



JOB DESCRIPTION:

DEVELOPMENT AND MARKETING ASSISTANT

Reports to:	Jointly to Head of Communications & Marketing and Development Manager
Salary:	£24,000 per annum
Pension:	3% employer and 5% employee pension contribution
Working Pattern:	Fulltime, 40hrs, Mon-Fri with occasional weekend / evening work
Contract type:	12 months fixed term contract
Holiday Entitlement:	25 days/year, plus public holidays
Employer:	The WOW Foundation
Place of Work:	The WOW team is currently working remotely. When the team return to the office it will be in London, but all reasonable flexible and remote working requests will be considered.

ORGANISATIONAL OVERVIEW

The WOW Foundation was established in May 2018 to run the activities of WOW - Women of the World. WOW is dedicated to building, convening and sustaining a movement of people of all genders who believe a gender equal world is both desirable and possible. The WOW Foundation produces festivals, events and programmes independently and in partnership - they are catalysts for change, celebrating what women, girls and non-binary people have achieved, having frank conversations about the obstacles that still exist and creating solutions together.

The first WOW Festival took place in 2010 and numerous further festivals have been held since then across six continents and in different regions of the UK. The WOW Foundation became independent in 2018 in order to further build and extend the WOW movement. We currently have festivals in many parts of South Asia, Australia, USA, Turkey, Brazil, as well as ongoing plans in Rotherham, Manchester, and Scotland.

Since Coronavirus changed the way we live and work in early 2020, The WOW Foundation has pivoted its work to become digital producers, creating online programmes independently and in partnership.

The WOW Foundation is a small team that relies heavily on positive colleague relationships, good communication, and the ability to raise any issues early in a positive and constructive manner.



ROLE OVERVIEW

This is a brand new position providing support to the busy Development, Marketing and Communications team. The successful candidate will work closely with WOW's Head of Communications & Marketing and the Development Manager to grow WOW's community of supporters, provide administrative support and work across WOW's busy calendar of events. Upcoming events include a summer programme of digital events, WOW Live at the Royal Albert Hall on 23 September, Shameless Festival in November and WOW London 2022 at Southbank Centre.

The candidate will play a crucial role in building the profile and support for WOW's global movement. The role will support the delivery of WOW's charitable aims and objectives in line with the fundraising strategy and audience engagement plan, to better understand WOW's supporters and build relationships to cultivate different levels of support.

This varied role is an exciting opportunity for candidates interested in working across a broad range of fundraising and marketing tasks, and would suit a highly organised person with excellent writing skills. This role will include everything from researching the latest news and initiatives tackling gender inequality across the globe, communicating WOW's impact to prospect funders, overseeing guest lists of high-profile events, and writing engaging social content.

The ideal candidate will have a sound understanding of WOW's core mission and be able to clearly communicate to a wide range of audiences from newsletter followers to prospective major individual donors.

KEY RESPONSIBILITIES

FUNDRAISING

- Maintain a record of tailored donor engagement plans and the delivery of bespoke benefits
- Update donor profiles and support Development Manager to ensure high quality relationship management
- Support delivery of regular donor events, including preparing guest lists, coordinating invitations, tracking RSVPs and coordinating follow-up emails
- Manage the Development Programming Grid, to keep track of fundraising timelines including WOW's key event dates and associated communication campaigns, deadlines for funding applications and the submission of progress reports
- Maintain a database of quotes and case studies from audiences, participants and supporters
- Ensure gift-acceptance procedure is managed and acknowledged appropriately, including processing Gift Aid receipts and drafting thank you letters
- Draft tailored proposals for prospect funders, relevant to the organisation's area of interest
- Prepare briefing notes ahead of prospect funder meetings
- Scope potential funding opportunities for WOW through research of possible income streams
- Keep CRM up to date across development and marketing work



MARKETING AND COMMUNICATIONS

- General marketing and communications support as required including updating the website; helping to create newsletters; chasing event assets; working with our partners to support WOW Festivals around the world and other day-to-day tasks
- Support social media strategy by writing and scheduling engaging content
- Maintain social media and website stats
- Research people and organisations to market events to
- Draft monthly development newsletter
- Draft quarterly impact/activity report to share with donors and corporate sponsors
- Update WOW general fundraising deck
- Ensure WOW's communications with stakeholders are consistent and of the highest quality
- General administrative support for Development, MarComms and across the wider team

PERSON SPECIFICATION

ESSENTIAL

- Interest in arts and culture, the work of WOW and a passion for gender equality
- Excellent written and verbal communication skills
- Experience writing high-quality copy for a variety of different audiences
- Exceptional organisational skills with an ability to prioritise competing deadlines
- Financially literate, with knowledge of basic budgeting tasks, including the ability to track donations across varied income streams
- High level of attention to detail
- Excellent people skills
- Positive attitude and a 'can do' approach
- Be committed to achieving high standards with the resources available
- Creative, innovative and solutions focused
- Excellent ICT skills including Word, Excel, PowerPoint, Google Drive

DESIRABLE

- High-level administrative skills, ideally from within a cultural sector environment
- Experience working in event delivery, including basic production and guest list management
- Experience working with high-level donors
- Experience using Salesforce, MailChimp (or other similar CRM systems)
- Professional social media experience
- Experience of working in the arts and/or charity sector
- Experience of donor engagement and relationship management



This job description is a guide to the nature of the work required, not an exhaustive list of duties. WOW may, at any time, allocate other tasks which are of a similar nature and level.

HOW TO APPLY

Please send a CV plus a covering letter (no more than two pages) or a video (no more than three minutes) outlining why you are a good candidate for the role to recruitment@thewowfoundation.com by 5pm on 1st July 2021. We also ask applicants to complete an anonymous Equality and Diversity Form [here](#). Please note that you are not obliged to complete any or all sections of this form.

Interviews will take place w/c 5th July on Zoom.

At The WOW Foundation we believe that collective contribution inspires a better, healthier and creative world. That is why it is at the heart of everything we do. We know that our differences enrich every part of our organisation and those we engage with, and create a culture based on equality of opportunity. We're committed to creating an environment of mutual respect where equal employment opportunities are available to applicants without regard to race, religion, sex, pregnancy status, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information, and any other characteristic protected by applicable law.

We aim to drive positive engagements that create and foster a diverse and inclusive environment and we seek to recruit, develop and retain the most talented people from a diverse pool of candidates.

We believe that we must recruit the best person for the job and that discrimination sometimes prevents this from happening. We recognise that because of systematic inequality, some people may have missed out on chances to gain experience. WOW operates a guaranteed interview scheme for any applicants who meet the job specification and declare a disability in their covering letter/video application. We will provide any relevant support required for interviews, for example BSL interpreters or captioning, upon request.

Candidates will be selected based on merit, however in the event of a tie or two equally matched candidates we will select the candidate with lived experience of the issues, communities and causes WOW is seeking to address through our work and festivals. We are an organisation that welcomes everyone and it is important to note that the intersections of your identity will not increase or affect the amount of labour (both work labour and emotional labour) you are asked to do. If you wish to draw on your own lived experiences that will be both encouraged and supported, but it is not nor ever will be a prerequisite of this role.



Start Date: At your earliest availability