

Marketing Manager

Role & Responsibilities

Salary: £25,000 per annum pro rata

Hours of work:

- 30 hours per week, to include some weekend, evening and bank holiday work.
- 5 weeks per annum pro rata

Main Purpose of the Job: To lead on the development and implementation of a clear marketing strategy for Embercombe and its core areas of business.

Notice: 3 months by both parties, 1 month during 6 -month trial period

Responsible to: Managing Director

Responsible for: Marketing Assistant and associated volunteers.

Role and Responsibilities:

1. Work with key stakeholders to agree the brand qualities of Embercombe in light of the new business strategy.
2. Develop, design and execute marketing strategies, campaigns and activities that strengthen the brand and which support the drive for revenue growth, taking into account it's multiple target audiences namely education, corporate, venue hire and personal development. Prioritise opportunities to increase customer attraction, retention and development.

3. Liaise closely with the Programmes Manager, Finance and HR Manager and Managing Director to ensure that their business areas are central to the marketing deliverables.
4. Provide regular reporting about marketing activity and results, ensuring that each key area of the business (education, corporate, venue hire and personal development) are reported on and responded to accordingly.
5. Report directly to the Managing Director as part of the Senior Management Team.
6. Supporting Embercombe fundraising activities through provision of appropriate marketing collateral and preparation of fundraising pitches where necessary.
7. Manage all staff and volunteers in the Marketing department, ensuring that their welfare is secured, that regular appraisals are carried out, that appropriate training is provided, that there is good internal communication, that individuals feel a valued member of the organisation and that disciplinary and grievance procedures are managed properly. Ensure that in your area of responsibility Embercombe complies with all relevant legislation including fiscal responsibilities, charity law, personnel and other technical issues.
7. Hold the budgets for your department and provide reports to the Management Team and Trustees on the performance of the Marketing department.
8. Liaise and form partnerships with other organisations as necessary, including relevant agencies, businesses and individuals, in order to secure Embercombe's mission.
9. Represent Embercombe at external events and networking opportunities where applicable.
10. Represent Embercombe so as to promote its work and good name.

11. Participate and contribute to relevant meetings including a bi-monthly programme meeting and operations meeting where relevant.
12. Undertake such other duties as may reasonably be required from time to time.

The successful applicant will:

- demonstrate excellent team work, exceptional communication skills, and be able to lead and coach a team
- demonstrate experience in marketing communications and strategic marketing - including involvement throughout the planning and implementation process
- be skilled at market research and translating findings into an actionable plan and setting deliverable as agreed by the Managing Director
- have executed successful social media and email marketing campaigns
- have a good working knowledge of Infusionsoft database and administering Wordpress websites
- be adept at managing a marketing budget working with the finance manager to ensure that any spend takes into account cash flow forecasts.
- be able to set realistic performance indicators and generate meaningful marcomms reports for the Managing Director and the Board.

Embercombe's purpose is to be a powerful and innovative catalyst for the emergence of leaders and change agents who will take courageous action for a just, peaceful, and sustainable world.

What we mean by leadership:

Leadership is a choice - a choice related to purpose.

If we know what we deeply *love*, this choice is liberating.

If we know what our *gifts* are, this choice can take form.

If we know what our *responsibilities* are, this choice becomes a necessity.

This is the choice we call leadership

For us, true leaders:

- are people who, knowing what they love, take action to nurture and protect it.
- are people of integrity, whose actions are aligned with their words.
- are those who are brave enough to act on what they know to be true.
- have no attachment to leading, they always seek the empowerment of others.
- walk the twin trail –the inner path of self unfolding, healing and growing; the outer path of having powerful effect in the world.
- combine the qualities of kindness, consideration, and gentleness, with authority, dignity, discipline, and courage.
- listen, consult, co-create, and delight in supporting, following, and walking alongside.
- come in all shapes, sizes, colours, abilities, ages and walks of life.
- never concede their self-authority.
- honour the Children’s Fire (see <http://embercombe.org/what-we-do/vision-mission/>).

Important working relationships:

Trustees

Staff: paid employees and interns with specific roles and deliverables

Associates: freelance individuals who deliver many Embercombe’s courses and workshops

Volunteers: short and long-stay volunteers, some of whom hold key positions in Embercombe’s management structure

External: important external networks and organisations relating to the diversity of Embercombe's interests and commitments (local planning authority, local service providers, local community, aligned networks, collaborations etc).

Application Process:

The closing date for applications is midday on the 6th April 2016.

Interviews will take place between 5pm on Monday 11th April and 5pm on Tuesday 12th April. (This includes an evening and overnight stay at Embercombe).

The interview will be held at Embercombe, near Exeter. We will invite shortlisted candidates to join us for dinner in the evening of Monday 11th April. This is a chance to spend some informal time with the community and team at Embercombe. After a night in one of our yurts and breakfast together, you will undergo a day of interviews and interactions with the team at Embercombe. The day will finish between 4pm and 5pm on Tuesday 12th April. Evidence of eligibility to work and live in the UK should be brought to the interview.

To apply for this position please send your CV and an application letter specifying how you meet each of the job requirements drawing upon your experience to date. Please include the names of 2/3 referees, who will not be contacted until after the interview.

Please send to Clare Mann clare@embercombe.org

Website: www.embercombe.org