



# Marketing & Engagement Manager

February 2023

## Introduction

At 360Giving, we are looking for a Marketing and Engagement Manager to oversee all engagement and communications at 360Giving. This will include developing and leading on marketing and engagement strategies, leading on policy and advocacy, and overseeing events as well as communications and branding for the charity. The role includes engaging with 360Giving's target audiences and key stakeholders, and ensuring that the organisation's messaging, branding and engagement is clear and supportive of 360Giving's overall strategy.

This role reports to the Chief Executive and is ideal for someone who relishes hands-on communication and engagement, as well as leading a function and contributing to organisational strategy. We are looking for someone interested in policy, with experience of working across multiple marketing and communications channels who can support the charity in its next phase of development.

This is a varied and interesting role for a good team-player who is conscientious and well organised, with excellent communication skills.

## Terms

<b>Salary:</b>	£45,000 per annum
<b>Hours:</b>	37.5 hours a week (full time)
<b>Contract type:</b>	Permanent, subject to 6-month probationary period
<b>Location:</b>	Remote. Regular UK travel and attendance at meetings will be required, including typically 4 to 8 days a month in London.
<b>Line Manager:</b>	Chief Executive
<b>Direct Reports:</b>	Communications and Engagement Assistant, and future posts as the strategy requires

This is a permanent position and is not subject to additional funding being secured.

## Job purpose

The Marketing and Engagement Manager is responsible for overseeing all engagement and communications at 360Giving. This includes developing and leading on marketing and engagement strategies, leading on policy and advocacy, and overseeing events and networks, as well as communication and branding for the charity.

This is a hands-on role, leading the day to day delivery of 360Giving's policy, engagement and communications work, and managing the work of the Communications and Engagement Assistant. The role includes engaging with 360Giving's target audiences and key stakeholders, ensuring that the organisation's messaging, branding and engagement is clear and supportive of 360Giving's overall strategy. The role involves planning and producing policy briefings, press releases, articles, reports and blogs; overseeing a regular newsletter and all social media accounts; owning the website; planning and delivering external events; and supporting with fundraising and other operational requirements typical to a small non-profit organisation.

## About 360Giving

360Giving is a unique initiative. We aim to inspire best practice in grantmaking and leverage open data to help achieve this. Watch our short 'About us' video to find out more:

[www.threesixtygiving.org/about](http://www.threesixtygiving.org/about).

## **Our vision is for UK grantmaking to be more informed, effective and strategic**

We help UK funders publish open, standardised data about the grants they make, and support people to use this data to improve charitable giving.

When funders publish information on who, where and what they fund using the [360Giving Data Standard](#) it means they are sharing it in a way that others can access and use for free.

Because the data is standardised, it can be looked at and analysed all together, helping us to understand grantmaking across the UK. Having this information means funding can be more informed and effective.

Since we were founded in July 2015, we have worked with over 235 funders to publish their grants data openly using the 360Giving Data Standard. This means that, for the first time in the UK, it's possible to see and analyse grants awarded by different funders all together. This data is transforming the knowledge base of the whole sector. We've also developed tools that make the data easier to access and use. For example, our free search engine for grants data, [GrantNav](#), and our tool for visualising the data, [360Insights](#).

In 2022 we launched our strategy: 'Unleashing the impact of grants data': [www.threesixtygiving.org/unleashing](http://www.threesixtygiving.org/unleashing). In it we set out four ambitious goals:

1. Increase relevant data available for informed decision-making
2. Improve the quality and depth of data for increased usefulness
3. Enhance data use for greater impact
4. Lead and influence practice for impact

The 2022-25 strategy marks a step-change for the charity, so this is an exciting time to join the organisation and shape our future, as we work to shift the norm from funders sharing data to using it, and create a permanent transformation in data culture and practice.

## Our team

Our small team of six staff members punches well above our weight, working with partners to extend our impact. We all have a role to play and our personal commitment, curiosity and collaborative approach supports a welcoming and inclusive culture.

