

Senior Marketing & Growth Adviser

Remote | Approx. 4-8 hours per month | Flexible | Unpaid strategic advisory role

Help a parent-led Welsh CIC turn strong content, community insight and programme evidence into greater reach, stronger parent engagement and better visibility with funders and strategic partners.

About Learn Without Limits CIC

Learn Without Limits CIC is a parent-led organisation in Wales developing practical navigation infrastructure for families affected by disability, Additional Learning Needs (ALN), school breakdown and fragmented public systems. Our programme model is **Prevent -> Bridge -> Progress**: earlier information and navigation, bounded support where participation begins to break down, and progression back into appropriate education, training, volunteering, employment or statutory routes.

Why we are recruiting this role

LWL already has substantial public information, a long-standing parent-carer community, an established website and blog, and a growing governance structure. Our next challenge is visibility and conversion: reaching more families who could benefit from our work while also becoming more visible to funders, strategic partners and professional networks.

1. Parent and community growth

Reach more parent carers and improve the journey from awareness to useful action.

2. Strategic visibility

Increase LWL's credibility and visibility with funders, partners and relationship-led networks.

What the adviser would help us with

- Audit our current audience channels, messaging and conversion pathways across the website, blog, email and social media.
- Help us develop a simple audience-growth strategy for parent carers, professionals, partners and funders.
- Advise on content distribution, channel priorities, campaign planning and measurement so strong existing content reaches more of the right people.
- Improve conversion from awareness to useful action: website visits, mailing-list sign-up, event registration, enquiries, participation or support.
- Help strengthen LWL's visibility within philanthropy, corporate social responsibility, strategic partnership and funding networks, including relationship-led or invitation-only opportunities where appropriate.
- Identify practical marketing systems, templates, tools or junior volunteer tasks that reduce founder dependency rather than create more work for the Programme Lead.
- Provide senior challenge on brand positioning, audience segmentation, growth priorities and value-for-money decisions.

Who we would like to hear from

We are looking for someone who has operated at **Head of Marketing, Marketing/Communications Director, senior agency or consultancy, Growth Lead, senior partnerships/engagement lead** or a comparable level. Equivalent senior experience matters more than job title.

Relevant experience may include:

- brand, communications or marketing strategy;
- digital audience growth, social media strategy or content distribution;
- CRM, email marketing, customer/community journeys or conversion;
- partnerships, philanthropy, corporate affairs, CSR or funder engagement;
- social enterprise, charity, education, disability, public service or mission-led growth;
- measurement, analytics and evidence-led marketing decisions.

The role may suit an experienced marketing, communications or growth leader looking for a small portfolio-style social-impact contribution alongside their main work.

Role boundaries

This role IS	This role is NOT
• Senior strategic advice and constructive challenge • Help with audience, positioning and growth priorities • Network insight and introductions where appropriate • A chance to shape a developing Welsh social enterprise • A non-statutory advisory role working mainly with the Programme Lead and, where useful, the Board	• A statutory director role • Day-to-day social media management or routine content production • Responsibility for grant writing, fundraising targets or securing funding • An expectation to provide access to personal contacts or guarantee introductions • A substitute for paid marketing or delivery capacity when funding permits • A role requiring access to sensitive family casework

What useful progress could look like in the first 90 days

The priorities below are a starting point to agree with the successful adviser, not a requirement to complete every item within three months.

- A concise channel and audience audit with clear priorities.
- A practical content-distribution and conversion approach that LWL can sustain with limited capacity.
- Clear measures for reach, engagement and conversion that go beyond follower counts.
- A short map of priority partnership and funding networks where stronger visibility could matter.
- Recommendations on what should remain senior advisory work, what can be systematised, and what could later be delegated to volunteers or paid capacity.

How to express interest

Please send a short note explaining your relevant experience and why the role interests you, together with a CV or LinkedIn profile, to:

operations@learnwithoutlimitscic.org