



Job Title: Marketing and Events Manager – (Enterprise Directorate)

Role Reports To: Director of Enterprise

Job Family: 4

Salary: £32,000

Department: Enterprise Directorate

About the Enterprise Directorate:

Our recently formed Enterprise Directorate is the entrepreneurial arm of Volunteering Matters with a main purpose of providing commercially viable products and services to a range of UK leading businesses. We currently have two established and distinct products and services; our Employee Volunteering Service and our separate Social Enterprise, Get The Gen. Our ambition is to grow both brands in terms of reach, clients and income and to add to our current portfolio of products and services as we grow.

Employee Volunteering (EV): We use our vast network of charity partners across the UK to connect our clients volunteers to suitable community partner organisations and facilitate the process throughout, concluding with volunteer feedback and impact measurement. We take care of the research, identification of bespoke opportunities, all health & safety, risk management and logistics, giving our clients the time to focus on maximising engagement, promoting the programme and inspiring their potential volunteers to get involved. We have achieved this with many longstanding clients across the UK such as Aviva, National Grid, Barclays, Deloitte, KPMG, Deutsche Bank, Bank of America and QBE.

Get The Gen (GTG): GTG is a Social Enterprise created to help businesses with issues around recruitment, retention and development of a multi-generational workforce starting from young people up. GTG use evidence-based insights to deliver immersive, interactive, and fast paced workshops online and in person that create lasting individual and group change. We are trusted by over 60 leading UK and Global businesses including; The Natwest Group, The Law Society of Scotland, KPMG, Brodies, Burness Paull, Skills Development Scotland and Aegon amongst others.

Role Purpose:

This new Marketing and Events Manager will be part of the wider Enterprise Directorate team and report to the Director of Enterprise. They will play a critical role in supporting our planned growth for both EV & GTG and future products and services as we add to our portfolio. This is an exciting opportunity to join a growing and ambitious team.

Although part of a charity, we are very much looking for someone with an entrepreneurial spirit that thinks commercially about how we can grow our brands. We are looking for an all-rounder; someone who can drive our overall marketing strategy, organise and promote relevant events (online and in person) and who will increase digital engagement across our website and social media channels.



Key Duties:

- Create and implement a marketing plan to support the growth of the Enterprise Directorate
- Plan and deliver events (both online and in person) to help promote our brands and to act as lead generation
- Review and update our suite of marketing and promotional materials including, brochures, proposal documents and impact reports.
- Work closely with our business development team to help influence existing and new clients to grow income generation.
- Create a content plan for our social media channels and targeted business to business strategy to help raise awareness of our brands and ultimately generate leads.
- Manage digital channels to support our overall aims including; GTG website, EV microsite, blogs/content, eNews, LinkedIn and social media channels.
- Support in the creation of new products, services and brands as we grow the Enterprise Directorate
- Support the team to build and maintain a network of business/corporate relationships
- Develop effective networks in relevant markets and business communities
- Report back on performance against agreed KPI's
- Liaise with the management team in the Enterprise Directorate to ensure our offer both works for our clients' needs and for us as a business
- To be a proactive member of the Enterprise Directorate team and help drive our continuous improvement strategy

Experience/Skills and attributes:

- Producing and implementing a marketing plan that aligns with a business growth strategy
- Coordinating and delivering events that both act as awareness raising and lead generation
- Managing digital and social media content and growing engagement from key stakeholders across all platforms. (i.e Website, LinkedIn, Twitter etc)
- Ability to establish and maintain positive working relationships both internally and externally
- Ability to achieve objectives through the use of effective influencing techniques
- Ability to be proactive in your approach and manage sometimes conflicting priorities in a fast pace, results driven environment
- Managing digital platforms and using tools such as WordPress, MailChimp, Google AdWords and others.
- Experience of reporting on projects against agreed KPI's

This job description is intended to include the broad range of responsibilities and requirements of the post. It is neither exhaustive nor exclusive but while some variations will be expected, these will be at an appropriate level for the role.

**Location:**

The post is home based, and the post-holder can be based anywhere within the UK. The role requires reliable internet access. I.T. equipment and infrastructure will be supplied.

Occasional Travel to our London & Edinburgh offices will be required.

Qualifications

Relevant experience and values alignment is more important for this role than specific qualifications.

Our Values & Way of Working:

Volunteering Matters offer flexible working as a default and in all that we do, we embrace a philosophy of 'Freedom within a Framework' and are guided by our values;

- Empowering
- Inclusive
- Compassionate
- Positive
- Straightforward

Diversity & Inclusion:

Volunteering Matters welcome all applicants and are keen to ensure their team to reflect the diversity of the UK and the communities they serve. They would like to encourage applications from disabled, LGBT and Black, Asian and Minority Ethnic backgrounds.

Disability Confident & Reasonable Adjustments:

We guarantee to interview anyone with a disability whose application meets the minimum criteria for the role. Please provide evidence in your application, which demonstrates that you meet the level of competence required in the "Experience/Skills and attributes" section of this job description. To be considered for a guaranteed interview or to discuss any reasonable adjustments during the process, please state this in your application or contact join@volunteeringmatters.org.uk for more information.



To Apply

- 1) Prepare an up-to-date CV
- 2) Prepare a cover letter, detailing why you believe you are the right person for this position. Your cover letter is a key part of our shortlisting process. This is an opportunity for you to outline your experience, skills and credentials which relate to the post.
- 3) Complete our Recruitment Monitoring Form
- 4) Send all documentation by email to - join@volunteeringmatters.org.uk

Closing date for applications is **5pm on Monday 6th December.**

Interviews are planned to take place **between Monday 13th - Weds 15th December.**