

Role Profile

Job title:	Marketing Steward
Reporting to:	Findhorn Foundation (FF) Lead Steward (Chief Executive)
Has reporting:	Communications Manager, plus other marketing staff
Duration/ type:	Open-ended contract, full-time
Location:	Based at Findhorn Foundation (FF) offices

Overall job purpose – Lead the marketing area for FF, with a particular focus on the marketing of educational programmes, and also supporting our fundraising team and other FF and community activities. As a member of the Stewards' Circle (FF Senior Management Team), the role works with other Stewards to ensure effective overall leadership and management of the whole organisation to deliver its mission.

Key Relationships – In addition to their own team relationships, and those within the Stewards' Circle, the postholder will work very closely with the Education Steward and also with the Online Programme Lead to ensure effective marketing of the Foundation's education programmes (to organisations and individuals, both on site and online). Relationships with Trustees will also be key and there may be some external contacts as needed e.g. specialist marketing and branding agencies.

Key Responsibilities

Marketing

- Develop, plan and deliver the organisation's marketing strategy covering all aspects of marketing across all FF income streams e.g.:-
 - o Product strategy
 - o Reaching new and broader audiences to increase our reach and impact in the world.
 - o Continually monitor the overall market, being in touch with consumer trends and those of competitor/ partner organisations
 - o Devise and utilise appropriate data to inform our strategy and monitor success
 - o Determine pricing strategy and appropriate channels
 - o Develop and manage the marketing department (including people management, operations, budgets, campaigns)
 - o Provide tools and materials for effective sales work
 - o Manage the organisation's web and social media presence
- Work closely with the Education Steward and the Online Programme Lead in particular to contribute to and support the development of education programmes that respond to the market opportunities identified (especially concerning the needs of individual consumers and online programming)
- Provide support to the Fundraising Function in overall marketing approach and for specific activities as needed
- Monitor, measure and report on marketing impact, across a range of marketing interventions aligned to and in support of the FF's strategic aims.
- Manage external communications and PR, hold the overview on organisational external relations
- Review and monitor marketing related risks, and lead on actions to mitigate these as required.
- Guardian of the FF brand.- review, develop and support the use of our brand to enable coherence and impact
- Provide professional advice and support to FF colleagues on marketing matters as needed.

Steward Responsibilities

- Uphold the spiritual alignment of the organisation, its core impulse and spiritual principles

- Deliver to the charitable objectives and purposes and ensure accurate reporting to Trustees
- Develop and follow organisational and strategy and direction
- Enable the internal well-being of the organisation including financial sustainability, compliance with legal requirements, health and safety, organisational policies and procedures etc.

Person Specification

The Marketing Steward is expected to be an experienced marketing professional with a demonstrable track record of success and the drive and sensitivity to use their skills within the Foundation in accordance with its principles and working culture. They will have the aptitude for a senior leadership role, significant management experience, a collaborative and flexible approach and an appetite for establishing and developing systems and resources. Ideally at least some of their marketing experience will have been gained in a relevant educational area.

Knowledge & Experience

- At least five years experience in a senior marketing role, ideally in both B2C and B2B areas
- Excellent knowledge and experience of marketing techniques, market research and data analysis, and digital/online marketing (e.g. social media, email, content marketing, analytics and other online marketing tools and techniques)
- Marketing or business qualification would be advantageous
- Knowledge/ experience of marketing education programmes, ideally in a similar/ related context, would also be advantageous

Skills and Competencies

- Effective leadership skills with aptitude and ability to contribute to the leadership of the whole organisation
- Excellent interpersonal, written and spoken communication skills including negotiation and influencing
- General management and organisational skills, including project and budget management, sound judgement and decision-making
- Analytical and strategic thinker with good data analysis skills and a problem-solving approach
- Vision and creativity and ability to share this with, and inspire others
- Good people management skills
- Good IT and technical skills

Personal Attributes

- Alignment with and commitment to the principles and objectives of the Findhorn Foundation
- Collaborative working approach
- High integrity, dependability and openness with commitment to good governance and accountability
- Good self awareness
- Ability to represent the Foundation externally

Special demands

As this is a key leadership role, the postholder needs to be willing to respond to urgent, unanticipated issues out of normal working hours.