



Role Profile

Job title:	Marketing Manager
Reporting to:	Lead Steward/CEO
Has reporting:	Marketing Team (currently 6)
Duration/ type:	Open-ended contract, full-time
Location:	Based at Findhorn Foundation (FF) offices

The Role Purpose

The Marketing Manager is responsible for all marketing related functions for the Findhorn Foundation, in particular to support the promotion of the Foundation overall, its in-place and online education, and its philanthropy and fundraising campaigns.

Key Relationships

In addition to reporting to the CEO, the post holder will work closely with the Education Director, Online Lead and head of Philanthropy. The role will be responsible for managing the Foundation's Marketing Team.

Key responsibilities

- Creation and delivery and ongoing refinement of the Foundation's marketing strategy, including all marketing and communications activities necessary to support the Foundation's objectives. Devise and present new ideas, strategies and innovations for impact and revenue growth.
- Management and implementation of all above and below the line marketing campaigns across all channels to drive awareness and signups for in-place programmes in Findhorn and elsewhere; online programmes and events; and evergreen online products.
- Maintain knowledge of trends and developments in marketing best practice.
- Develop new channels, approaches and communication strategies to expand the Foundation's audience and reach.
- Ongoing optimisation of marketing efforts by customer analysis, segmentation and targeting, etc.

- Develop and implement strategies for long-term, ongoing engagement with the Foundation's audience, nurturing relationships to maximise the value of these relationships for both the individual and the Foundation.
- Oversee all digital and print content; the production of print materials; production of promotional videos; social media; website development and optimisation.
- Drive digital marketing campaigns that focus on growing, segmenting and targeting the 60,000 mailing list for FF , email marketing campaigns / nurture sequences, social media advertising and organic content marketing to attract new customers and build existing customer loyalty.
- Put in place marketing metrics to measure, report and evaluate the success of individual marketing campaigns, the marketing communications plan and initiatives against objectives.
- Close collaboration with the Philanthropy department to support donor engagement and fundraising campaigns.
- Oversee a PR schedule and editorial calendar, managing the PR Lead to build relationships with journalists, enhance FF reputation and increase authority across consumer, trade/industry press, conferences and events.
- Guardian of the Foundation's brand. Develop and position the brand over time to support fulfilment of the Foundation's charitable objectives and purpose.
- Implementation of a market research strategy to drive customer analysis, capture customer feedback and quality control/improve programme content and user experience
- Responsible for proposal and management of the marketing budget.

Person Specification

- The Marketing Manager is expected to be an experienced marketing professional with a demonstrable track record of success preferably in the online education or not for profit sector. Commercially minded and able to drive the business forward with energy and vision to maximise revenue whilst remaining sensitive to the aims of the charity.
- Adept at galvanising and managing a team, highly responsive and used to working in a fast paced department with a need for being self supporting and deadline driven. Good at building relationships and liaising with a wide array of key stakeholders.
- A creative thinker with a collaborative and flexible approach and an appetite for exploring new and innovative methods of marketing, digital and promotions.
- Closely aligned with the charitable purpose and our vision to create a centre of transformational learning to create a transformed world where we embody the sacred every day.

Knowledge & Experience

- At least **5 years** experience in a mid to senior level marketing management role, with responsibility for marketing strategy and team management. Experience should be in a relevant B2C or not for profit context.
- Demonstrated success in developing marketing strategies, including writing marketing/communications plans, market research, segmentation and targeting, digital/online marketing including social media management and content marketing,

optimising and website management, developing and delivering integrated marketing campaigns, advertising, direct mail and PR.

- Minimum undergraduate qualification ideally in Marketing/Communications or Business or Chartered Institute of Marketing equivalent.
- Demonstrated experience with online marketing, ideally including experience marketing of educational content.

Skills and Competencies

- Effective management 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.
- Solutions oriented, creative with a flair for and eye for good design.
- Excellent communication skills, comfortable giving presentations and speaking to audiences and liaising with multiple stakeholders.
- Good people management skills - personable, direct and proactive approach to team building and personal development.
- Proficient in use of office IT apps including Google Workspace.

Personal Attributes

- Alignment with and commitment to the principles and objectives of the Findhorn Foundation and the Community Common Ground principles.
- Ability to hold the vision and charitable purpose of the Foundation, and to care for others' spiritual well being and support their spiritual inquiry.
- High integrity, dependability and openness with commitment to good governance and accountability
- Good self awareness, creative, energetic, self motivated self starter with ability to work under pressure and to tight deadlines.
- 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.