
Role: Marketing Manager

Location: Shoreditch High Street, E1 - hybrid working from home and the office

Start date: Immediately

The skills we're looking for: Building our agency brand to support our continuing growth as leaders in the Purpose category. Combining marketing and sales to help drive us forward.

Reporting into: Chief Client Officer

Salary: £40K pro rated for 2 or 3 days a week (to be agreed)

Apply: Send CV and cover letter to recruitment@givenagency.com. Tell us why Given, why this role and why you. Please put the job title in the subject line.

The role

You will be responsible for ensuring that we grow the Given brand, consolidating our position in the UK market as a leader in the purpose space whilst helping us to grow into new territories and take advantage of the huge amount of interest and growth in the space.

You will oversee our PR, working with our external PR agency, and you will manage our marketing through our own channels, with the support of our in-house Marketing Assistant. You will work closely with our Chief Client Officer and Business Development Director to ensure our marketing and content plans align to our sales strategy and overall business ambition.

You will help us demonstrate leadership through our own events, winning awards and organising speaker opportunities at high profile conferences. You will also be responsible for maintaining, building and using our CRM database (Hubspot) to ensure we are tracking inbound and outbound enquires and not missing any opportunities.

The success of the role will ultimately be measured by growing the Given brand resulting in an increase of inbound enquiries.

Day-to-day

- You will work with our Chief Client Officer to develop a marketing and content plan and be responsible for actioning it
- You will manage our Marketing Assistant to ensure high quality social media content and campaigns that feel timely, relevant, thought provoking and shareable
- You will manage our PR agency and support with campaigns, content and comments
- You will identify award opportunities and work with the Marketing Assistant and project teams to create award winning entries
- You will work with the Business Development Director to create stimulating content for direct outreach campaigns aligned to our sales strategy
- You will be responsible for the use and effectiveness of our CRM database (Hubspot) to ensure we don't miss any opportunities

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- You will build strong relationships across the agency to enable you to get the support and content needed

About you

- You will have 4+ years experience in marketing, with some of that experience in a professional services business
- You will be confident and extremely organised so you are able to keep on top of the moving parts and multiple stakeholders involved in different campaigns at different times
- You will have good people skills so you can keep the wider team engaged and extract the information you need
- You will have a strong perspective on how to make Given famous - and examples of how you've achieved this goal with businesses you've worked with before. Thinking strategically and creatively will be critical
- You will have a professional or personal perspective on purpose and sustainability - you will be helping to create the voice of our business so you need to feel comfortable with the subject matter
- You will be a great communicator, verbally and written, so you can brief the internal teams clearly and with direction, and you can also reach out to prospective clients and other external parties in a professional and friendly manner

About us

We're Given – the agency for purpose-driven brands. Founded in 2009 to help brands and business become a force for good, we've shaped sustainability strategies, dreamt up integrated creative campaigns and built impactful brands – all with a laser focus on creating positive change in the world. Our work has helped national and international brands like IKEA, John Lewis & Partners, Nationwide, Shelter, Aviva, Trainline, Calvin Klein, Yorkshire Water, Napapijri, Tommy Hilfiger, and many others, define and execute on their brand purpose. We fundamentally believe it takes both insightful strategy and imaginative creativity to change things for good, so we have both under the same East London roof.

Recruitment process

Our first step will be a 30 minute phone call to understand a bit more about you and why you've applied. Next, we'll invite candidates to a first round interview to get into more detail about your experience and expectations of the role. The final stage will involve answering a short brief, that should only take a few hours of your time to prep, and presenting back to us. If you are comfortable doing so, we'd prefer at least one stage of the interview process to be face to face in our Shoreditch office.

For our people

- Hybrid working, with only one fixed day in the office a week

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- We offer 26 days paid holiday per calendar year pro rata, plus public holidays. We also close the office between Christmas and New Year, which is in addition to your paid holiday allowance
 - Company bonus scheme
 - Pension Scheme with Aviva
 - Health plan with SimplyHealth
 - £100 working from home allowance to help your home office set up
 - A tenure bonus reward after 3 and 6 years of employment
 - Work from anywhere for 1 month of the year, after your first year of employment
 - Access to our Given Campus for training and development needs
 - Interest free season ticket loan and Bike to Work scheme
 - Option and role dependent mobile phone for business and personal use (UK domestic calls only)

Given strives to be an equal opportunities employer and everyone's commitment to this process will be expected.