



Senior Marketing and Business Development Manager CharityComms

Candidate Information Pack
August 2022

A message from the CEO



We are excited to create an opportunity for a Senior Marketing and Business Development Manager to join our Senior Leadership Team.

Last year, we completed a business review which identified ways to build on our success. One of the key recommendations was to recruit a skilled and passionate marketer to increase the impact of our work by helping us to reach beyond our existing audience, diversify income and to build a sustainable financial model.


At CharityComms, we are committed to diversity and inclusiveness. We strongly believe that diversity brings fresh perspectives and skills. The more inclusive we are, the stronger our work will be.

Please let us know how we can best support you to demonstrate your skills, experience, and potential during the recruitment process. Eastside Primetimers are managing the recruitment process on our behalf and they will be delighted to discuss this opportunity with you.

Eastside Primetimers and I will be hosting a live zoom call on **Friday 2 September** at 12:30pm to answer any questions you may have about the role. You can register [here](#).

You can also view a video message from me here: <https://youtu.be/6Pao6rusD9A>.

We look forward to receiving your application.



Adeela Warley, CEO

About us

CharityComms is the membership network for communications professionals working in UK charities and not for profits.

We're here to help raise the standards of communications across the sector, to fly the flag for communications as a vital strategic function at the heart of charities, and to connect communications professionals through sharing best practice.

Our vision

Our vision is to enable every charity to value and use effective communications for a better world.

Please read our annual review [here](#) and our 2020-2023 Organisational Strategy [here](#).

Our values

Championing

We're ambitious leaders. We champion the value and impact of charity communications and your professional role in the sector.

Inspirational

We're enthusiastic forward-thinkers. We seek out new ideas and best practice and share widely with our members.

Welcoming

We're a warm and helpful bunch. We're on your side.

Community

This is a place where you belong. We create a supportive, inclusive community and special interest groups within it.

Our ongoing commitment to equality, diversity and inclusion

As part of our ongoing commitment to inclusiveness and diversity at CharityComms, we actively and warmly encourage applications from a broad range of backgrounds.

We believe that people from different backgrounds bring perspectives and skills that create fresh ideas, thinking and approaches which make the way work is undertaken more effective and efficient. We know that the more inclusive we are, the better our work will be. We are committed to continuous improvement in this space.

We realize that we are on a journey and have a lot to achieve in the years to come by working with our board of trustees, external ED&I experts and peers within and outside the sector. We are proud of what we have achieved so far to demonstrate our commitment to our people and to our members whom we serve.

We develop events and resources to champion and support [anti-racist communications](#), [accessibility](#) and [inclusion](#). Please see our Salary and Organisational Culture Survey 2021 [here](#).

One of our main goals is that communications will be recognised across the sector as an integral part of the effectiveness of charities. Read more about our sector specific goals [here](#).

We won memcom 2021 [team of the year](#).



What our members say about us

"Thanks for all that you and the whole CharityComms team does. You really are making a difference to many charity professionals work and outcomes from it."



"Always a very useful (and friendly) resource 😊"

"[I like] the opportunity to connect and learn from other comms professionals. Your events are always so inspiring and leave me full of motivation!"

"It's great to know there are other people in such a similar position. I've made the most of mentoring and have been able to attend some great training."

"Thank you so much to your whole team for being so friendly and accommodating to us over the past year."

"Charity Comms events are always so mindful and accessible, which is why I am always confident to proceed with booking with you!"

Job description

Job Title	Senior Marketing and Business Development Manager
Salary	£40,000- £45,000 pa pro-rata, dependent on experience
Job Type	Permanent
Hours	Part time, 28 hrs per week
Location	London, with hybrid/remote working options
Reporting to	Chief Executive Officer. This role is part of the senior leadership team.
Direct Reports	None
Benefits	<ul style="list-style-type: none">• 25 days annual leave (pro rata) plus 3 days additional at Christmas• Remote/flexible working around core hours• Employee Assistance Programme with Health Assured Ltd• Annual budget for training and personal development• Pension (employee 5%, employer contribution 6%)• Free membership of CharityComms during and after employment

Purpose of the role

To shape and implement the CharityComms marketing strategy so that our growth ambitions and operational objectives can be achieved.

Key accountabilities

Marketing

- Develop and deliver integrated marketing and brand strategies that increase our profile, build engagement, and drive sustainable growth in income.
- Develop specific brand awareness and engagement campaigns to communicate the impact of our work and be the first point of contact for all marketing initiatives.
- Work with peers to deliver a cohesive marketing message and to drive growth in new memberships and to leverage the existing member pool.
- Work with the Head of Events to promote events through various marketing channels and build marketing plans with clear ROIs.
- Work with the Head of Digital content team to produce valuable and engaging marketing materials for promoting events and membership offer to attract and convert our target groups.

Business Development

- Work with peers to plan and implement the marketing of new income generating opportunities.
- Generate leads and foster relationships with sponsors, influencers, corporate and project partners to enhance the medium and long-term reputation and success of the organisation.
- Take the lead on developing, nurturing, and sustaining positive and productive corporate partnerships.
- Develop strategies to gain member insight and data to inform brand, campaign and business development strategies.
- As a member of the Senior Leadership Team, contribute to the overall strategic direction of the organisation including the development and implementation of the annual business plan and associated delivery plans.
- Represent CharityComms at appropriate events, conferences, and seminars
- Responsible for marketing budget and quarterly forecasts of new income and department's expenditure.

Person Specification

Experience, skills and knowledge

Essential

- Demonstrable experience of developing and delivering effective integrated online marketing strategies.
- Experience of developing and delivering marketing plans to drive brand awareness and growth.
- Excellent project management skills with the ability to manage multiple campaigns simultaneously as well as working to tight deadlines and delivering campaigns within budget.
- Proven track record of successful and proactive lead generation.
- Experience leveraging data and insights to make informed recommendations.
- Excellent communication skills – articulate with the ability to communicate effectively to a variety of audiences, both verbally and in writing.
- Embodies CharityComms core values.
- Ability to work effectively in a small team.
- A relationship builder with high levels of emotional intelligence.
- High levels of resilience to be able to work in target driven role.

Desirable

- We welcome applications with experience in a membership organisation and/or the charity sector.

How to apply

Eastside Primetimers is supporting us in recruiting for this role. Application is by CV and a covering letter which should indicate why you are interested in applying for the Senior Marketing and Business Development Manager role and how you meet the essential requirements of the role.

Please send this to Renu Gundala, recruitment@ep-uk.org. If you would like a call to discuss the role in more detail, please email Renu to arrange a convenient time.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us on the above email, if you require any assistance or adjustment so that we can help with making the application process work for you.

The closing date for applications is Friday 16 September 2022, with shortlisting telephone or online interviews taking place the next couple of weeks thereafter. Interviews with CharityComms will take place on 11 and 12 October 2022.

Q & A with Adeela

Adeela Warley, CEO will be holding a 30-minute drop-in session for you to ask any questions about CharityComms and the role, on **Friday 2 September at 12.30pm**, on Zoom.

You can register here <https://bit.ly/3Bd0RGW>. See you there!