

# Making the Leap.

Role Title	Head of Marketing and Communications
Reporting to	Director of Programmes and Innovation
Location	Kensal Green, London and remotely. Currently three days a week in the office.
Working hours	Monday to Friday, 9.00am to 5.00pm
Salary	£45k to £50k per annum
Pension Scheme	8% contribution (5% non-contributory)
Closing Date	24 <sup>th</sup> October 2021

We are looking for a highly motivated and creative marketing & comms all-rounder to lead our charity's brands to the next level at a really exciting time for the organisation.

Making The Leap is a small and innovative social justice charity that aims to make a big difference. From direct delivery, to advocacy and leadership, we refuse to stay in our lane and believe passionately that those we exist to serve have the right to be anything they want to be. To say that this is an exciting time for the organisation would be an understatement, as our incredible funders, donors, partners and supporters have given us the chance to move to the next level, and have further influence and delivery nationally.

The shared soul of the organisation is to be passionate about helping young people from less-advantaged backgrounds; build up other charities and community groups and want to partner with them or support them; want to work with businesses and organisations to get things done; and care deeply about addressing racial inequity generally (and anti-Blackness in particular). The people here work hard, are good at what they do, and for so many it is 'home', with an average tenure of 11 years. It's a nice environment to be in, friendly, flexible and one that gives you the reward of making a tangible difference in people's lives – it's great.

The organisation has a number of strands: core Making The Leap; the UK Social Mobility Awards; the Social Mobility Podcast and our brand new initiative Black Charity Leaders.

## The Role

The Head of Marketing and Communications is responsible for developing and delivering communications and marketing strategies relating to the various strands of the organisation. Leading a function with the two Digital Communications Officers to develop and deliver messaging and creative content, using multiple channels, which engages and mobilises the various audiences.

## **PRINCIPAL ACCOUNTABILITIES AND RESPONSIBILITIES**

- Act as the strategic lead for all marketing and advertising campaigns and activities in line with the charity's five-year plan
- Develop and execute an insight-driven marketing and communications strategy and plan, including evaluation
- Tailor messaging and develop marketing campaigns and activity to a range of stakeholders
- Further develop Making The Leap's propositions and provide marketing direction across the organisation to support the various key areas of work
- Ensure consistent communication of the organisation's mission and values across all channels and ensure that its integrity is maintained and promoted at all times
- Oversee the nature and tone of content, and adherence to branding, across the organisation's digital channels

- Set direction for and manage a small communications and marketing team, ensuring quality and timely output
- Provide a new structure and framework in terms of branding and marketing from which the Comms team can develop marketing activity to support the organisation's activities
- Identify and effectively utilise a range of channels to deliver successful results, and monitor and measure the effectiveness of all marketing/communications activity
- Compose narrative aimed at businesses and organisations playing their part in the advancement of social mobility
- Demonstrate a commitment to self-development and developing others, building long-term staff capability and competency in own team
- Act as spokesperson and ambassador for the organisation
- Comply with the organisation's financial policies and practices as applicable
- Undertake other duties as may be reasonably requested of the post

### **PERSON SPECIFICATION**

#### **Experience of:**

- At least five years' experience of marketing/communications
- A track record of leading a high performing and impactful team
- Successfully developing, implementing and monitoring marketing & communications strategies
- Designing & implementing successful marketing campaigns
- Developing relationships and engagement with senior level stakeholders
- Working with journalists and external in-house comms teams to disseminate messaging
- Successfully working with websites and across social media channels

#### **Skills and knowledge:**

- An interest and understanding of social mobility, charity and race equity
- An ability to understand, construct and maintain consistent messaging for the organisation's brands
- Excellent verbal and written communicator; able to synthesise wide-ranging ideas and recommendations
- Lead and manage a team to deliver across their full remit and build knowledge in key areas
- Able to create a culture of accountability, collaboration and empowerment
- Excellent organisation and project management skills

#### **Personal attributes:**

- Willingness to join the organisation's shared soul
- Passionate about enabling social change and supporting young people to achieve the best from life
- A purpose-driven mindset and commitment to an ethical approach
- Proactive, self-starter with the energy and drive to identify and deliver areas for change
- Professional, approachable and compassionate
- A flexible attitude with a curious mindset and ability to keep learning

If you wish to be considered, please apply by e-mail to Paola Contessi, [paola.contessi@mtl.org.uk](mailto:paola.contessi@mtl.org.uk), with your CV and a covering letter explaining why you are interested in this position and why you want to work for Making The Leap. The covering letter is your opportunity to talk yourself into an interview: please use it.