



CAUSE4

Marketing and Events Fellowship

Two-year development opportunity

ABOUT CAUSE4

Cause4 champions new ways of scaling up charities and social enterprises supporting them to change and grow. A small team but with big ambition and a big heart, it's not the size of project that matters to us but whether it can make an impact. Provoking change is at the heart of our mission.

Cause4 works in partnership with corporations, charities and people to develop important projects, create new business models, as well as to raise vital funds working across the *charity, arts, sports* and *education* sectors. Since set up in May 2009, *Cause4* has raised over £57 million for clients and is committed to helping attract the best graduate talent to work on some of the charitable sector's most pressing issues.

As a social enterprise and certified B-Corporation, *Cause4* measures its social impact based on the level of income achieved for clients, and the associated impact of programmes across multiple beneficiary communities.

CAUSE4 VALUES

- **Curious** – *our culture seeks to foster ideas, encourage considered risk-taking and support creativity that will achieve the best results.*
- **Ambitious** – *we actively encourage partnerships and collaboration, supporting organisations to be open to change in a fast-changing environment.*
- **United** – *we put team-working and collaboration at the heart of all our work.*
- **Straight-talking** – *we are straightforward and honest, and our communications are simple and jargon-free.*
- **Entrepreneurial** – *we aim to develop dynamic and entrepreneurial business models that support sustainable and cost-effective programmes for charities.*

ARTS FUNDRAISING & PHILANTHROPY

The Arts Fundraising & Philanthropy Programme's mission is to strengthen arts and cultural organisations' resilience and sustainability by transforming their fundraising knowledge, skills and levels of success. It is funded by Arts Council England and is led by *Cause4* with consortium partners the University of Leeds and the Arts Marketing Association. The Programme is part of Arts Council England's National Portfolio as a Sector Support Organisation through to 2022.

PURPOSE OF THE ROLE

Cause4 is now looking to recruit a Marketing and Events Fellow to specifically support the delivery of the high-profile Arts Fundraising & Philanthropy Programme, as well as to run a range of events and to support the team in developing new initiatives. This is a superb opportunity to join *Cause4* on a two-year development programme, that will give you an in-depth insight into the sector, fast-track agency experience and a certified qualification – spearheading your career in the cultural sector. You will join three other Fellows all working across fundraising, communications and associated initiatives.

This new post is an opportunity for a driven person at the start of their career. We are looking for someone who wants to learn and develop in the post, whilst supporting an acclaimed funded programme in the arts, culture and heritage sector. The role presents the successful candidate with a two year programme of learning and development opportunities alongside the chance to work in a small, busy team. We are looking for someone at an early stage in their career looking to make an impact, and particularly with an eye on a future role in marketing and communications.

With regular performance and salary reviews, pension and benefits, this role also includes professional development support through membership of the Arts Marketing Association and access to their events and annual conference, as well as critical friend support from a Senior Marketing Consultant.

JOB TITLE:	Marketing and Events Fellowship, £22.5k in year one and 25k in year two
REPORTING TO:	Head of Programme, Arts Fundraising & Philanthropy
JOB PURPOSE:	To deliver marketing activity supporting Arts Fundraising & Philanthropy's Programme of work across the country, and support events management of our public facing programme of work.

TWO YEAR TRAINING PROGRAMME

Year one Associate year

In your first year you'll receive regular training alongside practical experience delivering the marketing components of Arts Fundraising & Philanthropy. You will develop your understanding of arts fundraising through training in the essentials of fundraising; grow your marketing skills through attendance on a number of Arts Marketing Association webinars and training dates; and understand the role of governance through taking part in *Cause4's* Trustee Leadership Programme, giving you the knowledge and skills to become a charity Trustee. You will be supported by a senior Marketing Consultant who will help you build your skill set and act as a critical friend throughout this first year as an Associate.

Throughout your first year you will receive regular reviews and feedback, and at the end of year one, you will be expected to complete a short research project, bringing together your learning from the year and showcasing your development. These short projects are published on our website and disseminated through our network of charities, social enterprises and philanthropists.

Year two Fellowship year

Following a successful first year, your career will take another leap, as we work with you to refine your skills and focus on a particular area of interest. Whilst you will be expected to contribute to all aspects of *Cause4's* work, you will continue to focus on Arts Fundraising & Philanthropy but will begin to incorporate other areas of our client-facing work within your portfolio of activity.

Your second year will also see you gain a professional qualification in an area related to your specialism. Examples of qualifications offered include:

- Chartered Institute of Marketing Foundation Certificate
- Chartered Institute of Public Relations Professional PR Certificate
- Chartered Institute of Marketing Foundation Certificate in Professional Digital Marketing
- Post Graduate Certificate in Arts Fundraising and Leadership through the University of Leeds
- Guildhall Creative Enterprise Programme Certificate

At the end of year two, we can support you to fast-track your career with *Cause4*, or we will support you into a career in your area of interest via our extensive charity network.

