**JOB DESCRIPTION**

**Marketing Manager**

**Salary**: £38,500 FTE per annum

**Contract** **Type**: 6-month FTC (with potential to extend)

**Location**: Home based (weekly/bi-weekly visits to London necessary)

**Hours**: 30 hours

**Additional Requirements:** This role will require a DBS check.

\**Many of our staff work flexibly in many different ways, including part-time. Please talk to us at interview about the flexibility you need. We can’t promise to give you exactly what you want, but we do promise not to judge you for asking.*

**About Little Village**

Little Village makes a big difference to families with babies and young children living in poverty across London. Via our network of a baby banks, we pass on loved goods from one family to another: clothes, toys and equipment so that many more babies and young children have the essential things they need to thrive.

Families either visit a Little Village hub, or items are packed with care and delivered to their home. But it doesn’t stop there. We also connect families into a wider network of support, helping them to build and extend their own ‘village’. Our values of love, solidarity, thriving and sustainability underpin everything we do.

Thanks to the generous donations of loved items, precious time and money, in 2023 Little Village was able to support more than 8500 children. But the demand for help still outstripped our capacity to respond week on week. This role will play a crucial part in helping us to build awareness of Little Village, to grow support for our work, and ultimately, to reach more children with the things they need.

**About this role**

**Reports to:** Head of Marketing and Communications

**Purpose of role:** We are looking for an experienced and ambitious Marketing Manager to play a lead role in super-charging awareness of Little Village and inspiring active support for our work. As well as helping to manage the expression of our new brand positioning, you will be responsible for the development and delivery of high profile, effective integrated campaigns to drive a demonstrable increase in support.

Key Tasks and Accountabilities

**Campaign planning and management:**

* Work with the Head of Marketing and Communications to develop a marketing plan which delivers against the charity’s key (short and longer term) objectives.
* For each piece of activity, set clear and measurable objectives and KPIs, working with teams to evaluate success.
* Set a campaign brief and work with multidisciplinary teams to develop an integrated marketing and communications plan, with clarity on how to optimise the performance of earned, owned and paid channels.

**Proposition development:**

* Using audience insight, sector knowledge and live testing, help us to build on Little Village’s compelling offer to shape and define some key profile raising and income generating products and propositions.
* Using a test and learn approach, use insights to shape and scale the activity/ies over time.

**Brand management:**

* Lead on the management on our bi-annual brand awareness and propensity to support research, review data and report measures to the wider organisation.
* Leverage our assets such as high street windows, delivery vans, partner platforms as well as creative thinking about new opportunities; continually have an eye on how to build Little Village’s brand profile.
* Oversee the creation of emotionally engaging content which helps to bring to life the big impact our work has and build a long-term connection with our audiences.
* Work with the Little Village Design Executive and our external graphic designer to develop a smooth and clear process for the briefing, review, approval and production of our branded materials.
* Act as a brand motivator and guardian, ensuring effective messaging and activities are integrated across all communications.

**Person Specification:**

* Knowledge and understanding of principles and best practice in brand strategy and management, integrated marketing communications, design and copywriting.
* Planning and delivering multi-channel (with particular expertise in digital channels) marketing projects on time, on target and on budget.
* Excellent copy writing and copy-editing skills.
* Managing and motivating colleagues and partners to drive maximum opportunity and impact.
* Working with creatives and designers to produce engaging and impactful marketing materials.
* A good grasp of brand performance reporting tools and the ability to interpret and report on data effectively.
* Keen attention to detail, a creative approach and strong presentation skills
* Ambitious, and able to work at pace with the ability to proactively overcome problems.

**What we can offer**

**Salary and pension**

The salary for this role is £38,500 per annum FTE (this will be pro-rated to reflect your working hours if you work less than 35 hours per week and is subject to normal deductions). If eligible to join the pension, we will match your contributions by 3%.

**Annual leave**

You will be entitled to 25 days of annual leave plus bank holidays (these will be pro-rated to reflect your working hours if you work less than 35 hours per week). We usually give the team time off between Christmas and New Year that doesn’t come off your allowance.

**Hours of work**

We think this role requires 30 hours per week, but we’re open to discussions about flexibility. This is a 6-month contract.

**Location**

This role will be based at your home address, with weekly travel across London.

**Contract**

This is a 6-month contract, starting as soon as possible. You will have a probation period of 3 months.

**The application process**

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including: people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates. As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](https://wp.littlevillagehq.org/wp-content/uploads/2021/06/Little_Village.Equal_Opportunities.March_2021.FINAL-Copy.pdf).

We know everyone’s lives are different and that traditional working patterns may not be quite right for you. We think this job requires 30 hours per week but if you are interested in the role but cannot commit to the hours above, we are also open to discussing the hours you are able to do.

The requisite eligibility criteria, or work visa to work in the UK are a requirement for this position and unfortunately, we are not able to offer relocation and/or sponsorship support.

Please note that this position will require a DBS check.

If you need additional support with your application or interview process, then please do let us know what you need and where we can help make this accessible.

To apply, we would like you to complete this <https://littlevillage.typeform.com/to/lRI22UM0> by 9am on 28 October 2024. Here, you’ll be able to attach a CV. You will also need to respond to the following questions, using up to 500 words for each answer.

* What skills and experience would you highlight that are relevant to this role and our work at Little Village?
* How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?
* How would colleagues and friends describe you? What are your superpowers and how are you still developing?
* Which of our four values; love, solidarity, thriving and sustainability resonates with you most and why?

We will be looking for concrete evidence of the difference you’ve made in relation to the questions we’ve asked: it’s your chance to show us the skills and experience you’d bring to this role.

We will also invite you to complete an [anonymous equal opportunities form](https://littlevillage.typeform.com/to/j6rFdbYY). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won’t be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by 9am on 28 October 2024. Please note, applications not using the online application form and following the guidelines set out here will not be considered.

**Key dates**

**Submission of application:** 9am on 28 October 2024

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot, and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

**First round interview:** Week commencing 4 November 2024

This will be a competency-based interview with two members of the Little Village team. We will confirm who you’ll be meeting as well as the location when this interview is arranged.

**Second round interview:** Week commencing 11 November 2024

This will be a competency-based interview with two members of the Little Village team and a short task, details of which will be sent when the interview is arranged. We will confirm who you’ll be meeting as well as the location when this interview is arranged.