



Head of Marketing

Salary: £41-50k

Terms: We offer a flexible business model in which all types of working arrangements will be considered, including part and full time. The successful candidate is required to start as soon as possible.

Location: We continue to work from home during the COVID-19 restrictions. Under normal circumstances, our office is in Central London but there is scope to be home-based some of the time. Our clients are based around the UK and further afield so the role may require travel.

Benefits: We offer 30 days' holiday and employer's pension contribution of up to 6% of salary.

EW Group is committed to best practice in Equality, Diversity and Inclusion. Black, minority ethnic and disabled candidates are currently underrepresented at EW Group and are particularly encouraged to apply so we have the widest pool to choose the most suitable candidate from.

About the Role

EW Group is a leading equality, diversity and inclusion consultancy, working across the UK and internationally. We've been specialists in our field for 28 years and have a reputation for delivering high-quality, highly tailored work that drives measurable change.

Our client list includes an impressive array of household names, FTSE100 companies and public-sector bodies. We are seeking a Head of Marketing who will provide a pivotal role in a small, hands-on team.

Reporting to our Marketing Director you will have one direct report (our Marketing and Communications Specialist). You will be a team player, able to generate ideas and also take on board the ideas of colleagues. You'll be confident in developing inbound content marketing as well as outbound campaigns, from inception to realisation, ensuring these ideas are successfully resourced, executed and delivered.

Language is important to us and we are looking for someone who shares this passion. You'll follow and understand the nuance of debates around diversity and write copy that excites and engages our clients as well as our wider team. Working across all marketing channels, you will ensure our content, whether written, audio or video, really sparkles.

You will also be eager to lead on implementing our social media strategy and networking.

About EW Group

We are a small, dedicated team who work hard to support our clients and make a difference in the context of building diversity and inclusion within their organisations.

We can promise you exciting, cutting-edge work, which has real social value. We are committed to career development and support, and you will be offered the chance to be involved in all aspects of the business.

We work with companies from across the private, public and charitable sectors and pride ourselves in the unique ways we custom-build our programmes to meet the very specific challenges that each of our clients are facing. We have delivered bespoke projects for the Mercedes F1 Team, the BBC, adidas, Santander, Arts Council England, the Metropolitan Police, plus hundreds more.

To apply, please send your CV and covering letter to the Marketing Director using the subject 'Head of Marketing Application' to dianne.ceresa@theewgroup.com by 5pm on Friday 16th July 2021.

Key Responsibilities:

- Work closely with the Marketing Director to deliver our marketing strategy and targets for both inbound and outbound enquiries.
- Develop and refine our company voice across all marketing materials and channels
- Create compelling marketing collateral (e.g. photo shoots, video content)
- Manage outbound marketing campaigns (e.g. social media advertising)
- Generate organic social media and network building
- Provide impeccable copy for use across different online channels

- Conceive and deliver client engagement events on- and offline which showcase what we do
- Problem solving, project management and collaboration with other departments
- Provide leadership, mentoring and support to one direct report

Experience:

- Successful track record of B2B marketing, ideally in a consultancy or EDI environment
- Ability to deliver creative and compelling copy within the framework of our brand style and voice
- Understanding of marketing to clients across the public, private and non-profit sectors
- Used to working in an SME or Start Up environment

Personal Qualities:

Firstly, most importantly, you will have a genuine belief that people ought to be treated equally, receive the dignity and respect they deserve and that their differences are celebrated. You will be passionate about supporting clients to drive their diversity agenda and in what is happening at the cutting edge of diversity and inclusion.

You will also have:

- A naturally collaborative style of working
- An entrepreneurial and start up mindset
- A love of marketing and the process of building revenue through targeted content
- Ability to see the bigger picture
- Comfortable with technology
- Attention to detail and follow up
- Genuine interest in people and their development