

# Head of Marketing & Communications

## Job Description (2024)

- Salary: £50,000 - £55,000 dependent on experience
- Type of contract: initial 1-year contract (with the potential to extend to permanent based on success of the role)
- Part-time 0.6 or 0.8 (salary will be prorated) - flexible on working days
- Location: home-based with travel to Well Grounded academies in London, Bristol and other new locations in the UK (travel outside of London expected 2-4 times a month)
- Reports into: Chief Commercial Officer
- Direct reports: none in the first year

### Background

Well Grounded is an award-winning social enterprise transforming lives through coffee. We run a series of specialty coffee training academies, connecting people looking for work and progression opportunities with sustainable careers in the coffee industry. Alongside voluntary income, our commercial activity underpins our social impact model, driving our growth and reach through sponsorship and commercial collaborations. We are looking for a motivated and passionate marketing professional to join our team, supporting our growth and national expansion.

***'I came into Well Grounded believing I would gain the technical skills I needed to become a Barista, but I got so much more out of the programme than just that. I really feel like I gained so much in terms of my self-confidence, empowerment and resilience. The team made me feel incredibly valued for my own experience and supported on my journey into coffee. Taking the course at this very strange and difficult time in the world has also meant that I feel like I have a community and the resilience to make it through, and I am so grateful to have had Well Grounded in my life at this moment.'*** Ashley, Graduate

What's unique about Well Grounded?

- Supporting individuals who really need our help into sustainable careers in coffee
- Supporting our Graduates beyond their first employment placements through our Graduate (alumni) Programme
- Passion for driving long-term systemic change in improving careers in the coffee industry

This is a great opportunity to work for a growing social enterprise, ambitious about making a real difference to the lives of people in our local community and scaling our model. This is an ideal role for someone who wants to work in a fast paced, cause-driven dynamic organisation and be a part of our next phase of growth across the UK. You must thrive in a busy environment and be excited about working for an agile and passionate organisation. You must be passionate about innovation in our sector, driving new ways of linking our social enterprise model into industry supply chains.

### About The Role

As the Head of Marketing you will spearhead all aspects of our Marketing and Communications function and strategy. You will be responsible for managing all offline and online marketing, designing content, building our external profile and measuring our communications channels, making recommendations for the organisation to increase its presence and reach.

This role will be great for an individual who enjoys the breadth of working across the whole brand and marketing playbook, as well as someone who enjoys seeing something through from strategy and ideas to final

execution. It will be a very rewarding role for an individual who enjoys a high amount of freedom to create your own marketing plan and deliver it, guided and supported closely by the Chief Commercial Officer and CEO.

In partnership with our front line delivery team, you will work to raise the profile of Well Grounded in the community, specialty coffee industry, with funders and potential social investors. You will support all aspects of communicating the social impact of our programmes to stakeholders including our programme applicants, Graduates, funders, industry partners and more. Together with the commercial and partnerships team headed up by the Chief Commercial Officer, you will drive the growth of our commercial activity, developing our commercial lines (including coffee products and corporate sponsorship) whilst growing Well Grounded's reputation as a source of talent. You will drive traded revenue as caretaker of our brand profile, creating innovative ways to market new business lines that underpin our growth.

We want to meet the right person for the organisations' plans for the future and support you to grow and develop based on your strengths. Most importantly you will have a strong conviction in the potential of all people to achieve their goals.

#### Perks & Benefits

- Free coffee!
- Flexible home-based working
- 36 days paid leave per year: 25 days annual leave (prorated), 8 bank holidays, 3 days between Christmas and New Year
- 3% pension contribution
- Employee Assistance Programme offering free wellbeing support
- Work phone and laptop
- Strong commitment to professional development with a dedicated training budget.
- Annual performance and pay progression reviews every year
- Scope to take real ownership in a fast-growing social enterprise.

#### Top 3 Measures of Success:

1. Customer acquisition: securing new commercial partnerships
2. Revenue growth: increasing value of existing commercial partnerships
3. Measuring marketing success: creating a framework/model with key measures of marketing value including customer satisfaction

#### Key tasks and accountabilities:

##### Marketing & Communications Lead

- Lead and develop the organisational Marketing & Communications strategy, tracking performance of the organisation's progress against Key Performance Indicators (KPIs)
- Develop and execute multi-channel marketing plans to achieve ambitious income and loyalty targets
- Analyse the effectiveness of marketing strategies, using data insights to drive a test-and-learn approach and share learnings across the organisation
- Ensure a seamless supporter experience across all touchpoints to deepen engagement and drive long-term value
- Develop the organisation's brand tone of voice and be a caretaker of brand guidelines, driving design and development of all offline and online marketing collateral
- Maintain stewardship of the Well Grounded brand intellectual property (IP), including further development of IP rights and distribution across external partners
- Build and manage Well Grounded's social media and digital content platforms (including Instagram, Twitter, LinkedIn, Facebook and YouTube)
- Create and manage our communications programme of news stories & success studies with the goal of increasing traffic to Well Grounded external communications channels (increases in social media followers, re-shares, newsletter sign-ups, etc.)

