feel safe
- We live out the behaviours that we expect



# About the role

## The main purposes of the role

We are seeking a creative, organised and proactive Marketing Officer to play a key role in promoting our care homes and housing schemes. You will plan and deliver targeted marketing campaigns, manage our website, work with our digital agency, and ensure our brand is consistently represented across all channels. Your work will help families find the support they need, reinforce our reputation as a trusted Christian charity, and support our vision to see older people flourish in faith and life.

## Where you fit into the team

You are responsible to the Director of Marketing and Communications.

## Duties of Marketing Officer

- Plan and deliver engaging marketing campaigns to raise awareness of our care homes and housing schemes.
- Work with our digital agency to deliver targeted paid advertising campaigns, including PPC, social media, and lead generation.
- Keep our website up-to-date, relevant and easy to navigate, ensuring content is clear, accessible and optimised for SEO.
- Collaborate with colleagues across the organisation to understand local needs and produce joined-up, effective messaging.
- Champion our visual identity and tone of voice across all materials, from digital ads to printed leaflets.





## Continued

- Champion our visual identity and tone of voice across all materials, from digital ads to printed leaflets.
- Use market research and insight to understand our audiences and spot opportunities for growth.
- Build strong working relationships with internal teams, external partners and community groups to support marketing activity.
- Track and report on the effectiveness of campaigns using analytics tools, making recommendations for improvement.
- Manage the marketing budget to ensure best value and meaningful results.





# About you

## Essential

- Experience in delivering marketing campaigns across both digital and traditional channels.
- Strong writing and content creation skills for a range of audiences.
- Basic understanding of SEO, website management and social media platforms.
- Ability to analyse campaign performance and produce clear reports.
- Excellent attention to detail and commitment to brand consistency.
- Ability to manage multiple priorities and work independently.
- Creative, proactive and solutions-focused.
- Collaborative and able to work well with a variety of stakeholders.
- Alignment with the Christian ethos and values of Pilgrims' Friend Society.

## Desirable

- Experience in the charity, faith-based or care sector.
- Familiarity with Google Analytics, paid advertising platforms and CRM tools.
- Basic design skills using Canva, Adobe or similar software.
- Familiarity with video editing or photography for marketing purposes



# Terms *and* conditions

**SALARY:** £33,300 to £39,550 per annum

**HOURS:** 35 hours per week

**LOCATION:** Hybrid - two days in the office at 175 Tower Bridge Road, London, SE1 2AL and three days from home

**PENSION:** Contributory pension scheme, with a minimum employee contribution of 5%. Pilgrims' Friend Society contributes 3%, (6% for people aged 55 and over).

**HOLIDAY ENTITLEMENT:** 25 days + bank holidays

**OTHER BENEFITS:** Life Assurance of two times salary for those in the pension scheme, hybrid working, flexible working hours, long-service rewards, birthday rewards, Perkbox rewards, Employee Assistant Programme (EAP), and Mediacash

**TRAVEL:** There will be occasions for you to travel to our homes, schemes, and Support Office when required.

## OCCUPATIONAL REQUIREMENT (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practicing Christian and to clearly demonstrate:

- A personal commitment to the mission, principles, values and practices contained in our Mission Statement.
- Active membership of local church congregation.
- An understanding of the faith aspects of the work of Christian charities, including the recruitment process

If you would like to apply for this exciting role, please send a full CV outlining your career history to date to the recruitment team at [recruitment@pilgrimsfriend.org.uk](mailto:recruitment@pilgrimsfriend.org.uk)

Please include:

- a covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying
- your latest remuneration and benefits

