



## HEAD OF MARKETING JOB DESCRIPTION

Year Here is a platform for entrepreneurs who want to tackle problems that matter.

Over one year our Fellows learn from, and design with, people at the frontline of inequality – in care homes, homeless hostels and youth services across London. They go on to found some of the most promising social impact startups in the country.

Since launching at 10 Downing Street in 2013, we've worked with 166 aspiring social entrepreneurs and launched award-winning social ventures like Cracked It, Birdsong and Chatterbox.

We're a deeply committed team of 10 surrounded by a faculty of 75 social innovation experts – the great and the good of Britain's social impact world. We care about being first-rate professionals, learning with restless vigour and having fun along the way.



## ABOUT THE ROLE

You'll be using your marketing nous to find, nurture and propel the most promising professionals towards entrepreneurship that genuinely makes a difference.

Your goal will be to market Year Here to the most exciting new leaders in the country, recruiting 50 brilliant Fellows per year who are smart, bold, compassionate and driven to make society better in practical, creative and entrepreneurial ways. You'll make sure that they go on to fulfil their potential for national social impact.

Engaging your own team of specialist freelancers, you'll work across multiple platforms and mediums to explain who we are, highlight the problems we aim to tackle, celebrate our Fellows' successes and get stuck in to the big debates of the day.

This is an opportunity to become the custodian of a brand with big ambitions to make society fairer for everyone.

The role is dynamic and very varied. It's bound to stretch you in new directions.

This is a full time role – although we are open to part time and/or job shares.

# YOUR RESPONSIBILITIES

## Generate hundreds of applications through your inventive digital marketing efforts

Design delightful email campaigns, web pages and blog posts to tell the story of what we do and engage our 15,000 strong audience in our mission. You'll write copy that sings off the page as you explain the programme to prospective applicants.

## Build our social media audience through thoughtful, original content

You'll create graphics, images and copy for our social media channels every day. You'll use smart tricks and techniques to get the most out of Facebook, Twitter, Instagram and LinkedIn.

## Work with advertisers, partners and press to get the word out

You'll get great content about us and our ventures onto listings sites, online communities, magazines and blogs. Plus you'll nurture and grow relationships with our partners to help us spread the word.

## Design and produce recruitment events that surprise and delight.

We put on events to support our search for perfect potential Fellows, and we'd like you to grow their scope and ambition. We want you to get us out to London's most interesting events, meetups and conferences with the best talent and create an original, high-quality presence that reflects our brand and mission.

## Approach the most exciting prospects directly

Use your knack for networking to track down and personally approach prospective applicants. You'll make sure that prospects get prompt, accurate answers to their questions and that they're guided seamlessly all the way to day one of the programme.

## Build our brand

You'll lead our brand, ensuring that every touchpoint our audience has with us is clear, consistent and authentic. You'll build Year Here up as a respected thought leader in the social innovation world.

## Keep meticulous records and lead on analytics

You'll manage project plans, databases and communications grids to make sure we are 100% on top of our progress and we can access accurate information on prospects instantaneously. You will lead on the analytics and audit of the recruitment process.

## Manage a £20,000 budget to help you achieve your goals

You'll take on flexible and freelance staff to manage Year Here's customer service channels, generate content for social media, and represent us at events. You'll also engage specialist freelancers to produce film, graphics, web design and photography.

## ABOUT YOU

### You're a brilliant writer.

In your email campaigns, website updates, blogs, tweets, posts, presentations and individual emails, you'll sparkle when explaining why Year Here is so great.

### You care a lot about great branding and design.

You know what great digital and print content looks like and you won't send anything out that doesn't reflect us and our high standards.

### You're charming as hell.

You're going to be the first person many potential Year Here Fellows will meet from our team so you'll be personable, confident and a great rapport-builder.

### You're analytical and data-driven in your approach.

You're going to be savvy about using data to inform your marketing strategy and get the most out of our email campaigns, content marketing, advertising and social media.

### You've got an entrepreneurial bent.

You enjoy fast-moving environments and you're used to achieving a lot with a little. You might have set something up in the past or you're planning to in the future.

### You're passionate about social issues.

Your friends have probably all heard your views on social problems like the housing crisis, elderly isolation and social immobility – and you're always up to date with current affairs.

### You're not afraid of working hard in pursuit of a big vision.

## COMPENSATION + BENEFITS

- £38,000 – £45,000 per annum, depending on experience.
- Gorgeous, open plan studio in Hackney, a stone's throw from London Fields (and its newly-reopened Lido), Regent's Canal and Broadway Market.
- Access to tonnes of events and training sessions delivered by some of the leading lights of the social innovation world.
- A strong commitment to personal and professional development – with a £500 annual training budget.
- Up to 3% contribution to your pension
- 25 days paid annual leave per year pro rata

## TO APPLY

Send your application to Kelly Bowers on [opportunities@yearhere.org](mailto:opportunities@yearhere.org) with the subject line “[Your Name] / Head of Marketing Application” and:

- Tell us about yourself and why you want this role.
- Tell us about a brand that you’re into + why we should love it to.
- Link us to a sample of your writing (a piece in the press, a blog post or a social media feed, for example).
- Attach your CV and/or link us to a LinkedIn profile or online portfolio.

The closing date for the role is midnight on **Sunday 17<sup>th</sup> November** although we will be conducting interviews on a rolling basis – so get your application in early.

There is a 3-stage selection process:

1. Submission of CV and cover letter as detailed above.
2. An initial telephone interview (20 mins).
3. A final round interview and a test (2 hours).

We are committed to building a diverse team and strongly encourage applications from women, minorities, LGBTQ+ people and people with disabilities.

## WHO WE ARE

Year Here is a postgraduate course in social innovation based in London.

Unlike a traditional Master's degree, Year Here is immersive and action-oriented. Our Fellows try their hand at building creative responses to social problems, supported by industry mentoring and a rigorous social innovation curriculum.

Year Here Fellows have collectively volunteered 110,000 hours in frontline services – including homeless shelters, care leavers' services and pupil referral units – and launched 30 new social ventures backed by Nesta, The Observer, Ashoka, UnLtd, Bethnal Green Ventures and the Esmee Fairbairn Foundation.

These ventures include:

- [Birdsong](#) - a fashion brand selling clothes handcrafted by women's groups – from elderly knitters to migrant seamstresses – with a 'no sweatshops, no photoshop' ethos
- [Fat Macy's](#) - a roving restaurant that trains homeless Londoners to run supper clubs, with profits helping them raise a deposit for their first flat
- [Cracked It](#) - a training programme for young people who are involved in gangs to fix cracked iPhones, as an entrepreneurial route away from gang crime



Year Here is a social enterprise; meaning that we are a company that exists to bring about positive change in society rather than to maximise shareholder profits.