

# Julie's Bicycle

CREATIVE • CLIMATE • ACTION

## MARKETING MANAGER (PART-TIME)

### ROLE SUMMARY

**Job Title:** Marketing Manager (Maternity Cover)

**Contract:** Part-time, fixed term. 3 days per week (anticipated 1 year)

**Location:** Hybrid working: office base is at Somerset House, London (\*)

**Salary:** £35-38k per annum (pro rata) depending on experience

**Reporting to:** Managing Director

**Start date:** By the start of October at the latest – scope and preference for earlier handover if possible

**Normal hours:** Working hours are 9.30am – 5.30pm

**Deadline:** Midnight, Wednesday 20th July 2022

#### Other:

- Annual leave is 25 days per year plus standard bank holidays (pro rata)
- Cultural entitlement of £250 per year to spend on arts / cultural events & activities (pro rata)
- Pension scheme enrolment and 6% employer contributions (reviewed annually)

(\*) Access to office space in London is always available to staff who can't or don't want to work from home.

If you would like this application pack in a different format (e.g., large print or audio file), please email [recruitment@juliesbicycle.com](mailto:recruitment@juliesbicycle.com) or call 0208 746 0400

***NB The current postholder combines her marketing management role with Events Curation and Management - as a full-time role. As this is quite a rare skill set we have split the role for this Maternity Cover. However if you have experience in event organisation as well as marketing and would like to explore the combination please state this in your application.***

## ABOUT JULIE'S BICYCLE

[Julie's Bicycle](#) (JB) is a pioneering non-profit organisation mobilising the arts and culture to take action on the climate crisis. Founded by the music industry in 2007 and now working across the arts and culture, JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, JB delivers high impact programmes to meet the climate and ecological crisis head-on.

JB supports the arts and culture to: become net zero carbon and restore nature; inspire public action on climate and ecology; and champion environmental justice and fairness. Our

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work includes research, resources and training, consultancy, and policy development. We provide the creative community with the full range of tools, knowledge, and inspiration to act. We run a rich programme of events, projects, advocacy, and campaigns. [Our work](#) includes: a longstanding partnership with Arts Council England; Creative Green consultancy programme, Culture/Environment Policy Programme; Music Programme and Creative Climate Leadership (CCL). 2022/23 sees further development of our Climate Justice programme and new investment in our internationally renowned carbon calculator tools for the cultural sector as well as expansion of our CCL work. This is an exciting time to join an expanding, highly motivated team of 20 employees and additional external associates who, together, represent a unique mix of arts, culture, environmental, digital and operational expertise.

**We encourage people from any background to apply for this post. We are committed to creating a workforce which is representative of our society, and to bringing together those with a variety of skills and experiences to help shape what we do and how we work. We are particularly keen to hear from people of colour and those who self-identify as disabled.**

## THE OPPORTUNITY

Julie's Bicycle is seeking talented candidates to cover the Maternity Leave of our Marketing Manager. This is an opportunity to work in a passionate, dedicated team who are committed to making a difference and an organisation that is an internationally recognised leader in its field: come and join us!

You will work with our Communications Manager, Marketing and Comms Coordinator, Social Media Manager and the wider team to market our work to the creative sector and beyond. You'll ensure delivery of our marketing strategy and create strategies for new projects and events; plan and oversee the creation of engaging content and build strong relationships with partners and funders. You'll lead on managing our website, oversee our social media strategy, and use monitoring and evaluation to develop our approach.

This role will suit a proactive and flexible individual who will be a safe and committed pair of hands for a maternity cover, whilst bringing their own approach and ideas to JB. You'll be as comfortable undertaking hands-on delivery such as writing copy as you are stepping back to shape the bigger picture: and organised enough to juggle both.

You will be keen to profile our events, training and resources and grow our audiences and networks. You'll take pride in our new website and support its further development. You will be excited about the ways in which the arts and culture can make an exceptional contribution to the challenge of the climate and ecological crisis.

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## RESPONSIBILITIES

### Marketing strategy and marketing relationships

- Develop marketing plans for our core programmes and events and ensure implementation of these plans
- Develop JB's marketing strategy & approach in relation to arising opportunities and developments and continue to develop our overarching marketing strategy.
- Liaise with key marketing partners and peer organisations and build new relationships
- Working closely with the Communications Manager, lead on ensuring brand consistency

### Content

- Oversee creation of new content assets
- Direct the collection of key marketing material: testimonials; podcasts etc
- Write copy where needed
- Lead on the commissioning of film and podcast material
- Ensure implementation of google ads

### Website & CRM

- Lead on our website approach and priorities including regular posts and updates; liaising with our web providers for ongoing improvements; scope new web developments; implement website changes where needed (with support from our Marketing and Events Coordinator).

### Management

Working closely with the Communications Manager:

- Oversee the work of our 1.5 day per week Social Media Manager
- Manage the Marketing & Comms Coordinator

### Monitoring, Evaluation and team communication

- Monitoring and Evaluation of marketing strategy
- Provide statistics for board and company updates
- Liaise closely with the Communications Manager and work together to brief and mobilise the Senior Management Team around Marketing and Comms priorities

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## Special Projects

- Work with the Digital Product Lead to plan for and implement the development of our CRM system and maintain this ongoing basis

## EXPERIENCE AND SKILLS

### MUST HAVES

- Experience of devising and implementing marketing strategies for projects/ events, and of running strategies for multiple projects/ events simultaneously
- Understanding of essential website UX and optimisation, including basic SEO strategies and experience in day to day maintenance of a CMS
- Understanding and experience of managing social media
- Strong project management skills
- Experience of content creation and commissioning content for a variety of audiences: e.g. images, video and audio content, social media content; reports; testimonials; case studies etc
- Experience of building partnership relations with external partners / funders
- Excellent copy-writing skills
- Understanding of brand and brand management
- Understanding of user segmentation, whilst adhering to GDPR and data sensitivity best practice
- Understanding of CRM systems
- Understanding of and interest in improving content accessibility practices
- Experience of monitoring and evaluation and using tools such as Google Analytics to inform marketing strategy
- Strong interest in what arts and culture can bring to environmental and climate action
- Strong understanding of and interest in the cultural sector
- Interest in the environment
- Experience in line management or management of freelancers

### Plus

- Ability to work independently and demonstrate initiative
- Ability to prioritise and work to deadlines
- A proactive approach and flexibility to respond to new opportunities that may arise
- Ability to work collaboratively in a fast-paced, changing environment
- Confident communication skills
- Excellent attention to detail

### NICE TO HAVES

- Experience of leading overarching organisational marketing strategies

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- Direct marketing experience within the cultural or environmental Sector
- Experience of network or community development
- Business development experience of proactively securing partnership opportunities - eg in-kind / pro-bono / sponsorship
- Experience in marketing cause-based campaigns
- Content creation experience using Adobe InDesign and Photoshop, Audio and video editing skills etc.
- Experience of implementing or managing a CRM database
- Budget Management experience

## HOW TO APPLY

If you'd like to apply, please complete the application form and the equal opportunities monitoring form you'll find on our website [HERE](#).

Send these to [recruitment@juliesbicycle.com](mailto:recruitment@juliesbicycle.com) by **midnight on 20th July 2022**

**First interviews are planned for Wednesday 27th July (online)**

We are committed to being an Equal Opportunities Employer; we welcome applications from all suitably qualified persons regardless of their race, gender, disability, culture, religion/belief, sexual orientation or age.

Please note, this post is open to people who already have the right to live and work in the UK, as Julie's Bicycle is not currently in a position to sponsor a work visa.

Thank you for your interest in working at Julie's Bicycle.