

JOB TITLE: Senior Manager, Marketing and Events (full-time), £30-38k depending on experience.

REPORTING TO: Head of Programme, Arts Fundraising & Philanthropy

JOB PURPOSE: This new position will be central to *Cause4's* entrepreneurial fundraising and development activities on behalf of charities, philanthropists and social enterprises. It will support maximising income from a broad range of training activities for our national programmes including the Arts Fundraising & Philanthropy Programme and the Trustee Leadership Programme, alongside developing new services and offers.

ABOUT CAUSE4

Cause4 champions new ways of scaling up charities and social enterprises supporting them to change and grow. A small team but with big ambition and a big heart, it's not the size of project that matters to us but whether it can make an impact. Provoking change is at the heart of our mission.

Cause4 works in partnership with corporations, charities and people to develop important projects, create new business models, as well as to raise vital funds working across the *charity, arts, sports* and *education* sectors. Since set up in May 2009, *Cause4* has raised over £56 million for clients and is committed to helping attract the best graduate talent to work on some of the charitable sector's most pressing issues.

As a social enterprise and certified B-Corporation, *Cause4* measures its social impact based on the level of income achieved for clients, and the associated impact of programmes across multiple beneficiary communities.

CAUSE4 VALUES

- **Curious** – our culture seeks to foster ideas, encourage considered risk-taking and support creativity that will achieve the best results.
- **Ambitious** – we actively encourage partnerships and collaboration, supporting organisations to be open to change in a fast-changing environment.
- **United** – we put team-working and collaboration at the heart of all our work.
- **Straight-talking** – we are straightforward and honest, and our communications are simple and jargon-free.
- **Entrepreneurial** – we aim to develop dynamic and entrepreneurial business models that support sustainable and cost-effective programmes for charities.

Purpose of Role:

Cause4 is now looking to recruit a Senior Manager, Marketing and Events to specifically support the delivery of two high-profile national programmes, the Arts Fundraising & Philanthropy Programme and the Trustee Leadership Programme, as well as to run a range of events and to support the team in developing new initiatives.

The post is an exciting opportunity for a talented Marketing and Events professional to make an impact across the charity sector. The Senior Manager, Marketing and Events will be employed by *Cause4* and will be based in our London office, Mindspace, that hosts weekly events including yoga, networking opportunities, skills development sessions and more. Regular performance and salary reviews, pension and benefits.

Role Description:

Marketing Campaign Development

- To develop and deliver creative marketing campaigns in support of overall marketing strategies, particularly the Arts Fundraising & Philanthropy Programme and the Trustee Leadership Programme
- To prepare, plan and manage the publication of publicity material in conjunction with external designers
- To maximise sales opportunities, including taking a central development and coordination role (in conjunction with developers) for the effective usage of our data in Salesforce including relevant audience segmentation
- To research and identify potential participants for key programmes, with a focus on developing new audiences and partnerships where appropriate
- To liaise with the senior team including reporting on campaign plans, marketing activity and sales reporting
- To work with the Head of Programme to develop an effective e-communications schedule maximising the use of audience segmentation to drive open rates and interaction with the relevant opportunities
- To develop a programme of reciprocal marketing opportunities with Sector partners and interested parties, curating monthly content of interest to our subscribers
- To review competitor practice and make recommendations for improvements around areas not limited to pricing, communications, digital and social media activity
- To take ownership of data by offering opt-in and GDPR compliant opportunities through a range of channels
- Supporting the management of Programme Marketing budgets in conjunction with the Head of Programme
- To support the development of a wide range of innovation projects created by *Cause4* or for our clients

Digital

- To support the development of *Cause4's* online and digital profile, maintaining dynamic and up-to-date websites, social media profile and the generation of digital content for programme partners
- Managing the content and development of external social media consultants
- To lead on the creation of regular e-newsletters for *Cause4* and associated programmes, delegating where appropriate to other *Cause4* staff
- To produce necessary materials including handouts and presentations
- To proofread and liaise on the design and production of all marketing assets
- To manage Eventbrite and other ticketing software as appropriate to ensure it is fit for purpose and being used effectively for reporting and analysis
- To co-ordinate with key partners, specifically the Arts Marketing Association to populate CultureHive

Brand

- To support the development of the *Cause4* and programme brands and their effective use
- Under the guidance of the external PR agency, to prepare press releases
- To establish and maintain good contacts with all stakeholders including project partners, funders, participants, trainers, training venues and others in support of sales and maximising brand presence

Events/Projects

- With the support of the Head of Programme, to lead on the planning and implementation of external events with partner organisations
- In collaboration with the Head of Programme, to support the operational management of events
- To take responsibility for the marketing, recruitment and communications around events
- With the Head of Programme, to manage the budget for external events and all associated evaluation for partners
- In conjunction with the CEO to project manage key activities developed with our e-learning programme partner, Proversity, ensuring good value for money, work-flow and managing filming days
- To lead the management of our regular Ideas and Innovation events at Mindspace
- To support the positioning of *Cause4* in the run up to our tenth birthday in May 2019

Other

- Being accountable for producing the quarterly metrics for web and mailshot and identifying new opportunities to target audiences
- To actively take part and lead where appropriate organisational development and training opportunities
- To contribute to the generation of thought leadership opportunities including writing regular blogs
- To comply with *Cause4's* policy and procedures including but not limited to health and safety; policies pertaining to the Investor in People status and B-corp
- Any other duties as requested by the Senior Leadership Team

Person Specification:

- At least four years demonstrable marketing experience (including digital and social), with particular strengths in those areas identified in the role description
- Demonstrable commitment to the *Cause4* values: Curious; Ambitious; United; Straight-talking and Entrepreneurial
- Demonstrable experience of the development and delivery of successful marketing campaigns including ideas generation
- Demonstrable experience of analysing audience and marketing data and using this to shape marketing and communication strategies
- Demonstrable copywriting skills and excellent attention to detail
- Good computer skills with a strong command of software packages including Word and Excel and experience of website content management systems, email marketing and management software, a sound understanding of Google Analytics and social media integration.
- Strong numeracy skills, with experience of understanding and managing budgets, and achieving targets
- Strong communication and networking skills with experience of dealing with stakeholders, customers and colleagues at all levels
- Demonstrable experience of working successfully across multiple deadlines and meeting challenging targets
- Ability to work on own initiative and as part of a team
- Conscientious, with a positive 'can do' attitude

To apply:

Please send an up to date CV with a covering letter (no more than three sides of A4) outlining how you meet the job specification including *Cause4's* values. Applications should be emailed to

David.johnson@cause4.co.uk please include a completed equal opportunity form.

The deadline for applications is **10am Friday 1st March 2019**. Interviews will be held the following week.