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JOB DESCRIPTION

Brand, Design and Marketing Officer

Salary: £36,000 FTE per annum (gross)

Contract Type: Permanent, 52 weeks per year

Location: Home-based, with regular visits to hubs or other co-working spaces

Hours: 28 hours per week, but open to discussions about flexibility*

Additional Requirements: This role will require a DBS check.

**Many of our staff work flexibly in many different ways, including part-time. Please talk to us at interview about the flexibility you need. We can't promise to give you exactly what you want, but we can promise to explore options.*

About Little Village

Little Village makes a big difference to families with babies and young children living in poverty across London. Via our network of a baby banks, we pass on loved goods from one family to another: clothes, toys and equipment so that many more babies and young children have the essential things they need to thrive.

Families either visit a Little Village hub, or items are packed with care and delivered to their home. But it doesn't stop there. We also connect families into a wider network of support, helping them to build and extend their own 'village'. Our values of love, solidarity, thriving and sustainability underpin everything we do.

Thanks to the generous donations of loved items, precious time and money, in 2025 Little Village was able to support children more than 11,000 times. But the demand for help still outstripped our capacity to respond week on week. By creating impactful brand assets, marketing campaigns and products, this role will play a crucial part in building Little Village's profile, growing the number of people that support it and increasing the number of families we can help.

About this role

Reports to: Courtney Western, Senior Marketing Manager



Purpose of role: Little Village has a variety of audiences who we speak to and inspire in a variety of ways. We need someone who can bring our brand and messages to life across the charity's many touchpoints and assets. These include smaller items such as leaflets and banners to more significant touchpoints including the Little Village website, digital marketing campaigns, our warehouse and our hubs.

We need a Brand, Design and Marketing Officer who can confidently use their skills to produce creative content and ideas for a range of projects, assets and activities; deliver regular marketing tasks, respond to design briefs, whilst also being really organised; managing approval and production processes, liaising with Little Village staff, volunteers and suppliers.

You will be responsible for the development of a variety of materials, ensuring that these are tailored to audience and channel, are fully accessible and inclusive, and follow our brand guidelines. You will look for new opportunities to promote the brand, keep great records of what we have, plus manage relationships with a range of suppliers to ensure that our branded materials are good value for money, delivered on time and budget.

You will work on exciting projects and campaigns as part of a close-knit and busy team, including helping to develop content for a new website, while also delivering essential daily tasks that keep Little Village's busy operation going such as producing materials to go into the emergency bundles sent to families or updating details on our website.

Key Tasks and Accountabilities

Brand and marketing:

- Work with the Senior Marketing Manager to maintain and deliver a calendar of marketing campaigns and projects across the year.
- Work with internal stakeholders to define and interrogate Marketing and communication briefs, considering objectives, audiences, budget and timings for each piece of work. Use this knowledge to recommend the most relevant assets to be produced and prioritise the different pieces of work.
- Be a lead champion for the brand, ensuring a cohesive brand identity and consistency across channels and touchpoints and, working closely with the Senior Marketing Manager support brand development and guideline adherence.
- Work with the Senior Communications Manager and other team members to create content for a new website and deliver regular updates/edits to the site. Lead on the day-to-day customisation of website layouts and web content (using



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existing component blocks), colours, fonts to ensure the website is presented in an aesthetically pleasing way, adhering to brand guidelines and ensuring good user journeys.

- Work with the Senior Marketing Manager to introduce new ways of working and maintain a workflow management system, logging the status of design and print jobs, prioritising and scheduling activity, approvals (considering deadlines and resource allocation) on a daily basis; for fortnightly review.
- Research and present new ideas and opportunities to increase visibility of the brand and achieve strategic objectives through new products, merchandise or materials. As appropriate, research suppliers for specific activities or goods.
- Maintain a digital library of all approved digital brand assets/artwork and a detailed inventory of physical brand and marketing materials, regularly reviewing for updates, usage or stock levels and liaise/advise with internal and external stakeholders on reprinting/production needs.
- Work with Marcomms colleagues to further develop and maintain the charity's photo library, leading on regular reviews of the tagging, usage and advising on any gaps to ensure we have a wide range of good photography for multiple uses.

Design and content creation:

- Using brand assets, develop Little Village visual creative content, ensuring cohesive and impactful brand storytelling. Work with the Senior Marketing Manager and other members of the team to creatively interpret strategic messaging into campaign concepts and design solutions that can translate for a range of audiences across digital and print channels.
- Produce a wide range of marketing and communications materials and content for internal and external, online and offline channels, including social media assets, infographics, digital marketing adverts, leaflets, posters, website banners, and presentations. Adapt agreed messaging and visual approaches for target audiences in-line with the campaign or communications plan.
- Maintain a range of design templates on Canva and coordinate how they can be devolved for use across the organisation, supporting staff across the charity.
- Stay up to date with brand, marketing, content and design trends and activity in the sector to inform fresh ideas. Proactively seek opportunities to enhance skills and knowledge and apply them to your work.
- Ensure all content and design work adheres to accessibility standards and best practice to meet the needs of Little Village's diverse audiences.

