



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? Are you an experienced Marketing Manager looking to take your next step and assume a more senior role? We're looking for someone to lead our Marketing: driving all external B2B and B2C communications, with a strong emphasis on B2B, across all stakeholders including corporates, institutional donors, and sector partners, in the UK and internationally. Via all channels including website, email, social media, events, awards, speaker opportunities, and PR. If you're a generalist with a flair for writing, a knack for strategy and the ability to juggle multiple tasks – even the small ones – at once, we'd love to hear from you.

HEAD OF MARKETING & COMMUNICATIONS

Reports to:	CEO
Location:	London, UK, with overseas travel. Our policy is for full time staff to work 3 days in office, and 2 days from home.
Contract:	Permanent, full-time; as a family-friendly employer we are open to part-time candidates.
Languages Required:	English
Starting Date:	As soon as possible
Salary:	£ 40,000 – £49,000

Background

Hand in Hand we can 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 3 million women launch micro-enterprises 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:

- 3 million new and improved enterprises
- 4.5 million new and improved jobs
- 30% increases in income
- 99% of women with more freedom and influence at home

- 95% of families with savings to see them through a crisis

Hand in Hand International is based in Baker Street, central London, with a working policy that includes work-from-home Mondays and Fridays. Our 15-strong team works with partners throughout the global Hand in Hand network, specialising in fundraising, strategic and programmes advice, donor relations and marketing.

Hand in Hand is looking for an ambitious, positive Head of Marketing & Communications to join our award-winning team. We are a lean operation, with 90 percent of all funds raised being spent directly on programmes in 2020-'21. You'll be joining us at a great time, supporting the ambitions of a team galvanised by strong annual income growth of 30%+, a highly supportive board and a new strategy to 2026 for expansion into new countries and services.

You will play an important part in reinforcing Hand in Hand International's position as leaders in women's economic empowerment by developing **best-in-class owned content**, raising our **sector profile** and deepening our engagement with **our small but high-value database** through all channels. The role is highly **international**, working with colleagues across Afghanistan, East Africa and India, as well as Germany and Sweden, and audiences spread across the globe. You may therefore be required to travel.

Why work at Hand in Hand?

- We are a lean, nimble team, excited by innovation. Got an idea? Let's try it – no suffocating bureaucracy here.
- Working with our programmes offers the opportunity to impact people's lives at scale, across multiple themes such as livelihoods, women's economic empowerment, and climate change.
- Our flat structure encourages work across teams and functions, from fundraising and programme management to Marketing and events.
- We truly value our employees, offering a range of enhanced and family friendly employee benefits including a 6.5 percent pension contribution, a monthly gym stipend or perk scheme, cycling-to-work scheme and sector-best parental leave.

We believe diversity drives innovation and excellence and welcome applications from individuals from all backgrounds, especially groups that are typically under-represented in the international development sector.

Duties and responsibilities

As a results-focused, entrepreneurial organisation, we would expect you to make the role your own, but the following duties are certainly part of it:

- Write, produce and manage Hand in Hand's owned media (written, visual, video) content, including our website, annual report and more.
- Plan and drive all external B2B and B2C communications, with a strong emphasis on B2B, across all stakeholders (corporate and institutional donors, prospects, and sector partners, in the UK and internationally) and via all channels including website, email, social media, events, awards, speaker opportunities, and PR.
- In particular, guide our growing efforts in marketing to a database of supporters, building lasting relationships that result in repeat donations, with the support of a team member.
- Grow Hand in Hand's shared media presence across all channels (LinkedIn, Facebook, Twitter).
- Manage the Hand in Hand brand, ensuring consistency across our media in the UK, with the support of external designers.
- Line manage two colleagues (one on a 6-month contract).
- Leverage relationships, on the communications side, with a portfolio of donors that includes some of Europe's biggest corporate foundations including Visa Inc., IKEA Foundation and Hilti Foundation.
- Establish Hand in Hand International as a leader in women's economic empowerment via a strong and consistent presence in sector media and events.
- Bring your marketing nous to board meetings as a member of Hand in Hand's senior management team, helping to make strategic decisions that impact our whole network.
- Support global Communications and Marketing colleagues, providing strategic advice and working together to produce best-in-class owned and earned media.
- Time allowing, support Fundraising and Programmes teams by editing major grant proposals.

Measurable outputs and performance indicators will include:

- Engagement on our website (frequency and duration of visits).
- Fundraising leads secured from email marketing.
- Numbers of sector speaking opportunities secured.
- Social media followers.
- Amount of media coverage secured (sector, consumer).

Essential skills, knowledge and experience

Experience:

- Full editorial and technical responsibility for a best-in-class website (content, not transactional).
- Five-plus years' track record of running B2B and/or email marketing campaigns that boost the bottom line.
- Longstanding experience writing about complex issues.
- Securing speaking engagements and sector media coverage that grow an organisation's profile.

Skills and behaviours:

- Able to manage multiple demands and complete tasks to deadlines with energy and a positive constructive attitude, by prioritising a heavy workload.
- Equally happy updating figures on Hand in Hand's website as plotting next year's Marketing strategy.
- Attentive to detail.
- Creative, innovative thinker and self-starter.
- Proficiency in WordPress or equivalent content management package, and Microsoft Office suite.

Education:

- Educated to degree level in communications, marketing, media/journalism, international development OR equivalent relevant experience.

Desirable skills, knowledge or experience:

- Some line management experience of staff or volunteers.
- Experience of commissioning video and design.
- An understanding of international development, international issues and/or women's empowerment.
- A marketing qualification would be advantageous but not essential.
- Demonstrable experience of managing a network of freelancers and contractors.
- Working knowledge of Adobe InDesign, Spark.
- Some experience of editing video would be desirable.
- Multi-cultural sensitivity.

How to apply and inquiries

Apply:

Please send your completed application form before Thursday November 11 5 PM, to: Matt.Till@prospect-us.co.uk. We will review applications on a rolling basis so apply as soon as possible.

The subject of your email should be Head of Marketing & Communications. 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.

Please visit our website:

www.hihinternational.org

For general inquiries please contact:

Matt.Till@prospect-us.co.uk