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## Role: Marketing Operations 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 and providing content / outreach support to propel our continuing growth as leaders in the Purpose category. Combining marketing and new business outreach support to help drive us forward.

**Reporting into:** Chief Strategy Officer

**Salary:** £45,000 - £60,000 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:** 22th March 2024

### About Given

We're Given, an award-winning purpose consultancy based in Shoreditch. We help businesses and brands unleash the power of purpose, combining a strategic consultancy and creative studio under one roof.

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, Lloyds Banking Group and Centrica on their purpose journey, helping them truly unleash the power of purpose in their organisations and the wider world. For 15 years, we've used ideas to fundamentally rethink the role businesses and brands play in the world, while capturing imaginations and changing behaviour.

As a business, we have a truly loyal client base and excellent relationships, but like any growing business we are always looking for ways to build our reputation, fame and brand awareness with people who haven't come across us yet. We have recently reshaped our approach to marketing and new business outreach, to be more focussed on thought leadership, content, events and PR.

We are now looking for a passionate, smart and imaginative marketing operations person to lead our marketing strategy, working with members of our Exec team and a small team of others in the business to drive this new marketing and outreach strategy forward as a key part of our future strategy. We offer great benefits, a collaborative and creative, ideas-based environment, impactful and meaningful work, brilliant career opportunities, and the chance to work with some of the biggest and best businesses & brands in the world.

### Background to the role

This is a new role we have created as part of a revised approach to our client outreach and marketing. We are looking for someone to work closely with our Exec team to coordinate a wide range of marketing and outreach activities - all geared towards growing the Given brand and reputation in the purpose, sustainability and social impact space. The role will report into our Chief Strategy Officer, but also work closely with our Creative Director and our CEO and co-founder Becky Willan, as well as other members of the Exec team. We are also bringing in a new digital and social media manager alongside this role to create a much bigger marketing and new business team than we have had to date.

We would love this person to be a source of new ideas for how we can try new things to build awareness and engagement with the Given brand from new clients, helping us to experiment and improve our marketing effectiveness as well as the content and events we use to drive awareness and outreach by our Exec team to potential new clients.

## Role and responsibilities

This is a really exciting new role for us as we create more outward-facing content and events to continue to build Given's reputation and fame as thought leaders and pioneers in the purpose space.

The role is part of a new approach to marketing and new business we have been developing among our senior team in recent months. The key objective of this new strategy and team is to increase the awareness, fame and reputation of the Given brand, build knowledge of the breadth of our offer and the full range of our capabilities, as well as gaining new business from a range of key target clients (specific sectors and key roles).

Underpinning the strategy is a more marketing content, thought leadership and events-led strategy, which we are looking for the person in this new role to coordinate and deliver on this strategy internally with our Exec team, creative team and strategy team who will be generating much of the content and externally with partners (eg a PR agency, event partners etc). The role 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.

## About you

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 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.

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 and new business activity is well coordinated and very 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

Beyond this there are some other key skills and competencies that our ideal candidate would have:

- **Fantastic project management and oral and written communication skills** (ability to confidently engage Exec, clients and other internal teams / stakeholders);

- **Marketing strategy and operations experience** - to both deliver on the existing marketing, new business and content strategy, and work with members of the Exec team to refresh and refine it as things progress
- Ideally some **content creation skills** - providing an ability to write drafts of social media articles, blog posts, thought leadership, case studies, conference presentations etc alongside other members of the strategy, marketing and creative teams;
- **Event Management** skills
- **Experience of working with PR / media partners;**
- **Research skills**, e.g. to feed thought pieces, research awards and events, curate content for articles/blog posts, new business outreach etc
- **Ability to work with and brief strategists and creatives;**
- Experience of **coordinating distribution lists** (via, CRM, Hubspot etc) and other marketing & new business outreach activities.

The key objectives of the role are:

- Developing and delivering our marketing and outreach strategy;
- Raising brand awareness and reputation among target clients and sectors;
- Ultimately with a view to driving inbound new business enquiries.

Day to day activities will include the following:

- **You will work with our CEO, Chief Strategy Officer, Creative Director and members of the Exec team to develop a marketing and content plan** as well as being responsible for actioning it, including completing back-of-house tasks (e.g. sourcing bios, logos, managing external - eg PR, research and events - partners, managing distribution lists (Hubspot etc), event follow-up and other related outreach;
- **Working with our PR agency** and Becky Willan our CEO to help build content that will generate PR opportunities and invitations to contribute opinions/articles as well as promoting Given published articles, thought leadership, events etc;
- **Keeping up a regular drumbeat of marketing content & activity working with our Creative Director and members of the strategy and creative teams** to create and curate relevant and engaging content from internal and external sources for our website, LI and other social posts and our regular newsletter;
- **Content creation** - writing content and working with others to create high quality original content and campaigns for our social media channels and website (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 - raising brand awareness, reputation and ultimately driving inbound new business enquiries;
- **Project Managing our 'Purposing' podcast series**, hosted by Becky Willan, our CEO. This will involve attending meetings with potential guests, shaping Q&As and drafting episode guides, as well as liaising with our external podcast production partner;
- **Brand building activity** such as events, awards, the podcast series and co-ordinating and promoting Given's set-piece thought leadership - such as our Insiders Guide to Purpose series. You will also edit our regular newsletter and help to distribute it across our current client marketing list, with little editing of this by the Executive team;
- **Co-ordinating new business and related marketing outreach**, by attending regular internal marketing and new business meetings and providing the Exec and other senior members of the team with content and lists to drive regular outreach to new clients, industries etc driven by high quality content and campaigns;

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- **Events, awards and case studies** - looking for opportunities for members of our team to attend or present at relevant industry / sector conferences or awards, including the submission of award entries as well as managing the production of case studies to showcase our best work, ensuring they are available in formats for pitches, proposals and the website;
  - **Reporting monthly on website and social media and overall marketing performance** against agreed KPIs and objectives, working closely with the digital and social media manager we are hiring in parallel.

## 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 more formal interview to get into more detail about your experience and expectations of the role. This may also involve answering a short brief or writing a short article or blog post on a purpose related topic, 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 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
- Interest free season ticket loan and Bike to Work scheme

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.