



MAC
MACARTNEY



Assistant to Embercombe Founder, Mac Macartney Role Description 2018

About Embercombe

Embercombe is a garden that grows people. It invites us to become authentic leaders for a better world. It reveals the choices and responsibilities that confront us as we seek to live a passionate, intimate and purposeful life.

As part of the Embercombe team you are called to join a long line of people who have opened their hearts in service to our mission and this land. You are called to be a carrier of the Children's Fire, pledging to do all you can to protect the future of those who will inherit what we leave behind, and to uphold the 'twin trail' of outer *action* and inner *development*.

Embercombe offers a wide range of programmes that draw upon nature-connection, indigenous wisdom, and sources of contemporary knowledge informing the themes of sustainability, ecology, leadership and spirituality.

Embercombe continues to grow in terms of reputation and impact. It is constantly evolving towards a significant and effective social enterprise.

Our small and dedicated team have played a key part in our success so far, and will play a big role in our future success. This is an exciting time to come to work with Mac at Embercombe.

About Mac

Mac is an international speaker, writer and change-maker with over twenty-five years experience as a leadership consultant. He is also founder and trustee of Embercombe.

Over a period of twenty years Mac was mentored by a group of indigenous elders. During this training and ever since, he has attempted to bring two worlds together – an ancient world-view that emphasises relationship, interdependence and reverence for life, with the significant challenges and opportunities of the 21st Century.

Mac works with leaders across all walks of life both at Embercombe and further afield, inspiring them to put up their hand and join the chorus of people who are singing alive the world of our longing.

His work spans the corporate, public and third sectors as well as grassroots organisations. In 2016 Mac co-founded Liquid School, a network of change makers helping organisations imagine and create a sustainable future. He sits on the Advisory Board for DanoneWave, the largest Public Benefit Corporation in the U.S., is an RSA fellow and an Associate with Leaders' Quest, collaborating on global issues with leaders across business, government and civil society.

Main purpose of your role

Mac's purpose is to touch hearts, fire imagination and invite courageous action to better serve our world. You will work hand in hand with Mac to realise this vision while deepening your own journey of self-leadership.

Role overview

As the right hand person to Mac, you will support him in all tasks and lead on the daily running of his business. You will also work closely with the Embercombe team, acting as a crucial link and point of contact between Mac and Embercombe. Developing his business, building his audience and overseeing the sales of both Mac and Embercombe's programmes.

You will live and work on site at Embercombe. Living in your own small houseboat on Embercombe's idyllic lake, working with Mac in his newly built writing cabin and with the rest of the team in Embercombe's main office.

Key responsibilities

You will support Mac and Mac's relationship with Embercombe in the following ways:

Mac

- Update and monitor the macmacartney.com website and social media platforms incl. use of analytics
- Build online audience - daily engagement with Mac's social media platforms (Facebook, Youtube, Twitter, LinkedIn) responding to queries, engaging with and building the online community
- Research and business development - identify new opportunities to develop Mac's work as a speaker and writer as well as develop new programmes
- Arrange and promote speaking and/or book tours
- Manage clients - hold initial client calls, manage bookings and follow up, maintaining good client and partner relationships
- Finances - keep track of income and expenses, invoice clients
- Personal assistant tasks - monitor and respond to Mac's emails, support Mac in the completion of ongoing work with daily check-ins and task lists, compile travel itineraries, book travel and accommodation, manage diary, assist Mac on specific projects
- Content generation - podcast recording, scheduling articles, filming promotional videos, design & send regular newsletter
- PR - pursue opportunities for greater coverage of Mac and Embercombe through national press, magazines and other third parties
- Capture and record Mac's work for promotional purposes incl. filming and photographing talks

Mac for Embercombe

- Develop and deliver a marketing approach between Mac and Embercombe, in conjunction with Embercombe's marketing team incl. driving campaigns for the promotion of Embercombe programmes
- Arrange, promote and accompany Mac speaking at Festivals and other events on behalf of Embercombe
- Define and manage clear customer journey from promotion to sign up phase for programme participants incl. creation of marketing pack to accompany Mac's promotion of Embercombe
- Maintain excellent communication channels between Mac and Embercombe incl. fortnightly updates to Embercombe team, regular meetings with Embercombe marketing team and updates on Mac's contribution as an Embercombe Ambassador

Who would be great in this role?

- You are at ease engaging with a wide range of clients, partners and programme participants across sectors
- You are up to date on current affairs and demonstrate insight and understanding on a range of social, business, leadership and sustainability topics
- You are an outstanding written and verbal communicator
- You are creative in design with good attention to detail
- You are a self-starter with a "can do" attitude
- You do not require close supervision and are good at organising others
- You are able to meet deadlines, write and work to briefs
- You are confident in general office and administration tasks

Required experience

- Some experience in marketing (or/and marketing qualification)
- Some experience of being a PA or VA (or equivalent)
- Experience and knowledge of using social media for marketing/promotional purposes
- Excellent writing skills
- Evidence of working well independently
- Comfortable with excel or equivalent for income and expense purposes

Preferred experience

- Design and/or film, audio and editing skills
- Experience using digital platforms to broadcast live and/or deliver online courses
- Adept with WordPress websites and analytics

Hours of work

- 37.5 hours per week
- Includes some weekend work with time off in lieu
- 25 days annual leave pro rata plus bank holidays
- This is a minimum one-year role with the potential to extend. Start time will ideally begin 2 April 2018. The length of contract will be discussed with individuals at the interview stage and we are open to proposals of alternative start and finish dates.

Key benefits

- Develop a close working relationship with Mac
- Exploring your world-view and meeting a diverse range of people
- Experiencing authenticity in communication and action
- The opportunity to develop and share your gifts
- On-going professional and personal support and development, including a monthly 1 hour session with a personal coach
- Deepening your own development with a place on our flagship programme 'The Journey' or on our 'Speaking Out' programme
- An opportunity to network, share ideas and spark further thinking around action in the world with social pioneers and fellow change-makers
- Living and working on a beautiful 50-acre site with woodland, forest gardens and a lake, on the edge of Dartmoor National Park
- £40 a week stipend
- Accommodation provided - your very own jetty and houseboat on Embercombe's idyllic lake
- Delicious free organic breakfast, lunch and dinner made with locally grown, seasonal produce
- 25 days annual leave plus an allowance equivalent to statutory bank holidays
- Opportunities to organise and attend evening ad-hoc events

How to apply

Please email a completed application form and a covering letter to Clare Mann (HR & Finance Manager) at clare@embercombe.org, indicating in the email subject line which role you have applied for.

Interview dates are still to be scheduled but will most likely take place 8-9 March 2018 or the following week.

Closing date: 10am on Monday 26 February 2018.