



Director of Marketing and External Relations

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 social sector leaders who are changing the world and serving disadvantaged and underserved communities across the UK and globally. In 2018, we supported 1,000+ social 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 Marketing and External Relations to work with us on the next chapter of our exciting journey. We are looking for someone with the creative vision and energy to build our profile as a facilitator for innovative social sector leadership.

We are at a turning point in growth and transformation for the organisation. You will drive forward an exciting new initiative to build a movement of one million social sector leaders over the coming years. You will engage with sector stakeholders and grow our revenue streams by establishing commercial partnerships that will take our work to the next level, as well as develop innovative, multi-channel marketing campaigns for our new and existing leadership development programmes and digital products.

Our recently formed National Development Unit (NDU) offers a fantastic opportunity for you to make an impact by building a community of changemakers. Through the NDU, you will help bring together leaders and practitioners from across the social sector and engage them in conversations about good social and ethical leadership. In doing so, you will help build a movement of one million leaders who are changing the conversation about what it takes to step up to leadership.

The Director of Marketing and External Relations will be part of our small, tightly focused team of 11 and work alongside the CEO, the Directors of Leadership Programmes, Innovations and 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 build Clare Social Leadership's profile, achieve revenue, participant targets and build engagement campaigns to support our work, including;

- Establishing and growing commercial partnerships in order to sustain and grow our expanding range of leadership development programmes and products.
- Growing revenue streams by developing successful multi-channel marketing campaigns for our expanding range of leadership development programmes and products.
- Collaborating with the CEO and Fundraising and Development Officer to help develop and execute a fundraising strategy that will allow Clare Social Leadership realise its ambitious future strategy.
- Building the profile of Clare Social Leadership by developing and driving innovative communications and marketing campaigns.



- Developing and implementing a comprehensive external relations strategy for Clore Social Leadership and 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 the Clore Social Leadership Brand
- Line management of Marketing Officer

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

This role is likely to suit someone who is ambitious and keen to make their mark. You will have a strong track record in building movements and developing high profile engagement campaigns. You will be a bold and imaginative professional who will take Clore Social into a new space. You will be a confident public speaker, a persuasive, charismatic campaigner who is also hard working, with an attention to detail. You will bring your experience gained in a commercial environment, or delivering commercially-successful products, to help us build an exciting new platform for leadership development. You will join an experienced, talented and friendly team in an experimental, growing and fast-moving organisation going through an exciting period of change.

- Strong track record in establishing and building commercial partnerships and delivering successful, multi-channel marketing campaigns (E)
- Experienced at leading and developing impactful brand and profile-raising campaigns (E)
- Thorough understanding of building movements and engagement campaigns (E)
- Exceptional communications and interpersonal skills and the proven ability to build relationships, securing buy-in and building credibility at the most senior levels (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)
- 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)
- Ability to demonstrate a passion for social impact and leadership development in a social sector context (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 is located at CAN Mezzanine, 49-51 East Road, N1 6AH, near Old Street tube station.

Pay and benefits

Salary for this role will be circa £50,000 and the post holder is entitled to 25 working days holiday each year in addition to statutory holidays. Full time only considered.

Application Process

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

Application deadline: **Thursday 30 May 2019 midnight**

1st round interviews: **Wednesday 5 June 2019 and Thursday 6 June 2019**

2nd round interviews: **Tuesday 11 June 2019**

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

Registered charity number: 1136727