The closing date for applications is **5pm on 21st January 2026**

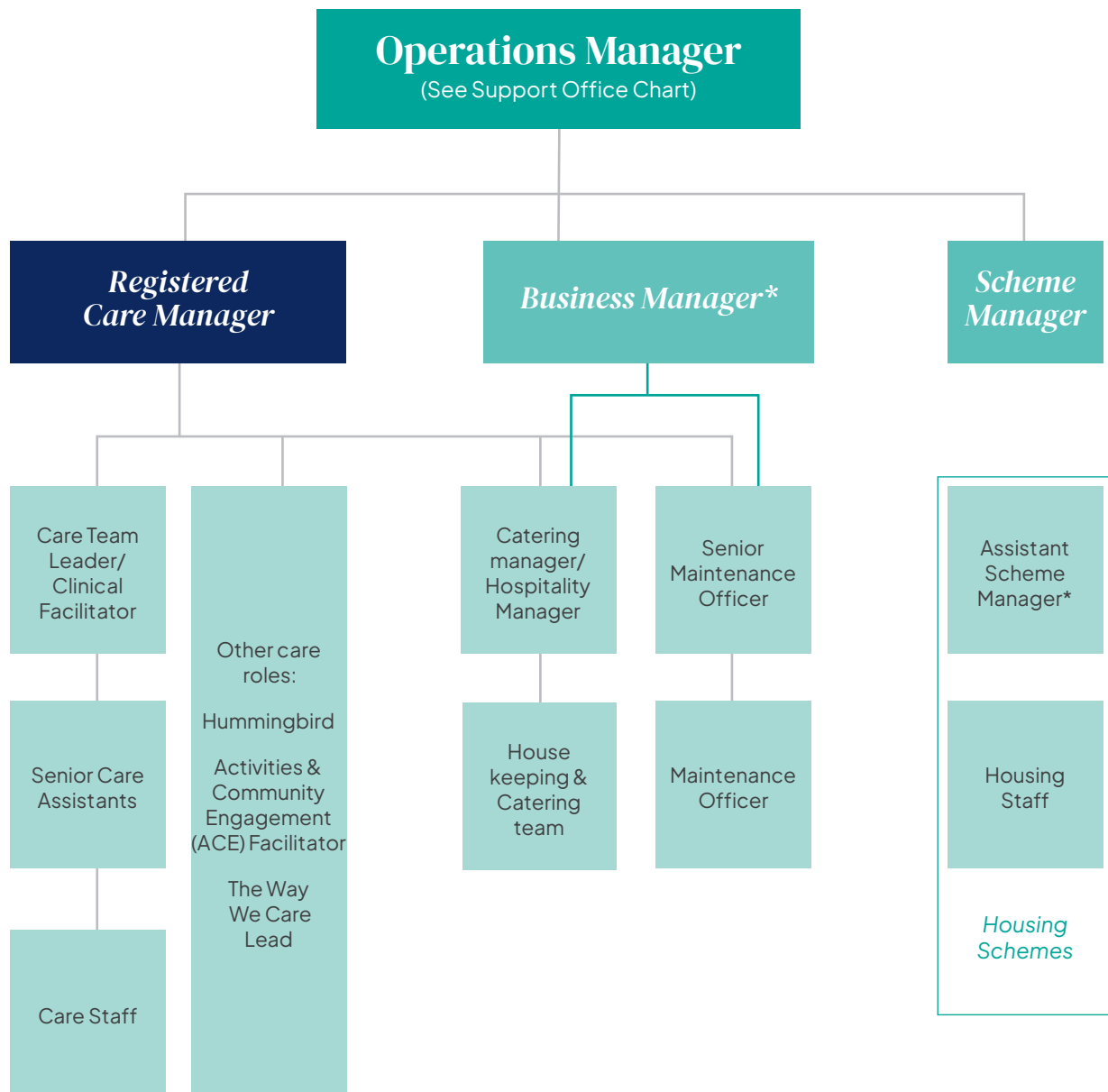
All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview.

First stage interviews will be conducted **on MS Teams**. Final stage interviews will be held **in person** at our Support Office.

All candidates will be expected to agree to our Basis of Faith and we will take references from your church minister as well as the usual employment references.