Production and supplier liaison:

- As necessary work with freelance creative suppliers to deliver new brand assets/content/activities.
- Develop and maintain a supplier framework for a range of printing, merchandise, signage and other production needs. Negotiate on costs to ensure best value for money and maintain good working relationships to deliver activities on time and budget.
- Liaise with a range of internal stakeholders and external suppliers, individuals and partners regularly on the production of goods and materials. Produce print ready files, agree specifications, quality control and logistics so they are ready on time and on budget.

The responsibilities outlined above are not intended to be exhaustive; employees may be asked to perform other reasonable duties in-line with organisational needs.

About your skills and experience

Essential:

- A strong portfolio that demonstrates a high level of creativity in brand, marketing and/or design.
- Good strategic thinking and ability to work collaboratively as part of a busy, supportive team of marketing and communication colleagues with a range of specialisms and experience.
- A great team player with proven experience of collaborating with a variety of different people and stakeholders across all levels of an organisation and external suppliers or partners.
- Experience of using digital design software and an understanding of digital accessibility standards. Skills in art-working and layout design using brand templates or tools such as Canva.
- Good communication and interpersonal skills, with the ability to effectively convey ideas, collaborate, negotiate and influence colleagues and external suppliers.
- Some practical experience of print production, including preparing files for print, quality control and liaising with printers.
- Experience producing content for websites, editing and publishing through a Content Management System (CMS), with the ability to adapt layouts to ensure the website is accessible and aesthetically pleasing.



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- Experience working with established brand guidelines and successfully maintaining a consistent brand identity across various channels.
- Excellent attention to detail and a strong commitment to producing accurate, high-quality work that consistently meets brand standards.
- Proven ability to effectively manage multiple projects simultaneously, prioritising tasks, meeting deadlines, maintaining a job management system and adapting to changing priorities in a fast-paced environment.
- Commitment to the aims and objectives of Little Village.

Desirable:

- A genuine passion for child poverty and a clear understanding of the charity sector and its communication, marketing, fundraising challenges.
- Experience working on integrated marketing or fundraising campaigns.
- Experience creating fundraising products, assets or developing creative marketing ideas to grow our supporter base.
- Proficient or some experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator) or other relevant design software, with the ability to utilise these tools to produce high-quality work.
- Good horizon scanning and research skills, awareness of developments and innovation in charity sector marketing activities, brand marketing, and/or design.
- Technical skills at designing/adapting content for websites, prioritising user experience.
- Experience using AI to streamline workflow and improve turnaround times.

What we can offer

Salary and pension

The salary for this role is £36,000 FTE per annum (this will be pro-rated to reflect your working hours if you work less than 35 hours per week and is subject to normal deductions). If eligible to join the pension, we will match your contributions by 3%.

Annual leave

You will be entitled to 25 days of annual leave plus bank holidays (these will be pro-rated to reflect your working hours if you work less than 35 hours per week). We usually give the team time off between Christmas and New Year that doesn't come off your allowance.

Hours of work



We think this role requires between 28 hours per week, but we're open to discussions about flexibility. This is a 52 weeks per year contract.

Location

This role will be based at your home address, with regular travel to our hubs across London.

Contract

This is a permanent contract, starting as soon as possible. You will have a probation period of 3 months.

The application process

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including: people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates. As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

Safeguarding is something we do together at Little Village. The post-holder will be responsible, as we all are, to keep children, families, adults at risk and volunteers safe by paying attention to wellbeing, raising concerns early, and following our internal safeguarding processes. You'll help us maintain a culture where people feel respected, safe and supported. We'll make sure you're given the right training, tools and guidance to do this.

We know everyone's lives are different and that traditional working patterns may not be quite right for you. We think this job requires **28 hours per week**, however if you are interested in the role and cannot commit to the hours above, we are also open to discussing the hours you are able to do.

The requisite eligibility criteria, or work visa to work in the UK are a requirement for this position and unfortunately, we are not able to offer relocation and/or sponsorship support.

Please note that this position will require a DBS check.



If you need additional support with your application or interview process, then please do let us know what you need and where we can help make this accessible.

To apply, we would like you to complete this online application form <https://littlevillage.typeform.com/to/VyUAjQY0>. Here, you'll be able to attach a CV. You will also need to respond to the following questions, using up to 500 words for each answer.

- What skills and experience would you highlight that are relevant to this role and our work at Little Village?
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?
- How would colleagues and friends describe you? What are your superpowers and how are you still developing?
- Which of our values (Love, Sustainability, Thriving and Solidarity) resonates most with you, and can you share an example of how that shows up in your work?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an [anonymous equal opportunities form](#). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by **10am on Monday 29th June 2026**. Please note, applications not using the online application form and following the guidelines set out here will not be considered.

Key dates

Submission of application: 10am on Monday 29th June 2026. All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

First Interview: Wednesday 8th July 2026.

This will be a competency-based interview with members of the Little Village team. We will confirm who you'll be meeting as well as the location when this interview is arranged.



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Second Interview: Wednesday 15th July 2026. This will be a competency-based interview with two members of the Little Village team and a short task. We will confirm who you'll be meeting as well as the location when this interview is arranged.