## Diversity, Equity and Inclusion

We are particularly interested in improving the diversity of our team. We recognise the positive value of diversity, and want to promote equality and challenge discrimination. It is vital that our work reflects the considerations for the breadth of the sector that the data records. So we welcome applications from all suitably skilled and experienced people, and particularly from candidates from black and minoritised backgrounds, who are underrepresented in the philanthropy, data and technology sectors we are working in, and in our current staff team. You can [read more about our Diversity and Inclusion policy and approach here](#).

# Job Description

**Note: this is not a definitive list and the role will change and evolve over time.** This is a newly developed post, and flexibility will be required. Some responsibilities will also be delegated to the Communications and Engagement Assistant. The role will report directly to the Chief Executive and will also work closely with the other managers - [see roles in the team](#).

## Core responsibilities

Responsibility – initial % to be reviewed after probation		%
1	Marketing, publications, and resource development	25
2	Engagement and partnership management	20
3	Communications and brand management	20
4	Policy and advocacy	15
5	Events and programmes	10
6	Leadership and management	10

### 1. Marketing, Publications and Resource Development

- a) Manage marketing communications, including for recruitment, services, publications, resources, programme activities, events and other key information.
- b) New business development and sales support.
- c) Lead on copy-writing and production of marketing materials and key publications, including the Annual Report and research reports.
- d) Curate and commission resources, including management of the organisation’s Resource Library, which includes tools and resources aimed at enabling better data use for grantmakers.
- e) Oversee the production and maintenance of clear, engaging guidance materials for data publishers and users, making 360Giving tools and resources more accessible.

### 2. Engagement and Partnership Management

- a) Develop and manage the engagement plans in line with the organisational priorities, including maintaining and cultivating relationships with key partners and stakeholders.

- b) Be an external ambassador for 360Giving, including speaking at events and conferences, meetings and strategic networking within the sector, and securing opportunities for others at 360Giving to do so. Manage the editorial calendar, and identify opportunities to extend 360Giving's reach and impact with target audiences.
- c) Develop briefings and presentations for other staff and Board members to deliver and achieve our engagement targets.
- d) Identify new collaboration opportunities and cultivate relationships with potential partners in voluntary, public and private sector organisations in line with the strategy.

### **3. Communications and Brand Management**

- a) Develop and implement multi-channel communications strategies, ensuring that the charity's mission, goals and values are communicated to stakeholders, and communication is aligned in operational plans. Develop content and editorial plans, integrated across the organisation.
- b) Own and oversee 360Giving's brand identity, house style and tone guidelines, developing and refining as necessary. Act as a 'brand guardian' ensuring consistency across all internal and external communications, and across all platforms.
- c) Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media. Work closely with other team members to ensure integrated and consistent external communications.
- d) Take responsibility for the development and management of the website and blog, including generating content, making improvements to functionality, managing software, maximising its potential and monitoring its performance.
- e) Working with the Communications and Engagement Assistant, run 360Giving's newsletter and social media accounts, including Twitter and LinkedIn, ensuring they appropriately target 360Giving's key audiences in a timely way, using analytics to refine the social media strategy over time.
- f) Ensure communications are accessible and inclusive, and reflect our diversity, equity and inclusion aims and organisational values.
- g) Increase the organisation's profile through maintaining, nurturing and expanding relationships with media, including publications, journalists, sector influencers and other channels, ensuring timely and appropriate press statements and efficient and effective responses to press enquiries, maximising opportunities for further engagement on relevant topics. Draft articles, blogs and op eds to pitch to external media outlets and key partners and stakeholders.

- h) Oversee reactive comms as necessary, advising the CEO and Board on appropriate response in times of press escalation, ensuring any high interest press is flagged immediately.