JOB DESCRIPTION:

Marketing Campaigns

- To deliver creative marketing campaigns in support of overall marketing strategies
- To prepare, plan and manage the publication of publicity material in conjunction with external designers
- To maximise sales opportunities, including taking a central development and coordination role (in conjunction with developers) for the effective usage of our data in Salesforce including relevant audience segmentation
- To research and identify potential participants for key programmes, with a focus on developing new

audiences and partnerships where appropriate

- To liaise with the senior team including reporting on campaign plans, marketing activity and sales
- To work with the Head of Programme to develop an effective e-communications schedule, maximising the use of audience segmentation to drive open rates and interaction with the relevant opportunities
- To develop a programme of reciprocal marketing opportunities with Sector partners and interested parties, curating monthly content of interest to our subscribers
- To engage with participants of our e-learning courses, referring them to other offers and encouraging participation on the platform
- To review competitor practice and to make recommendations for improvements around areas not limited to pricing, communications, digital and social media activity
- To support good data practice in line with GDPR requirements and the organisation's data policies

Digital

- To support the development of *Cause4's* online and digital profile, helping to maintain dynamic and up-to-date websites, social media profile and the generation of digital content for programme partners
- To work in conjunction with our external social media consultants
- To lead on the creation of regular e-newsletters for *Cause4* and associated programmes, with support from other *Cause4* staff
- To produce necessary materials including handouts and presentations
- To proof-read and liaise on the design and production of all marketing assets
- To manage Eventbrite and other ticketing software as appropriate to ensure it is fit for purpose and being used effectively for reporting and analysis
- To manage and respond to enquiries via our digital platform GoSquared
- To co-ordinate with key partners, specifically the Arts Marketing Association to populate CultureHive

Brand

- To support the development of the *Cause4* and programme brands and their effective use across media
- Under the guidance of the external PR agency, to help prepare press releases
- To establish and maintain good contacts with all stakeholders including project partners, funders, participants, trainers, training venues and others in support of sales and maximising brand presence

Events/Projects

- With the support of the Head of Programme, to support the planning and implementation of external events with partner organisations
- In collaboration with the Head of Programme, to support the operational management of events Including helping to administer the national public-facing training programme
- To take responsibility for the marketing, recruitment and communications around events

Other

- Being accountable for producing the quarterly metrics for web and mailshot and identifying new opportunities to target audiences
- To actively take part in organisational development and training opportunities
- To contribute to the preparation of thought leadership opportunities including writing regular blogs
- To comply with *Cause4's* policy and procedures including but not limited to health and safety; policies pertaining to the Investor in People status and B-corp accreditation
- Any other duties as requested by the Senior Leadership Team

PERSON SPECIFICATION

- Demonstrable experience, with particular strengths in those areas identified in the role description
- Commitment to the *Cause4* values: Curious; Ambitious; United; Straight-talking and Entrepreneurial
- Demonstrable experience and understanding of the delivery of successful marketing campaigns
- Demonstrable copywriting skills and excellent attention to detail
- Good computer skills with a strong command of software packages including Word and Excel and experience of website content management systems, email marketing and management software, a sound understanding of Google Analytics and social media integration
- An ability to generate original ideas for marketing campaigns, social media outreach and other initiatives
- Strong communication and networking skills with experience of dealing with stakeholders, customers and colleagues at all levels
- Ability to work on own initiative and as part of a team
- Conscientious, with a positive 'can do' attitude

TO APPLY

Please send an up to date CV with a covering letter (no more than three sides of A4) outlining how you meet the job specification including Cause4's values. Applications should be emailed to

David.johnson@cause4.co.uk. Please include a completed equal opportunity form.

The deadline for applications is **9th December 2019 at 12 noon**. Interviews will be held later the same week or early the week after. For more information about the role please contact David on the email address above.

BENEFITS

- A prestigious qualification at the end of the two years and a specialism in an area of your choice
- An opportunity to fast-track your career in arts marketing
- An exciting opportunity to join a growing team, in a thriving co-working space (MindSpace) that hosts weekly events, including yoga, meditation, cultural activities, networking opportunities, skills development sessions, pizza parties and more
- 30 days holiday a year inclusive of public holidays
- Regular team events and celebrations
- Regular performance and salary reviews
- Flexible working options between 8am and 7pm
- Private pension, health benefits and death in service insurance
- *Cause4* is invested in the wellbeing of its staff and has a dedicated Mental Health Champion, offers a generous health cash plan and counselling support

Cause4 is a Silver Award holder for Investors in People and is an equal opportunities employer. We welcome applications from people from the widest possible diversity of backgrounds, cultures and experiences.