**Senior Marketing Manager**

July 2022

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| **Job title: Senior Marketing Manager** | **Team: Fundraising and Marketing** |
| **Accountable to: Director of Fundraising and Marketing** | **Line managing: N/A** |
| **Salary: £43,000 - £45,000 pro rata (dependent on experience)** | **Hours: 3 days** |
| **Pension**: Automatic enrolment into the People’s Pension scheme after 3 months | **Location:** hybrid (mainly remote with some days in our office in Tower Hamlets if needed) |
| **Disclosure: Enhanced** | **Contract: Permanent** |

**Tackling the root causes of homelessness in East London**

For homeless people, or those at risk of homelessness, finding employment and housing opportunities can feel like an uphill battle, even more so if they’re affected by physical, mental health or substance misuse issues. Providence Row works with around 1,800 homeless and vulnerably housed people a year in London, offering an integrated service of crisis support, advice and recovery programmes. We ensure that people often excluded from mainstream services gain the support and opportunities they need to create a safe, healthy and sustainable life away from the streets. Central to our work are our core values of Compassion, Respect, Inclusiveness, Empowerment and Justice. These inform the content, style and delivery of all our services.



**The ideal candidate**

Providence Row’s Marketing Manager’s key objective is to inspire and engage our many audiences (including funders, donors and service users) by telling the stories of Providence Row in a range of innovative ways across traditional and digital media. By working closely with service users and staff the Marketing Manager helps put the experiences and voices of the people we work with at the centre of our communications and is pivotal in building a community of support to help tackle homelessness in East London.

Providence Row has won a series of prestigious awards in the last few years, including a Corporate Engagement Award for Best Partnership, Homeless Link’s Social Enterprise of the Year (for Rise Bakery) runners up for Best Rebrand at The Third Sector Awards and the GSK Awards for Impact (among others).

An experienced marketing professional you will have at least three years of hands-on experience in a marketing or communications role in either the charity or commercial sectors.

Becoming part of this exciting and innovative team is a great opportunity for someone with creativity and passion for communications to make real positive change for people affected by homelessness.

**The role**

* Creating engaging marketing and communications content, involving our clients. Where possible using a range of innovative and engaging methods/communications to share interesting stories, case studies and news about Providence Row (videos, audio, comic strips etc).
* Creating and maintaining of a range of far-reaching distribution channels and networks for Providence Row content, to include social media, email distribution lists, online advertising etc.
* Developing strategic relationships to raise Providence Row profile.

**Key responsibilities**

**Marketing**

* Developing and executing the annual marketing strategy for the charity in line with organisational objectives.
* Overall responsibility for brand management and corporate identity.
* Managing Providence Row's digital profile, including maintenance and development of the website, social media, external website listings and links, and Google Ads (etc).
* Overseeing the production of organisational marketing materials. This may involve project managing production of materials or providing oversight to other staff producing materials.
* Monitoring and reporting on effectiveness of marketing communications. Reporting quarterly and annually on marketing objectives.
* Co-ordinating marketing campaigns for the organisation.
* Developing and maintaining marketing assets i.e. image library, marketing assets bank, case studies and videos.
* Liaising with external designers and agencies.

**Communications**

* Coordinating PR including managing incoming press enquiries and coordinating press launches.
* Maintaining effective internal communications.
* Public Affairs - coordinating key strategic marketing relationships i.e. local politicians, international dignitaries etc.

**Digital**

* Planning and executing all digital marketing, social media and display advertising campaigns.
* Designing, building and maintaining our social media presence.
* Measuring and reporting performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) Identify trends and insights, and optimize spend and performance based on the insights.
* Brainstorming new and creative growth strategies,
* Planning, executing, and measuring experiments and conversion tests.
* Collaborating with internal teams to create landing pages and optimize user experience.
* Evaluating emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

**General**

* Contributing to the overall development of Providence Row’s strategies and plans.
* Ensuring the organisational values of respect, inclusiveness, compassion, justice and empowerment are reflected in your work.
* Any other responsibilities as may be reasonably required from time-to-time as agreed by your line manager.
* Able to undertake occasional evening and weekend work.

**Person specification**

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| **Knowledge and Experience** | |
| Marketing experience preferably within a charity | Essential |
| Demonstrable understanding and experience of integrated marketing | Essential |
| Experience of managing websites and social media channels | Essential |
| Experience of print production | Essential |
| Project management experience | Essential |
| Budgeting experience | Essential |
| Ability to evaluate campaigns using a range of tools including Google Analytics | Essential |
| Understanding of SEO and PPC advertising | Essential |
| Ability to communicate with a range of stakeholders effectively | Essential |
| Degree level education and/or equivalent CIM qualification | Desirable |
| Demonstrable understanding of the homelessness issue and sector | Desirable |
| Experience of working in fundraising | Desirable |
| **Attributes** | |
| Ability to manage multiple requests/projects | Essential |
| Highly creative with an ability to use that creativity to develop marketing and communications solutions | Essential |
| Desire to learn about/become an expert on homelessness issue | Essential |
| Desire to become an expert about all of Providence Row’s services | Essential |
| Actively seeking opportunities to build on Providence Row’s marketing and communications and public profile | Essential |
| Excellent interpersonal skills | Essential |
| Excellent presentation skills | Essential |
| Is approachable and available to support staff across the organisation with marketing and communication queries | Essential |
| **Competencies** | |
| Proven knowledge/experience of MS Office including Excel, Word and Powerpoint | Essential |
| Knowledge and experience of working with Adobe design package | Desirable |
| Good budgetary skills | Essential |
| Excellent project management skills | Essential |
| Manage/maintain internal filing system to a high standard | Essential |
| Ability to prioritise work load in order to ensure deadlines are met | Essential |
| Experience of managing agencies/designers/printers | Essential |
| Experience of chairing meetings | Essential |
| Good attention to detail with experience of proofing | Essential |
| Strong strategic thinking skills | Essential |
| Good understanding of GDPR regulation | Essential |
| Good understanding of Charity/Marketing regulations | Essential |