
Role: Marketing Manager (copy and comms specialist)

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: Business Development and Marketing Director

Salary: £35,000 - £40,000 depending on experience

Apply: [Click here to apply!](#) You will be taken to an external website where you will be asked to fill out an application form. Make sure to attach your CV, portfolio and cover letter. Tell us why Given, why this role and why you.

Application closes: 28th May 2023

The role

This is a really exciting role for Given and one which will place you at the heart of our efforts to build our brand and amplify the impact we have through our client projects and the work we do to move the purpose agenda forward.

We're looking for someone with a strong 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 have existing knowledge of marketing practices and digital marketing and activities, but rather than deep expertise, we'd love to hear from candidates who want to build on their existing experience and immerse themselves in the work we do.

Looking beyond just skills

Fundamental to this role is a positive attitude and a strong, proactive work ethic so that things get done, people feed off your energy, and our marketing activity is visible across the business. As such there are some key personal qualities that are really important to us and being successful in the role:

- **You'll bring great energy and enthusiasm to the role** so that people can feed off you and mirror your energy
- **You'll be curious to learn more about purpose and sustainability**, but having some level of existing knowledge of either or both of those topics is essential
- **You'll be determined and driven to get things done**, proactively engaging the wider team to keep things moving but at times working independently as well

Delivering our marketing strategy

Helping the Business Development and Marketing Director to deliver the 2023 marketing strategy is central to this role and the skills and competencies we're looking for are related to it. The key elements of our strategy are:

- **Marketing foundations** - performance marketing optimisation and great website content

- **Drumbeat activity** - creating and curating relevant and engaging content from internal and external sources for our website, LI posts and newsletter
- **Brand building** - supporting with events, awards, our Purposing podcast and Given's thought leadership

Day to day responsibilities and tasks

Marketing foundations

- You will help to co-ordinate and manage the production of case studies to showcase our best work, ensuring they are available in formats for pitches, proposals and the website.
- You will report monthly on website and social media performance against agreed KPIs

Drumbeat activity

- **Core task:** You will create original content for our social media channels (e.g. articles, blogs) relating to purpose and the wider Given client proposition, with a confident and expert pov that reinforces Given's position as a purpose leader. This content should need little editing from the Business Development and Marketing Director or Exec team
- **Core task:** You will create high quality social media content and campaigns that feel timely, relevant, thought provoking and shareable. This will be drive brand awareness and help deliver business development campaigns
- You will edit our bi-weekly newsletter and help to distribute it across our marketing list

Brand building

- You will help us to win awards by identifying entry opportunities, working with project teams on content and overseeing submissions
- **Core task:** Supported by an external podcast production partner, you will project manage the production of Given's 'Purposing' podcast, hosted by Becky Willan, Given's CEO. This will involve attending meetings with potential guests, shaping Q&As and drafting episode guides
- **Core task:** You will manage marketing campaigns to help us launch key pieces of thought leadership such as the Insiders' Guide to Purpose and to highlight our involvement in and sponsorship of events

Other key aspects of this role

- **Core task:** You will lead the project management of internal projects that relate to marketing, e.g. case study creation and website content, ensuring projects are delivered on time and maintain momentum in the face of client demands on people's time. You will also do this for external projects such as events and thought leadership.
- You will be a source of ideas for how we can try new things to build awareness and engagement with the Given brand, helping us to experiment and improve our effectiveness

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- You will work with our Business Development Director to develop a marketing and content plan and be responsible for actioning it, including completing back-of-house tasks (e.g. sourcing bios, logos, managing external partners, managing distribution lists and event follow-up outreach)
 - You will support us to build relationships with external publications and editors to help generate PR opportunities in relation to invitations to contribute opinions/articles put forward by the publication and promoting Given published articles, thought leadership, events

About you

- You will have 3+ years experience in marketing, with some of that experience in a professional services business, preferably in an agency setting
- 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 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

In recent years, purpose has risen to the top of business agendas. As the originals in this space (no-one's been doing this longer than we have) we've helped clients like IKEA, John Lewis Partnership, Bupa and Lloyds Banking Group on their purpose journey, helping them truly unleash the power of purpose in their organisations and the wider world. For more than a decade, we've used ideas to fundamentally rethink the role businesses and brands play in the world, while capturing imaginations and changing behaviour.

We believe to do this well you need to put people at the heart of the process and transformation, as well as bringing brilliant strategic thinking and amazing creativity. That's why we have strategic consultancy and an in-house creative studio all under the same roof. We're ambitious about leading the purpose transformation agenda in the UK, Europe and internationally as we evolve our offer and the range of work we do for clients.

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. This will most likely be a

copywriting exercise. 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
- 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, eligible after passing your probation
- Health plan with SimplyHealth, eligible after passing your probation
- £100 working from home allowance to help your home office set up, eligible after passing your probation
- 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. We are proud to be different and that starts with our people. We believe in equal opportunities for everyone. Individuality is what makes us great, we want everyone to bring their full self to work and create something amazing. We are happy to discuss flexible and agile approaches to working for all our roles - we can't promise we will be able to offer you everything you want or need but we do promise to discuss it with you openly and honestly. If you have any reasonable adjustments required in order to fully participate in the recruitment process, please discuss it with our recruitment team.