

Do you want to help millions of women in some of the world's poorest countries succeed as entrepreneurs and work their own way out of poverty?

We are seeking an outstanding Marketing Officer to raise the organisation's visibility and support our growth. Your twin objectives will be to:

- craft exciting, engaging digital and social media content, and
- use your marketing skills to promote and celebrate our corporate partnerships.

The person we're looking for will be a self-starter, have fantastic writing, editing and content creation skills, and love collaborating. If this sounds like you, we'd love to hear from you.

Marketing Officer (part-time, 3 days a week)

Reports to:	Head of Marketing and Communications
Location:	Hybrid. We work in our central office in Baker Street, Marylebone (London) Tuesday to Thursday, with Mondays and Fridays at home.
Contract:	Part time - 3 days a week. Flexible working options considered (including school hours and compressed hours)
Languages required:	English
Starting date:	As soon as possible
Salary:	£29,000 - £34,000 FTE (£17,000 - £20,400 pro-rata), depending on candidate experience

We treat all applications equally, however we actively encourage applications from people from black, Asian and minority ethnic backgrounds, people who identify as LGBT+, who have a disability, as well as those from a working-class background, as these groups are currently under-represented in the charity sector. Our aim is to become a truly inclusive organisation, with a workforce as diverse as the communities we serve.



Background

At Hand in Hand, we help women beat the odds and succeed as entrepreneurs. The money they earn and the confidence they gain changes everything. Whole families and communities rise with them.

Since 2003, from Afghanistan to Zimbabwe, we've helped more than 5 million women launch small businesses that can stand the test of time. Some are smallholder farmers learning to stand up to climate change. Some are refugees starting a new life after running from conflict. Others are young women and girls with few opportunities, starting to dream – and plan – for the future.

Our members' achievements (so far) include:

- 6.2 million new and improved jobs
- +93% average increase in monthly income
- 84% of women with the power to make decisions about their lives.

Hand in Hand International is based in Baker Street, central London, with a flexible working policy that includes work-from-home Mondays and Fridays. Our team works with partners throughout the global Hand in Hand network, specialising in fundraising, strategic and programmes advice, and donor relations.

Why work at Hand in Hand?

Work-life balance: We offer home working as standard on Mondays and Fridays. Flexible working requests (including compressed hours) will be considered for all roles.

Positive, inclusive culture: Being an employer of choice is one of Hand in Hand's six strategic goals. We aim to have an 80% recommender score (measured via our yearly staff survey). We believe diversity drives innovation and excellence and aim to recruit 33% of all new roles from groups that are traditionally underrepresented in the charity sector.

Sector-best parental leave: We offer employees parental leave at 20 weeks' full pay or equivalent to new mothers or primary caregivers and 13 weeks' full pay or equivalent to new fathers or secondary caregivers (this also applies to adoption and surrogacy). We also offer five days paid dependents' leave per year.

International travel: in this role you will have the opportunity to travel to Kenya and Tanzania and meet the entrepreneurs we support.

Employer pension contributions of 6.5%

Working from home stipend: We provide a monthly contribution towards working from home.

Professional development: As part of a growing team, you will have opportunities to progress and develop in your role and access external training if required.

Cycle to Work scheme: Receive a bicycle worth up to £1,000 tax-free, repaid over 12 months by means of salary sacrifice.

Caparo House
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London W1U 6LN
handinhandinternational.org

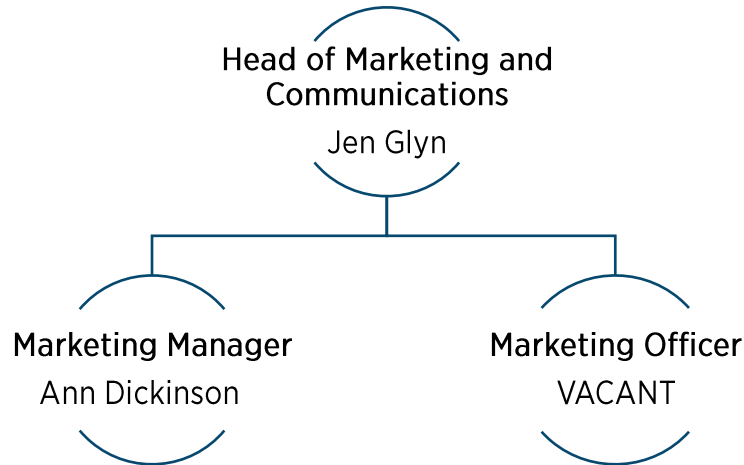
Hand in Hand International
is a registered charity
in England and Wales (1113868)