- Deliver and execute a plan for newsletter communications with key stakeholders including Graduates, employer partners, funders and supporters, increasing readership and engagement
- Support existing funding partners with any media or communication matters to ensure Well Grounded is represented as per funding and contractual requirements
- Increase awareness of Well Grounded in the public and private sector environment, supporting senior leadership to drive future contract and commercial leads
- Identify and participate in mandatory and discretionary CPD in accordance with the organisational CPD policy, disseminating best-practice marketing knowledge and skills to the team

### **Commercial Development**

- Drive commercial partnerships through building Well Grounded's market presence e.g expanding partnerships with corporate sponsors
- Ensure effective marketing and communications of all commercial revenue
- Develop and execute a quality framework for Well Grounded branded revenue lines and ensure ongoing quality checks product lines
- Build brand and marketing partnerships with new and existing brands, funders and stakeholders including increasing the Well Grounded profile (e.g. influencers, industry collaborations)
- Ensuring joint marketing and communications objectives are met with commercial partners, including contractual requirements

### **Press & Public Relations (PR)**

- Oversee press and PR, actively identifying opportunities and ensuring growth of Well Grounded's external profile
- Build Well Grounded's database of press and PR, maintain working relationships with national journalists and media outlets to secure coverage including research opportunities for sector-focused journalists
- Develop and distribute press releases, news events and campaigns
- Lead and monitor applications for industry awards (third sector and specialty coffee/hospitality), which help to add credibility to the brand's positioning for social impact and transparency

### **Website Management**

- Establish plan for new website promotion and KPIs with the goal of driving traffic to the website, increasing search engine optimisation (SEO) reach and user interactions (e.g. online donations, coffee product)
- Manage website content and regular updates in partnership with senior management team, in line with organisational requirements

### **Event Management**

- Lead the branding and marketing for fundraising events (e.g. 2024 Gala Event hosted by Jay Rayner)
- Lead on all industry event presence and participation (e.g. LCF, Caffe Culture, social procurement festivals, etc.), including support for all Well Grounded Graduation events
- Liaise with cohort sponsors and coffee bar partners (commercial and non-commercial), ensuring joint objectives and contractual requirements are met through all collaborative events and site activations

### **Operational Support**

- Manage marketing and communications used to drive recruitment of learners and employer partners for programmes
- Manage case study database and create Graduate learner and employer case studies with appropriate consent, in collaboration with operations team
- Manage photo consent in line with GDPR requirements
- **NOTE: If this is not your area of expertise as a marketer, we will provide plenty of on the job training.**

### **Financial Management**

- Managing Marketing & Communications budget, reporting to senior leadership in line with organisational processes

- Drive sales to meet organisational targets, track return on investment (ROI) on marketing channels and make recommendations to senior leadership

### **Job specification**

#### **Essential**

- At least 5 years' experience in a similar role.
- A degree or equivalent in a related field.
- A proven record of executing and leading successful campaigns.
- Passion for social impact
- An understanding of digital and online marketing including social media.
- Advanced written and verbal communication skills
- Excellent presentation and communication skills and an ability to communicate with a range of people from different backgrounds
- Working to tight deadlines
- An interest or knowledge of coffee
- Working with a range of partners with multiple interests
- Proficiently work on G Suite / Microsoft Office and design programmes (Canva, etc.)

#### **Desirable:**

- Knowledge / experience working in the coffee or hospitality industry
- Knowledge or experience of cause related marketing

#### **Approach**

- An ability to nurture strong mutually beneficial relationships
- Excellent communication skills and an ability to communicate with a range of people from different backgrounds
- An ability to work collaboratively, taking and incorporating feedback
- To have a confident, calm approach to problems and use initiative to find solutions
- An ability to work flexibly and be mobile whilst managing responsibilities and deliverables
- An ability to organise and be self-motivated
- A commitment to social impact and a belief in supporting everyone to reach their full potential
- An eye for detail and commitment to quality

#### **About Well Grounded**

Well Grounded is an award-winning social enterprise, launched in 2016 to support the UK's unemployed with the skills to access sustainable careers in coffee. We create social change by partnering with the coffee industry to provide opportunities for skilled, passionate and committed individuals to grow. Our Vision: a society where people are thriving socially and economically in a diverse, dynamic and nurturing coffee community.

