



JOB DESCRIPTION: MARKETING MANAGER

Reports to:	Head of Communications & Marketing
Salary:	£27,000-£30,000 per annum, dependant on experience
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
Start Date:	At your earliest availability
Holiday Entitlement:	25 days/year, plus public holidays
Employer:	The WOW Foundation
Place of Work:	The WOW office is based in Kings Cross, London. Currently staff are required to work in the office on Tuesdays and Wednesdays. The remainder of the week can be worked either remotely or in the office. 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.

WOW's flagship UK festival will return to the Southbank Centre 11-13 March 2022, alongside a digital programme available to audiences worldwide.



ROLE OVERVIEW

This is a brand new position working alongside WOW's Head of Communications and Marketing to grow the reputation and brand of WOW, positioning the charity as a global advocate for gender equality, and exceptional producer of high-quality arts-driven activism. Working across the organisation; you will support a national, international and digital programme of festivals, events and special projects with exceptional storytelling and high-quality campaigns.

This varied role is an exciting opportunity for candidates interested in working across a broad range of marketing tasks, both for a busy arts organisation and charity. It would suit a highly organised person with excellent writing skills, social media content creation expertise and passion for events.

KEY OBJECTIVES

- Oversee WOW's social media channels - creating engaging content and social media strategies, monitoring analytics and building follower numbers and engagement worldwide
- Work alongside the Head of Communications and Marketing to develop WOW's further digital presence, including the website and newsletter
- Work alongside the Development Manager and Executive Director to help achieve significant development targets - leading on digital and in person campaigns to raise awareness of the WOW Changemakers scheme
- Work alongside the Head of Communications and Marketing to deliver marketing campaigns for festivals and events, and reach box office targets

KEY RESPONSIBILITIES

SOCIAL MEDIA & DIGITAL

- Oversee WOW's social media channels, including:
 - Create and commission regular engaging content to promote WOW's activities, fundraising campaigns, partnerships and values across its social pages
 - Build WOW audiences across social media, keep abreast of future opportunities and platforms, and devise innovative new content ideas
 - Curate non-WOW content across all platforms to further promote and engage audiences in WOW's mission to end gender inequality
 - Oversee social media analytics, using findings to build social media strategy
 - Manage and monitor on a day-to-day basis WOW's owned social media channels, including responding to users
 - Communicate channel managers of WOW's extended family of festivals and sub-licensees
 - Activate digital influencers and online communities to extend the reach of WOW
 - Draw up social media content schedules for rehearsals and live events



- Support WOW's digital strategy to complement existing activities and further advance digital presence across all core programmes of work and activities such as festivals and fundraising
- Support creating WOW newsletters and building subscriber numbers
- Supporting content creation for the website; including creating events, blog posts and keeping the website up to date helping to create newsletters; gathering event assets; working with our partners to support WOW Festivals around the world and other day-to-day tasks
- Maintain social media and website stats

DEVELOPMENT & CAMPAIGNING

- Propose and lead on innovative campaign ideas and tactics to grow [WOW Changemakers](#) - WOW's recently launched individual giving fundraising campaign. Role includes working with the Development Manager to build supporter numbers, creating promotional assets, and developing a robust marketing and communication campaigns to build engagement and donors
- Support the delivery of the contractual marketing, branding and communications rights and benefits required by WOW's sponsors and funders
- Support Development team in creating fundraising promotional materials, print and digital content as required
- Develop new ideas and approaches to recognising WOW's partners and funders

FESTIVAL AND EVENTS

- Support individual marketing and comms plans for WOW events, programmes and festivals to maximise public awareness of WOW's activities at all times
- Oversee event speaker assets, including photos and bios
- Champion through accessible communications materials the inclusivity of the festival, particularly to the D/deaf, visual impaired and disabled community
- Support audience development strategies for WOW activity, leading on research and outreach to organisations and individuals
- Support partner festivals around the world, promoting activity on WOW channels
- Support Head of Communications and Marketing across festival and events MarComms campaigns in all areas required

GENERAL MARKETING TASKS

- Support internal communications, including keeping staff up to date with events and promotional messaging, and ensuring consistent and accurate branding and messaging through the organisation
- Ensure consistent, inspirational and accurate messaging throughout the company's marketing, digital and communications outputs
- Maintain excellent CRM records across all marketing and communication activities
- Support Head of Communications and Marketing to maintain a suite of marketing and promotional branded materials



- Support WOW's external PR team where required
- Ensure WOW's communications with stakeholders are consistent and of the highest quality
- General administrative support across Marketing and Communications activity

PERSON SPECIFICATION

ESSENTIAL

- At least three years' experience of marketing in an arts or charity organisation
- Experience creating engaging and effective fundraising comms campaigns
- Interest in arts and culture, the work of WOW and a passion for gender equality
- Excellent verbal communication skills
- High attention to detail and strong copy writing and proofreading skills for a variety of channels
- Good working knowledge of design and print process
- Experience running social media accounts in a professional capacity
- Experience writing high-quality copy for a variety of different audiences
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- 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 using Salesforce, MailChimp (or other similar CRM systems)
- Experience using a CMS system

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 21st November 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 29th November in person at WOW's offices in King's Cross, London.

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, 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