



Clare Social Leadership is one of the UK's most respected leadership development providers for social and non-profit leaders. Over the last ten years we have been supporting and developing exceptional leaders, who are changing the world and serving disadvantaged and underserved communities across the UK and globally. In 2018 we supported 1,000+ charity and community leaders to enhance their leadership capabilities and potential through a range of leadership programmes, events, masterclasses, toolkits and digital services.

We are looking to recruit an experienced, dynamic and high performing Director of Communications and Marketing to work with us on the next chapter of our exciting journey. This will include developing and implementing a new communications strategy for our recently established National Development Unit, engaging with sector stakeholders and growing revenue streams with innovative, multi-channel marketing campaigns for new and existing leadership development programmes and digital products.

2018 has been an exciting period of growth and transformation for the organisation. This included enhancing our digital capability, launching a new website and online digital school and scaling our programme and product portfolio to offer leadership development opportunities to leaders of all levels across the UK.

In addition, we have recently formed our National Development Unit (NDU) to advance our role as facilitator for social sector leadership. Through the NDU, we will bring together leaders and practitioners from across the Social Sector and engage them in conversations about good social and ethical leadership. In doing so, we aim to create system-wide, evidence-informed solutions that enable the organisation to establish a body of knowledge around social and ethical leadership.

The Director of Communications and Marketing will be part of our small, tightly focused team of 10 and work alongside the CEO, the Director of Programmes and Innovations, and the Director of Operations on our senior management team, providing the opportunity to contribute to the organisation's wider strategic aims.

Role Description

To provide strategic and creative leadership in order to achieve revenue, participant targets, wider communications and marketing objectives, including;

- Growing revenue streams by developing successful multi-channel marketing campaigns for our expanding range of leadership development programmes and products.
- Translating brand propositions and communication objectives into visual output and digital environments
- Developing and implementing marketing strategies which create shifts in the awareness and income generating capacity of Clare Social Leadership
- Management of the relationship with external brand and design partners
- Working with the Chief Executive and other members of the team to develop and implement a comprehensive communications strategy for the NDU, taking into account the needs of multiple stakeholder groups, including government, funders and the wider sector
- Building relationships with industry press and media
- Growing and protecting Clare Social Leadership Brand
- Line management of Marketing Officer

Skills & Experience - (E=essential, D=desirable)

This role is likely to suit someone currently in a responsible managerial position who is hungry to take the next step on a marketing career ladder, keen to try out new things and build your skills in an experimental, growing and fast-moving organisation going through an exciting period of change.

- Exceptional communications, interpersonal and consultative skills and the proven ability to build relationships, securing buy-in and building credibility at the most senior levels (E)
- Ability to prioritise and deliver high quality work with minimum supervision; able to multitask under pressure and bring people with you on key decisions (E)
- Demonstrable digital skills and strong awareness of digital trends (E)
- Track record of driving change, fostering a culture of ideas and innovation, and instilling new thinking amongst colleagues (E)
- Financially astute and analytical with a proven track record of developing and managing departmental budgets (E)
- Strong creative judgement and a good eye for design (E)
- Exceptional problem solving skills, with a good mix of evidence-based decisions balanced with pragmatism, flexibility and common sense (E)
- Educated to degree level (E)
- Experience working/volunteering in a third sector or social impact organisation and/or a proven passion about social impact and leadership development (D);
- CIM qualified (D)

Person Specification

- Flexible: Adaptable to a fast paced changing environment
- Focused: Able to think analytically, analyse data and extract key messages. Strong attention to detail
- Creative: Proven ability to think creatively and deploy ideas innovatively
- Courageous: Able to challenge the status quo to seek continuous improvement & innovative solutions;
- Curious: Life long learner, actively engages in personal and professional development
- Passionate: About the power of learning and development in catalysing social change

Hours and place of work

The post is for five full days each week, normally within office hours (9.30am to 5.30pm), amounting to 35 hours per week. Some flexibility is necessary as you may need to attend morning and evening events and nights away at residential events

The office will be located at CAN Mezzanine on East Road, near Old Street tube area from January 15, 2019.

Pay and benefits

Salary for this role will be circa £45,000 and the post holder is entitled to 25 working days holiday each year in addition to statutory holidays.

Application Process



Send covering letter and CV to recruitment@cloresocialleadership.org.uk

Application deadline: **Monday, January 21, 2019.**

1st round interviews: **afternoon of Thursday, January 24, 2019**

2nd round interviews: **afternoon of Friday, January 25, 2019**

Clore Social Leadership is committed to a policy of equality and diversity.

Registered charity number: 1136727