

ROLE PROFILE

Details:			
Job Title	Marketing Manager		
Department	Marketing	Base Location	Findhorn
Reporting to	CEO/Lead Steward	Contracted Hours	37.5 p.wk
Accountable For	Marketing Team	Salary Band	UNDER REVIEW

Overall Job Purpose
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 it's philanthropy and fundraising campaigns.

Key Responsibilities
<ul style="list-style-type: none"> ● 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. ● 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 fulfillment 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.

Key Relationships		
<ul style="list-style-type: none"> ● In addition to reporting to the CEO, the post holder will work closely with the Education Director, Online Education Lead and Head of Philanthropy. ● The role will be responsible for managing the Foundation's Marketing Team. 		
Pastoral Responsibilities		
<p>The role includes responsibility to embody the Foundation's spiritual principles as an example for others:</p> <ul style="list-style-type: none"> ● Maintain awareness of the Foundation's spiritual principles and of your own spiritual life while engaging in your life and work within the Foundation. ● Share your experience of living in the Findhorn Foundation transformative learning centre with fellow co-workers, community members, programme participants and our donors. ● Offer guidance, care for others' spiritual wellbeing and support their spiritual enquiry, commensurate with your own experience. ● Use and lead others in the Foundation's practices of attunement, meditation, sharing and celebration. 		
General Duties Applicable to All Co-Workers		
<ul style="list-style-type: none"> ● To undertake all duties and responsibilities in accordance with Foundation policies, including Equal Opportunities; Data Protection; Health & Safety; Safeguarding; Professional Practice and Quality and Financial regulations. To report any concerns to the appropriate person 		
<ul style="list-style-type: none"> ● To fully embrace the Findhorn Foundation's spiritual beliefs and purpose, sharing your experiences with others. 		
<ul style="list-style-type: none"> ● To take full responsibility for your personal professional development and training 		
<ul style="list-style-type: none"> ● To participate in the Foundation's Performance Appraisal Development Programme; agree an action plan; and undertake the required training in order to continually update skills and meet the requirements of the Foundation and Departmental Strategic Plans 		
<ul style="list-style-type: none"> ● To undertake such other duties as may reasonably be required, commensurate with your role, at your place of work or other premises 		
<p><i>It is the practice of the Foundation to periodically examine co-worker's job descriptions and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager, in conjunction with HR, with the co-workers working directly to the manager. You are expected to participate fully in such discussion and, in connection with them, to review and your job description to bring it up to date if this is considered necessary or desirable, and to discuss it with your line manager. It is the Foundation's aim to reach agreement on reasonable changes, but if agreement is not possible the Foundation reserves the right to insist on changes to your job description after consultation with you.</i></p>		
Signed		Date
	Post Holder	
Signed		Date
	Line Manager	

PERSON SPECIFICATION

Details:	
Job Title	Marketing Manager
Department	Marketing

Knowledge & Skills <i>(What does the role holder need to know and do)</i>	Desirable (D)/ Essential (E)	Assessment Methods (A/QA/I/T)
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	E	A; I
Adept at galvanising and managing a team	E	A; I
Highly responsive and used to working in a fast-paced department with a need for being self-supporting and deadline driven	E	A; I
A creative thinker with a collaborative and flexible approach and an appetite for exploring new and innovative methods of marketing, digital and promotions	E	A; I
Demonstrable track record of success preferably in the online education or not for profit sector	D	A; I
Effective leadership skills with aptitude and ability to contribute to the leadership of the whole organisation	E	A; I
Excellent interpersonal, written and spoken communication skills including negotiation and influencing	E	A; I
General management and organisational skills, including project and budget management, sound judgement and decision-making	E	A; I
Excellent communication skills, comfortable giving presentations and speaking to external audiences and liaising with multiple stakeholders	E	A; I; T
Good people management skills - personable, direct and proactive approach to team building and personal development	E	A; I
Proficient in use of office IT apps including Google Workspace.	E	A; I
Qualifications <i>(What formal qualifications are required for the role?)</i>	Desirable (D) / Essential (E)	Assessment Methods (A/QA/I/T)
Minimum undergraduate qualification ideally in Marketing/Communications or Business or Chartered Institute of Marketing equivalent	E	A; I; QA

Experience <i>(What experience does the role holder need to have?)</i>	Desirable (D) / Essential (E)	Assessment Methods (A/QA/I/T)
At least 5 years' experience in a mid to senior level marketing management role within relevant B2C or Not for Profit context, with responsibility for marketing strategy and team management.	E	A; I
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.	E	A; I
Demonstrated experience with online marketing, ideally including experience marketing of educational content.	E	
Personal Attributes/Attitude <i>(How does the role holder need to think and act?)</i>	Desirable (D) / Essential (E)	Assessment Methods (A/QA/I/T)
Good at building relationships and liaising with a wide array of key stakeholders.	E	A; I
Ability to work as part of a team	E	A; I
High integrity, dependability and openness with commitment to good governance and accountability	E	A; I
Good self-awareness, creative, energetic, self-motivated self-starter with ability to work under pressure and to tight deadlines.	E	
Sound judgement and decision-making skills holding responsibility and accountability.	E	A; I
Aligned with the spiritual impulse and principles of the Findhorn Foundation to create a centre of transformational learning to create a transformed world where we embody the sacred every day	E	A; I
Must be willing to respond to urgent, unanticipated issues out of normal working hours	E	A; I

A = Application
QA = Qualification Audit
I = Interview
T = Task i.e. assessment centre

In service to Spirit, Humanity and the Earth

Marketing Manager Role Profile & Person Spec - Jun 2022