Our culture

We believe collaboration is the key to creating change, and, as part of a global organisation, work with colleagues in Kenya, Tanzania, Afghanistan, Sweden, Germany and the US to create and deliver world class programmes. Our open organisational structure encourages cross-team working – from programmes and fundraising to communications and events.

Our team



Roles and responsibilities

Reporting directly to Head of Marketing and Communications, the primary objective of the role is to support the expansion and growth of the organisation with engaging, audience-focussed social and digital content. You will also act as the marketing lead for Hand in Hand's corporate partnerships, working closely with the fundraising team.

- Create insight-led social media and digital marketing campaigns, that deliver results for a range of audiences.
- Generate original social media content (e.g. infographics, video clips, blogs) in accordance with Hand in Hand's brand guidelines, using Canva where required.
- Create and edit web pages (using WordPress, our website content management system – no coding required) and emails (using our mailer, HubSpot).
- Deliver targeted paid-for advertising campaigns in Google Ads and LinkedIn Ads, using audience testing and segmentation.
- Act as marketing lead for our corporate partners (creating social content and share kits, drafting blogs and editing pitches), working closely with the fundraising team.



- Work with the wider communications team to ensure all of Hand in Hand's external communications meet our brand guidance.
- Bring the voices of the women we work with to the fore, writing and editing case studies where required.
- Effectively manage case studies, photography and videography, using our case study management system.
- Monitor and review data across social and digital channels and contribute to evaluation reports.
- Contribute to team planning and weekly team workflow meetings.
- Perform ad hoc duties as required to support the team, for example sourcing marketing materials.
- Build strong relationships with network colleagues across Hand in Hand.
- Follow Hand in Hand's policies and procedures, including safeguarding and data protection.

Skills and knowledge

- Marketing experience in an in-house or agency role.
- Exceptional writing, editing, and storytelling skills – with the ability to transform information and data sets into engaging content.
- Structured and organised - with the ability to prioritise a variety of tasks in line with team needs.
- Experience using digital marketing tools to deliver results (e.g. engagement, conversions), including email marketing systems e.g. Mailchimp, HubSpot
- Demonstrable experience creating successful targeted, paid-for and organic campaigns on social media.
- Experience using design software e.g. Canva, Adobe.
- Effective communicator with the ability to quickly build strong working relationships with colleagues and corporate donors.
- Experience using a web Content Management System (e.g. WordPress). *No coding required.*
- Track record of optimising webpages, using engagement metrics e.g. traffic acquisition and conversion.
- Experience with Microsoft Office Suite, including PowerPoint.
- Exceptional cross-cultural awareness and sensitivity.

Desirable:

- An understanding of the charity sector, women's rights, climate or international development
- Experience with Google Analytics (G4A)
- Experience using communications planning tools or systems (e.g. Hootsuite, Asana, HubSpot)
- Experience building campaigns in LinkedIn



How to apply and enquiries

We are delighted to be working with Prospectus for this role. Please contact Rhys (Rhys.Barber@prospect-us.co.uk) to submit your CV and for any enquiries about the role, with the subject line: Marketing Officer, Hand in Hand International

The deadline for applications is 20th May.

First round interviews will be held on 29th May, via Microsoft Teams or in person at our Baker Street Office. There will be a short written test which can be completed remotely.

Second round interviews will be held on 5th May.

Alternative dates can be provided if necessary.

Please let Prospectus know if you require any adjustments at interview stage.

Unfortunately, we can only accept your application if you have full rights to work in the UK for at least three years from the date of your application.

The [monitoring form](#) will not be part of the application form but we'd love it if you could fill it in, as it will really help us in our efforts to become a more diverse team.

Successful applicants will be subject to references and an up-to-date DBS check.