#### **4. Policy and Advocacy**

- a) Actively follow data policy issues as relevant to philanthropy and grantmaking, including the role of data and how its uses and impacts can be optimised for society. Identify opportunities for 360Giving to contribute to data policy conversations in support of our overall strategy goals.
- b) Maintain and cultivate relationships with external stakeholders including Government Ministers and officials, other voluntary organisations, relevant infrastructure organisations and key influencers.
- c) Develop key asks and advocacy plans, including identifying potential partners for collaborative approaches, joint responses and campaigns.
- d) Develop briefing materials for stakeholders, and for staff and trustees to prepare for meeting key decision makers.
- e) Monitor parliamentary and policy developments, and identify opportunities to influence change, proactively proposing effective plans and a strategic approach. Draft responses to consultations on behalf of 360Giving.
- f) Work with the wider team to ensure joined up influencing activities, so they can support our policy priorities and promote 360Giving.

#### **5. Events and Programmes**

- a) Project manage 360Giving programme and event delivery, including marketing, logistics, supplier management and evaluation.
- b) Oversee delivery of a programme of events such as webinars, workshops, conferences and thought leadership contributions, enhancing 360Giving's profile and engaging with new audiences.
- c) Lead on planning and delivering engagement events to profile 360Giving's work, ensuring that the budget and logistics are clear and that our different target audiences and key partners are engaged.
- d) Oversee the maintenance of a communications and events calendar for regular review with the team as part of planning upcoming communications and identifying opportunities.

## **6. Leadership and Management**

- a) Provide direct line-management to staff, setting and monitoring individual performance objectives, and supporting them to be ambitious, innovative and professional in their thinking and delivery.
- b) Manage relationships and contracts with external agencies and suppliers, as needed.
- c) Ensure comprehensive reporting and analysis takes place, ensuring all objectives and KPIs are monitored and met.
- d) Support the day-to-day operations of 360Giving, including general administration, budgeting, reporting and project management. Build strong and effective working relationships with colleagues across the charity, leading and participating in cross-functional projects, and contributing to research and preparation of our strategy, fundraising proposals and reports.
- e) Keep up-to-date on best practice – particularly changes to communications innovation, legislation and codes of practice. Continually review changes in the sector and environment, trends and the activities of other organisations, adjusting the plans if necessary.
- f) Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk.
- g) Act as an inspiring ambassador for the vision and values of 360Giving and ensure it is reflected in the strategies, outputs and behaviour of the staff team.
- h) Take an active role in managing the charity day-to-day, deputising for the Chief Executive, where required.

Undertake other duties as may be reasonably requested as part of a collaborative team.

# Person Specification

**Note: It is essential that all applicants have a legal right to work in the UK for at least 2 years.**

Also able to travel for UK meetings and events and to London regularly for work and meetings.

## Skills and experience

### Essential

- Excellent written and verbal communication skills, including the ability to speak engagingly to a wide range of audiences and to represent 360Giving externally. Great writing, editing and storytelling skills.
- Understanding of policymaking at a national level in England and Wales and experience of communicating effectively to politicians and policy audiences.
- Evidence of developing and managing campaigns, leading to increased organisational profile and changes to policy, practice and attitudes.
- A strong track record leading strategic communications work for an organisation, engaging multiple audiences including media, service users, politicians and policymakers, supporters, donors and stakeholders. Experience of integrating communications activity across different functions.
- Demonstrable experience of project management.
- The ability to manage a diverse workload with a high level of flexibility to meet changing demands, as required to work collaboratively in a small team.
- An interest in open data initiatives and civic technology, and an understanding of how they support access to information.
- Commitment to diversity, equity and inclusion and experience of developing accessible and inclusive communications.

### Desirable

- Experience of working with civil society organisations and understanding of the philanthropic sector.
- Experience of business to business marketing
- Experience of developing and managing high-performing teams, including through periods of organisational change.

## Personal characteristics and attributes

- **Purposeful** – focused and passionate, strategic, proactive and flexible to achieve aims.
- **Open** – open to learning new skills and changing, generously sharing knowledge.
- **Curious** – inquisitive, tries different approaches, keen to learn.
- **Collaborative** – work as part of a team and with external partners, sensitive and adaptable to the needs of others, roll up your sleeves and get involved.
- **Inclusive** – committed to inclusivity and accessibility, celebrating diversity.