



# Rites for Girls®

TITLE	<b>Marketing Manager</b>			DATE	June 2024
CONTRACT	Fixed-term contract for 2 years				
LOCATION	Work from home, must be UK based				
REPORTS TO	Project Director				
WORKING HOURS	16 hours per week (2 days)				
SALARY	£23,795 per annum (FTE) (£9,518.08 pro rated)				
BENEFITS	11 days paid annual leave, which includes 8 public holidays per annum (FTE), self-managed flexible working.				
DIRECT REPORTS	N/A				
PURPOSE	<p><b>Who are we?</b></p> <p>Our mission is to change the world – one girl at a time. Girls are growing up in a changing and challenging world. As well as managing stress, bullying, siblings, divorce and exams, they’re navigating the world of social media, online harassment and online pornography. Their adult support networks are weakened as parents work long hours, extended families live far and wide, and teachers are stretched.</p> <p>Rites for Girls mentors girls right through their adolescence and we train women to facilitate girls’ groups where preteen girls prepare for puberty and learn how to take charge of their emotional, social, and mental well-being. This guidance continues through their teenage years. We also support their mothers as the girls journey through this pivotal phase.</p> <p>We aim to make growing up for girls an easier, safer, and better supported journey.</p> <p><b>We have been awarded funding from The National Lottery Community Fund for a three year project to broaden our reach into diverse communities, address economic barriers to access, and scale up the organisation to ensure sustainability.</b></p>				

As **Marketing Manager** you will play a key role in this exciting project to increase reach and connect with communities, working closely with the Project Manager, Outreach Manager and the Operations Manager.

The Reaching Communities Strategy focuses on outreach and empowering communities to lead the growth of support for preteen and teenage girls, particularly supporting community approaches and women's empowerment.

#### CORE ACCOUNTABILITIES OF THE ROLE:

- **Partnerships and Reaching Communities Management.** You will:
  - be proactive in suggesting innovative ways for marketing and promotions
  - develop creative campaigns online and offline to attract women to our training, especially those who are challenging to reach, and to attract specific target groups
  - design culturally diverse and sensitive marketing materials for a targeted campaign to promote training grants
  - talk to women within diverse communities to find out how best to speak to their communities
  - create and distribute materials (including promotional videos) to publicise our TNL bursary fund and attract girls, mothers and women to our programmes
  - raise national awareness of this National Lottery funded project
  - create public speaking opportunities for our founder eg podcasts, press, conferences
  - promote our involvement in outreach events eg WOW, Festival of the Girl, Silver Sky
  - generate regional interest in our public speaking events
  - explore local events to attend for networking opportunities
  - add to promotional materials that can be customised for local facilitators
  - support Facilitators to create content for use locally in line with the brand guidelines
  - manage our presence on Facebook, Instagram and LinkedIn
  - work with a PR firm as appropriate to maximise reach and engagement
- **Monitoring and Evaluation.** You will:
  - develop and deliver a national marketing plan
  - manage the marketing budget, recording and monitoring expenditure and ensuring all activities are delivered within this
  - write quarterly reports
  - provide engagement data to the Project Manager for impact reports

- **Sustainability.** You will:
  - have responsibility for marketing our facilitator training programme
  - build a network of volunteers, managing them as a team, to create promotional material directed at specific communities
  - partner with universities to offer a student internship
  - train our facilitators to promote themselves locally
  - contribute to a dynamic and highly skilled team
  - work collaboratively with others to support our overall organisational strategy.

And do this in line with our ethos - creating a brave space for women working authentically, each one supported and developed by their working together, to make a difference to the girls and women in the communities we serve.

#### THE IDEAL CANDIDATE:

We have so much we want to achieve, and we need someone who can juggle, prioritise, sense and respond.

You'll be part of a high performing team, co-creating a working environment where everyone enjoys their work and performs at their best.

You'll be self-motivated, with strong collaborative people skills, and have previous experience of a marketing manager role

You'll have excellent communication skills and the ability to develop and maintain professional relationships both externally and internally.

If you're passionate about making a difference and excel when working as part of a team, then we want to hear from you.

#### REQUIRED SKILLS/EXPERIENCE:

- Has an excellent understanding of marketing strategy, principles and processes and a record of having applied those principles and achieved consistent success
- Able to use relevant tools to report on progress, measure impact and interrogate data with a view to continuous improvement
- Customer focused with a collaborative, positive mindset
- Strong verbal and written communication skills
- Hard working, highly motivated and takes initiative
- Strong numeracy and literacy skills
- Is well organised and makes effective use of time
- Good IT skills to enable remote working
- Inspires and supports people, always leading by example

## ROLE QUALIFICATIONS

- Level 3 educated or equivalent in experience
- At least 3 years' relevant work experience
- Competent in Canva, Mailchimp, Wordpress, social media platforms (FB, IG, LinkedIn) and other design and marketing tools