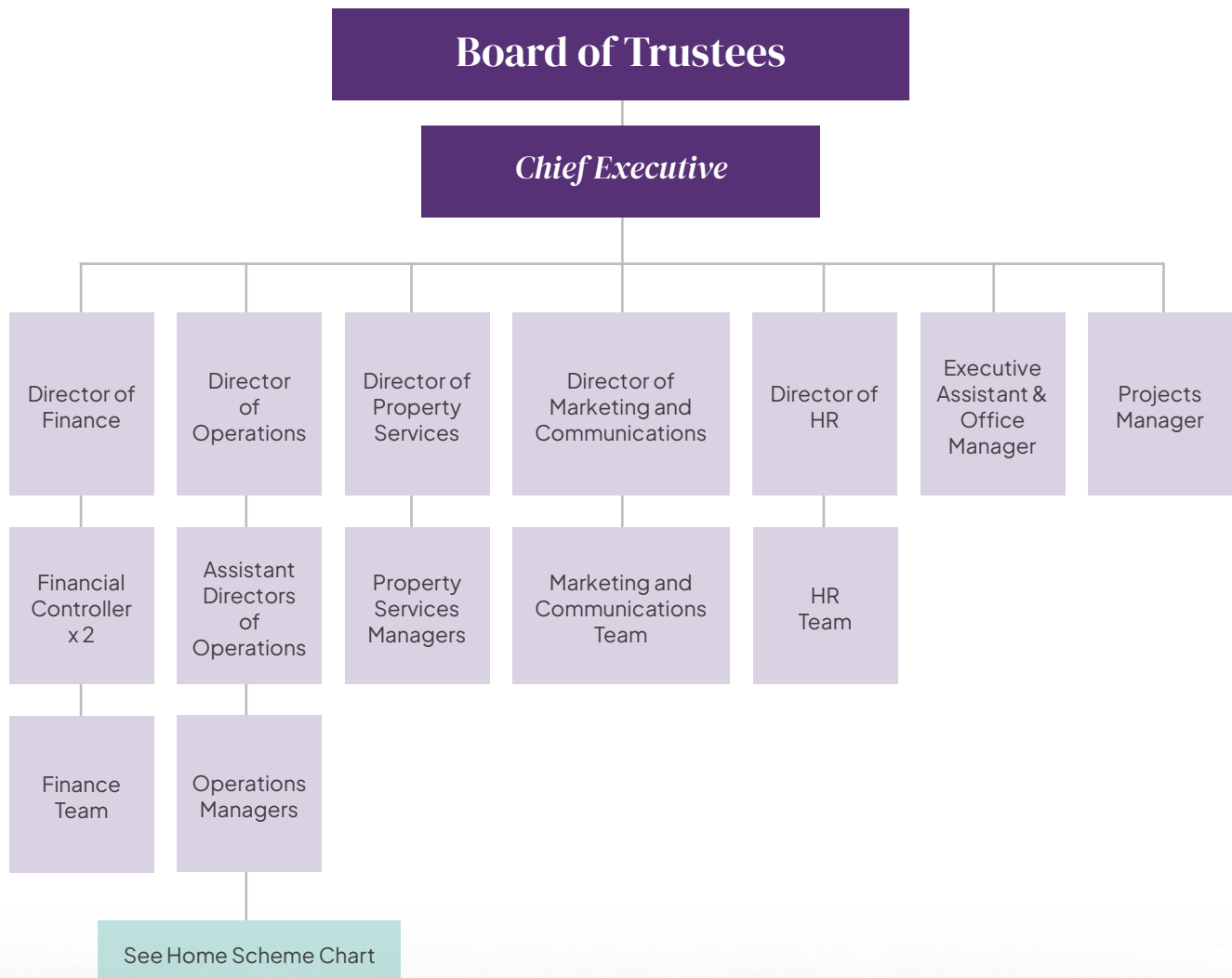


# Homes, schemes, and other services



\*Not all homes/schemes have a Business Manager or Assistant Scheme Manager

# Support Office





# What we *believe*

*Pilgrims' Friend Society is a Christian charity,  
rooted in the Bible.*

We believe that the teachings of the Bible are our sole and final authority.

We believe that there is one God in three persons, Father, Son and Holy Spirit.

The good news of the gospel is that, although men and women are sinners, God has taken the initiative to save people from every tribe, tongue and nation. We believe that God will bring about the redemption of all things.

God sent Jesus Christ, His Son, to be our Saviour. Jesus became fully human and, at the same time, remained fully God.

Jesus came to buy us back from sin and death by living a perfect life, having no sin, and dying in our place on the cross.

But God's grace did not stop there. When Jesus ascended to heaven, the Holy Spirit was given by God to continue His work on earth.

It is this Holy Spirit who gives us new birth and brings us to repentance and faith in the Son. When the Spirit has begun such a good work in

someone, He will bring it to completion.

At the time appointed by God, Jesus will return to earth in glory. He will raise the dead and judge all people. He will banish those not known to Him and He will take His people to be with Him in eternal glory in the new heavens and earth.



[www.pilgrimsfriend.org.uk](http://www.pilgrimsfriend.org.uk)

Pilgrims' Friend Society, 175 Tower Bridge Road, London SE1 2AL

☎ 0300 303 1400 | ✉ [info@pilgrimsfriend.org.uk](mailto:info@pilgrimsfriend.org.uk)

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