

# Marketing Manager

**Full time, 37.5h/week**

**Salary: £23,595 /year (under review)**

**Place of work: The Park/Findhorn and/or hybrid working**



We are inviting applicants for this key role as our Marketing Manager responsible for the creation and delivery of a marketing strategy to promote both our on-site and online programmes and to support our fundraising activities.

The person who holds this role will be an experienced marketing professional with a demonstrable track record of success. We are looking for someone with excellent organisational ability and the vision to lead and inspire.

If you meet these criteria and you are both deeply inspired by the spiritual principles of the Foundation and have the desire to serve, then read on:

## **RESPONSIBILITIES include:**

- Lead the development of the Foundation's marketing strategy in support of its income targets and charitable objectives.
- Develop strategies for growing new audiences and optimise existing audiences through customer analysis, segmentation and targeting.
- Oversee social media and content strategy, production of all written, visual and filmed content.
- Develop metrics to measure, report and evaluate the success of individual campaigns, and support ongoing improvement.
- Care for others' spiritual well being and support their spiritual inquiry.

## **SKILLS include:**

- Effective management skills with ability to contribute to Foundation leadership.
- Excellent written and spoken communication skills including negotiation and influencing.
- Entrepreneurial, solutions orientated, with a flair for and eye for good design.
- Good people skills - personable, direct and proactive.
- Excellent office IT skills, ideally including Google Workspace.

**To read the full Role Profile:** please visit our jobs page: [findhorn.org/jobs](https://findhorn.org/jobs). **To apply:** please send your CV and cover letter of no more than 2 pages indicating how you fit the requirements, to [hr@findhorn.org](mailto:hr@findhorn.org).

**We are an Equal Opportunities Employer.**