



Marketing Officer

Department:	Strategy & Planning
Reports to:	Creative Strategy Director
Salary:	£30,000-£36,000 (full time)
Contract hours:	37 hours per week (Monday-Friday)
Location:	Hybrid (Minimum 2 days per week in office in London)

About Open

Open brings people together to change the world.

We are a leading creative and strategic agency working with some of the biggest and most loved charities in the UK. We use ideas and insight to develop campaigns, strategies and award-winning creative that compels people to give.

We're committed to supporting the sector to thrive and our strategic mission is to grow the market – to get more people to give more money to good causes. In recognition of the work we do to give back to the sector and look after our people and the planet, we recently became a BCorp.

The Role

The role of the Marketing Officer is to share Open's story, skills, ideas and insight with the charity sector and beyond, in order to bring in work from new and existing clients and grow our business.

Reporting to the Creative Strategy Director within the planning and strategy team, you will be immersed in marketing insight and culture and be empowered to use Open's marketing know-how to sell our services.

You will build relationships and interact with colleagues across all departments to identify actionable insight and outstanding creative to share. You will be an evangelist for our team and support and encourage them to play a part in our marketing.

As the only solely marketing focused person within the team, you will work with Open staff to execute our marketing strategy. That means getting to know our

creative and planning teams and being curious about what they do and what we can share with the sector.

You will be responsible for the day to day management and execution of our marketing activity including:

- Planning and writing social media content for Open's marketing channels
- Email marketing including content, scheduling, and list management
- Drafting webinar schedules, blogs and award submissions
- Spotting opportunities with third-party networks and platforms for collaboration
- Planning, scheduling and project managing input and support from Open's teams
- Marketing and attending key events such as Sofii's, I Wish I'd Thought of That (IWITOT) event and Charity Benchmarks
- Work alongside HR to support recruitment, developing a talent pool of potential future candidates and activating recruitment marketing when required
- Additional ad hoc support to the planning and strategy team
- Maintain and update Open's website
- Supporting Open's team to identify new business leads
- Event project management (in person and online)

As the online voice of Open, you will share knowledge and insights from our fundraising and strategy activity, repurposing our work into online content to add value to our growing community of fundraising leaders. You will be responsible for our online interaction with the sector and, as such, will bring Open's culture and values to life.

We're passionate about sharing insights and skills with the charity sector, you will play a key role in getting that knowledge out there.

The Person

You are...

Excited about Open and the future of the sector:

- Have an understanding of the charity sector and will have marketing experience in other agencies or charities.
- Excited about Open's work and ready to evangelise about fundraising ideas and insight to the sector.
- A confident people-person who enjoys building relationships across teams.
- Curious and inquisitive, able to get information out of busy people.
- An active participant in the charity sector, attending events, engaging in conversations and following key people – or excited to do more of that.

A fantastic communicator:

- Be a great communicator; lively, curious and engaging to enable you to build relationships across our teams
- Have experience in writing and scheduling blogs and social media content
- Able to craft copy from existing and new content to build our growing community and platform our team

Competent with tech and digital platforms:

- Have experience in social media and email marketing including journeys, content, and data analytics or are enough of a digital native to pick systems up fast
- Competent in pulling results data from social and email systems to highlight successes and areas for improvement
- Has experience with setting up, marketing, and running online events and webinars

Organised & adaptable:

- Flexible, and willing to get stuck into a range of tasks, from setting up events or writing blog posts, to hosting webinars or recruiting staff.
- Organised, and able to project manage our marketing workflow, sometimes to tight deadlines.

You may already be a Marketing Executive looking for new opportunities with an award-winning team, or a Digital or Social Media Marketer looking for a role with greater range.

Skills, Attributes & Experience:

Essential

- An understanding of, and enthusiasm for, the charity sector, specifically in fundraising and marketing
- Experience of content creation, especially the ability to write clear, jargon-free copy
- Experience with email marketing including set up and analysis
- Experience of social media management including but not limited to, Twitter, LinkedIn, YouTube, Facebook, and Instagram
- Strong relationship builder who can work alongside multiple teams and individuals on shared goals

Desirable

- Project management experience and ability to handle multiple projects simultaneously
- Experience of PR
- Experience managing online and offline events from concept to completion
- An understanding of the challenges senior fundraisers face and how an agency like Open can support that need

- Ability to quickly spot opportunities to promote Open's team or collaborate for bigger impact
- Experience with MailChimp or similar platforms
- New business experience to help identify client opportunities for Open

Key Performance Indicators

- Smooth running of day to day marketing
- Marketing metrics including engagement and leads generated
- Team feedback

What we can offer you

- Great development opportunities
- Cycle2Work scheme
- Tenancy deposit or season ticket loans
- Company parties, on the clock and on the house
- 25 days annual leave, increasing each year of service
- Your birthday off
- Great pension scheme
- Maternity and paternity packages above statutory requirements
- Employee Assistance Programme, including access to 24/7 counselling
- Giveathon: every year, each employee chooses a cause close to their heart, and we donate on your behalf