

Job description

Job Title:	Marketing Manager
Reporting to:	Head of Marketing
Direct reports:	Marketing Executive
Hours:	35 hours per week. Flexible working is in place between the hours of 08:00 – 19:00, some evening work outside of these hours may be required i.e., events. Core working hours are 10:00 until 16:00, Monday to Friday
Contract:	Full time, permanent
Salary:	£31,702
Location:	The House of St Barnabas, 1 Greek Street, London, W1D 4NQ
Application deadline:	Friday 21 st July 2023
First interview:	Tuesday 25 th July 2023
Second interview:	Monday 31 st July 2023

"The House of St Barnabas is one of my favourite hidden gems in London, a beautiful space to escape to. As a community builder I appreciate and support the great work they do in changing and supporting people's lives."

- Charlie Dark, movement maker, musician, DJ and founder of Run Dem Crew

"Soho is the roots, the premises of the House of St Barnabas is the trunk, the charity is the branches and the members are the blossom of this huge tree which has grown into a source of hope in London."

- Hadi, Employment Academy Graduate

About us

Our vision is of a future where lasting good work, a secure home and a supportive network are a reality for those affected by homelessness.

Our mission is to break the cycle of homelessness.

Are you a creative and analytical marketer? Are you passionate about the role of the culture and storytelling in achieving positive social change?

The House of St Barnabas is looking for a Marketing Manager to play a key role in the delivery and execution of our multi-channel marketing strategy, supported by our Head of Marketing and Marketing Executive. This role would suit someone looking to take a step-up into an exciting role, which you can help to build and define. Our ideal

candidate will be skilled at using content to drive engagement and action in a range of audiences and channels.

As we embark on exciting billboard campaigns and hold a 10th Birthday party, this is a key opportunity to help to drive brand awareness, member acquisition and play an important role in the implementation of a refreshed brand.

We are looking for a special individual to join us who is excited to play a part in supporting people's journey towards lasting paid employment and independence.

Areas of responsibility

- Support the development and execution of a multi-channel marketing strategy, including the planning, execution and performance of digital campaigns
- Collaborate with teams to create engaging, exciting and inspirational content to promote our cultural programme, with live music from people like Hot Chip, to art including Banksy and Tracey Emin
- Help to clearly communicate our impact so that it is distinct and shareable
- Execute the organic and paid strategy across our digital and social media platforms, including targeted advertising to drive membership and other income, and growing our online audience with key demographics
- Support Marketing Executive to manage a dynamic content calendar to deliver engaging, thoughtful newsletters and social media content which drives awareness, engagement and income
- Manage marketing partnerships, maintain a strong pipeline of potential partners
- Own all marketing reports, tracking the movement from awareness to conversion across all channels and share relevant trends with wider team
- Join our team in supporting and guiding Employment Academy participants on work experience

Person specification

Essential

- 3 + years' experience in a relevant marketing role
- An excellent communicator, both written and oral, with high levels of accuracy and attention to detail
- A driven and dynamic person who is team-spirited and looks out for the people around you
- Experience working with a CMS (Wordpress preferred)
- Experience working with email marketing tools (Mailchimp preferred)
- Experience of SEO
- Passionate about working to break the cycle of homelessness

About Us

House of St Barnabas is a charity and not-for-profit private members club. We deliver our mission through our Employment Academy, through which participants experience a holistic programme of long-term support, helping them secure good work, a good home and a good network. Underpinning our Employment Academy is our vibrant member's club based in our grade 1 listed building, right in the heart of

Soho. We fund our work through the profit we make from our club alongside innovation in fundraising.

For our model to work, we aim to run an outstanding private members club; bringing together a community of creative people from diverse experiences and expertise, who have come together around a shared ideal of creating a fairer, better society.

Commitment to inclusion

We're an equal opportunities employer, and proud of it. Every applicant and employee is afforded the same opportunities regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression.

We encourage applications from candidates with lived experience of homelessness.

Regardless of whether your experience is relevant to every one of the above points, if the House of St Barnabas and our ethos resonate with you, we encourage you to send in an application.

How to apply

To apply, please email your cv and cover letter to jobs@hosb.org.uk. Please consider these questions in your cover letter

1. Why are you interested in applying for this role at the House of St Barnabas?
2. Tell us about a digital campaign (paid or organic) that you have successfully delivered – what were the objectives and outcomes?
3. What marketing channels and activities would you explore to increase membership applications and why?