



Marketing Lead (Part-time)

Job Title: Marketing Lead	Position: Part-Time (2.5 days a week)
Reports to: Chief Operating Officer	Salary: £24,000 (equivalent to £48,000 pa)
Department: Marketing	Location: 2 days a week office based. Remaining day hybrid.

THE ROLE

The **Marketing Lead** is a pivotal role dedicated to sharing Open's story, insights, and talented team with the charity sector. As the primary marketing professional in the business, you will collaborate with the wider Open team to showcase our fundraising and strategy expertise. This role is key for presenting Open as a thought leader in our sector.

You will repurpose this knowledge into high-value online content, maintaining and building a community of fundraising leaders and generating high-quality leads for the new business pipeline.

Open is entering an exciting new stage of growth. We are working with some of the UK's most ambitious charities, developing new models across fundraising, strategy, creative and technology, and building our profile as one of the sector's leading agencies. This role will help us tell that story clearly, consistently and confidently.

This role manages the full lifecycle of marketing output—from planning webinars and social content to coordinating input from internal creatives. It is an ideal step for an established Marketing Manager looking for a new challenge, or an experienced Marketing Executive ready to move into an agency leadership role.

KEY RESPONSIBILITIES

Content & Digital Channel Management

- **Content Calendar:** Develop, manage, and execute Open's content calendar to platform internal voices and encourage sector-wide participation.
- **Social Media:** Oversee Open's social media presence(LinkedIn), creating copy and graphics.
- **Website Management:** Maintain and manage Open's website.
- **Email Marketing:** Manage the mailing list and execute email marketing campaigns, including journey mapping, content creation, and data analytics.

Event & Project Management

- **Event Delivery:** Lead the end-to-end management of both online and offline events (e.g., webinars, conference workshops, external venues), handling platform setup, speaker recruitment, promotion, and day-of delivery.
- **Creative Coordination:** Plan, schedule, and project-manage content contributions from copywriters, designers, and planners..

PR, Recruitment & Business Growth

- **Pipeline Generation:** Work closely with the senior team to drive new business opportunities and spot client leads through marketing activities.
- **PR & Brand Visibility:** Amplify the team's presence by drafting awards submissions, blogs, and building relationships with third-party networks to extend brand reach.
- **Recruitment:** Manage recruitment of new hires via LinkedIn and other available channels (in line with Open's blind recruitment policy)

PROFILE & EXPERIENCE

Background & Sector Knowledge

- You will have an understanding of the charity sector, specifically within fundraising and marketing.
- You have a proven experience in a marketing role within an agency or charity environment.
- You have a clear insight into the unique challenges senior fundraisers face and how an agency like Open addresses them.

Technical & Practical Skills

- **Content Creation:** Strong copywriting and basic graphic design skills tailored for blogs, social channels, and professional awards submissions.
- **Technical Ability:** Experience working with LinkedIn, MailChimp and Content Management Systems.

- **Project Management:** The ability to multitask, project-manage cross-departmental inputs, and see initiatives from concept to completion.
- **Reporting:** Adept at using data, reporting, and marketing metrics to evaluate successes and pinpoint areas for improvement.

Core Attributes

- **Storyteller & Communicator:** A persuasive, clear writer and presenter who can translate complex strategic insights into engaging, inspiring narratives.
- **Entrepreneurial Spirit:** A proactive mindset with an eye for spotting collaboration, promotion, and growth opportunities.
- **Collaborator:** A natural relationship builder who works seamlessly with multiple teams, creatives, and external sector partners.

KEY PERFORMANCE INDICATORS (KPIs)

Your success in this role will be measured by:

1. **Marketing Metrics:** Growth, engagement, and performance data across digital channels and campaigns.
2. **Lead Generation:** Volume and quality of inbound leads contributed to the new business pipeline.
3. **Team Feedback:** Collaborative success and qualitative feedback from internal teams and stakeholders.