To date, we have helped over 550 individuals through our core employability programmes, with a 90%+ completion rate and over 70% of our Graduates going into employment.

#### **To apply:**

In video format, or through a cover letter, tell us: ***Why are you the right person for the job, and where you think this role can develop the organisation over the next three years.***

**Please also include a CV and upload these to our [Application Form](#)**

We encourage applications from all backgrounds, communities and industries, and are committed to having a team that is made up of diverse skills, experiences and abilities. Your video or cover letter can be uploaded at the relevant point in the application form.



Applications close at 12:00 on Monday, 7 October 2024. Please note, first round interviews are planned for w/c 14 October 2024.

**Further questions:**

If you have any questions please do not hesitate to contact Sonja Wittenberg by email at [sonja@wellgrounded.org](mailto:sonja@wellgrounded.org)

Also, take a look at:

Website: [www.wellgroundedjobs.co.uk](http://www.wellgroundedjobs.co.uk)

Twitter & Instagram: [@wellgroundedhq](https://www.instagram.com/wellgroundedhq)

LinkedIn: [@WellGroundedCIC](https://www.linkedin.com/company/WellGroundedCIC)

## Head of Marketing & Communications (Short)

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### **Top 3 Measures of Success:**

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### **Key accountabilities:**

#### **Marketing & Communications Lead**

- Lead and develop the organisational Marketing & Communications strategy, tracking performance of the organisation's progress against Key Performance Indicators (KPIs)
- Develop and execute multi-channel marketing plans aimed at achieving ambitious income and loyalty targets

#### **Commercial Development**

- Drive commercial partnerships through building Well Grounded's market presence e.g. expanding partnerships with corporate sponsors including Alpro, De'Longhi, Gail's, Waitrose.
- Develop and execute a quality framework for Well Grounded branded revenue lines and ensure ongoing quality checks product lines

#### **Press & Public Relations (PR)**

- Oversee press and PR, actively identifying opportunities and ensuring growth of Well Grounded's external profile

#### **Event Management**

- Lead the branding and marketing for annual fundraising event e.g. 2024 Gala Event hosted by Jay Rayner
- Lead on all industry event presence and participation (e.g. LCF, Caffe Culture, social procurement festivals, etc.), including support for all Well Grounded Graduation events

#### **Operational Support**

- Provide quality framework for all outreach and advertising materials to promote programme recruitment for learners and Graduate engagement
- **NOTE: If this is not your area of expertise as a marketer, we will provide plenty of on the job training.**

#### **Financial Management**

- Managing Marketing & Communications budget, reporting to senior leadership in line with organisational processes
- Drive sales to meet organisational targets, track return on investment (ROI) on marketing channels and make recommendations to senior leadership

### **Job specification**

#### **Essential**

- Proven experience developing and executing comprehensive, integrated marketing strategies to drive brand awareness and build commercial revenue
- Advanced degree in marketing, business or a related field

#### **Desirable:**

- MBA or advanced degree in marketing, business or a related field
- Working, studying, communicating or volunteering with vulnerable/disadvantaged young people or adults

### **Approach**

- An ability to work collaboratively, taking and incorporating feedback
- A commitment to social impact and a belief in supporting everyone to reach their full potential
- Excellent communication skills and an ability to communicate with a range of people from different backgrounds
- An ability to organise and be self-motivated
- A calm approach to problems and an ability to use initiative to find solutions
- An interest or knowledge of coffee

### Perks & Benefits

- Free coffee!
- Flexible home-based working
- 36 days paid leave per year: 25 days annual leave, 8 bank holidays, 3 days between Christmas and New Year (prorated)
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We encourage applications from all backgrounds, communities and industries, and are committed to having a team that is made up of diverse skills, experiences and abilities. Your video or cover letter can be uploaded at the relevant point in the application form.

Applications close at 12:00 on **Monday, 23 September 2024**. Please note, first round interviews are planned for **w/c 30 September 2024**.

### Further questions:

If you have any questions please do not hesitate to contact **Sonja Wittenberg** by email at **[sonja@wellgrounded.org](mailto:sonja@wellgrounded.org)**

Also, take a look at:

Website: [www.wellgroundedjobs.co.uk](http://www.wellgroundedjobs.co.uk)

Twitter & Instagram: [@wellgroundedhq](https://www.instagram.com/wellgroundedhq)

LinkedIn: [@WellGroundedCIC](https://www.linkedin.com/company/wellgroundedcic)



