

Head of Marketing & Communications

Job Description (2024)

- Salary: £50,000 - £55,000 dependent on experience
- Type of contract: initial 1-year contract (with the potential to extend to permanent based on success of the role)
- Part-time 0.6 or 0.8 (salary will be prorated) - flexible on working days
- Location: home-based with travel to Well Grounded academies in London, Bristol and other new locations in the UK (travel outside of London expected 2-4 times a month)
- Reports into: Chief Commercial Officer
- Direct reports: none in the first year

Background

Well Grounded is an award-winning social enterprise transforming lives through coffee. We run a series of specialty coffee training academies, connecting people looking for work and progression opportunities with sustainable careers in the coffee industry. Alongside voluntary income, our commercial activity underpins our social impact model, driving our growth and reach through sponsorship and commercial collaborations. We are looking for a motivated and passionate marketing professional to join our team, supporting our growth and national expansion.

'I came into Well Grounded believing I would gain the technical skills I needed to become a Barista, but I got so much more out of the programme than just that. I really feel like I gained so much in terms of my self-confidence, empowerment and resilience. The team made me feel incredibly valued for my own experience and supported on my journey into coffee. Taking the course at this very strange and difficult time in the world has also meant that I feel like I have a community and the resilience to make it through, and I am so grateful to have had Well Grounded in my life at this moment.' Ashley, Graduate

What's unique about Well Grounded?

- Supporting individuals who really need our help into sustainable careers in coffee
- Supporting our Graduates beyond their first jobs, through our Graduate (alumni) Programme
- Passion for driving long-term systemic change in improving careers in the coffee industry

This is a great opportunity to work for a growing social enterprise, ambitious about making a real difference to the lives of people in our local community and scaling our model. This is an ideal role for someone who wants to work in a fast paced, cause-driven dynamic organisation and be a part of our next phase of growth across the UK. You must thrive in a busy environment and be excited about working for an agile and passionate organisation. You must be passionate about innovation in our sector, driving new ways of linking our social enterprise model into industry supply chains.

About The Role

As the Head of Marketing you will spearhead all aspects of our Marketing and Communications function and strategy. You will be responsible for managing all offline and online marketing, designing content, building our external profile and measuring our communications channels, making recommendations for the organisation to increase its presence and reach.

This role will be great for an individual who enjoys the breadth of working across the whole brand and marketing playbook, as well as someone who enjoys seeing something through from strategy and ideas to final execution. It will be a very rewarding role for an individual who enjoys a high amount of freedom to create your own marketing plan and deliver it, guided and supported closely by the Chief Commercial Officer and CEO. In

partnership with our front line delivery team, you will work to raise the profile of Well Grounded in the community, specialty coffee industry, with funders and potential social investors. You will support all aspects of communicating the social impact of our programmes to stakeholders including our programme applicants, Graduates, funders, industry partners and more. Together with the commercial and partnerships team headed up by the Chief Commercial Officer, you will drive the growth of our commercial activity, developing our commercial lines (including coffee products and corporate sponsorship) whilst growing Well Grounded's reputation as a source of talent. You will drive traded revenue as caretaker of our brand profile, creating innovative ways to market new business lines that underpin our growth.

We want to meet the right person for the organisations' plans for the future and support you to grow and develop based on your strengths. Most importantly you will have a strong conviction in the potential of all people to achieve their goals.

Perks & Benefits

- Free coffee!
- Flexible home-based working
- 36 days paid leave per year: 25 days annual leave (prorated), 8 bank holidays, 3 days between Christmas and New Year
- 3% pension contribution
- Employee Assistance Programme offering free wellbeing support
- Work phone and laptop
- Strong commitment to professional development with a dedicated training budget.
- Annual performance and pay progression reviews every year
- Scope to take real ownership in a fast-growing social enterprise.

Top 3 Measures of Success:

1. Customer acquisition: securing new commercial partnerships
2. Revenue growth: increasing value of existing commercial partnerships
3. Measuring marketing success: creating a framework/model with key measures of marketing value including customer satisfaction

Key tasks and accountabilities:

Marketing & Communications Lead

- Lead, develop and manage the organisational Marketing & Communications strategy, tracking performance of the organisation's progress against Key Performance Indicators (KPIs)
- Develop the organisation's brand tone of voice and be a caretaker of brand guidelines, driving design and development of all offline and online marketing collateral
- Build and manage Well Grounded's social media and digital content platforms (including Instagram, Twitter, LinkedIn, Facebook and YouTube)

Commercial Development

- Drive commercial partnerships, building upon Well Grounded's market presence e.g expanding partnerships with new and existing corporate sponsors
- Develop and execute a quality framework for Well Grounded commercial revenue and ensure ongoing quality checks product lines

Press & Public Relations (PR)

- Oversee press and PR, actively identifying opportunities and ensuring growth of Well Grounded's external profile through press releases, news events and campaigns
- Lead and monitor applications for industry awards (third sector and specialty coffee/hospitality), which help to add credibility to the brand's positioning for social impact and transparency

Website Management

- Manage website strategy, content and regular updates in partnership with team, in line with organisational requirements

Event Management

- Lead the branding and marketing for fundraising events (e.g. 2024 Gala Event hosted by Jay Rayner)
- Lead on all industry event presence and participation (e.g. LCF, Caffe Culture, social procurement festivals, etc.), including support for all Well Grounded Graduation events
- Liaise with cohort sponsors and coffee bar partners (commercial and non-commercial), ensuring joint objectives and contractual requirements are met through all collaborative events and site activations

Financial Management

- Manage Marketing & Communications budget, reporting to senior leadership in line with organisational processes
- Drive sales to meet organisational targets, track return on investment (ROI) on marketing channels and make recommendations to senior leadership

Candidate Profile:

Essential

- At least 5 years' experience in a similar role.
- A degree or equivalent in a related field.
- A proven record of executing and leading successful campaigns.
- An understanding of digital and online marketing including social media.
- Advanced written and verbal communication skills, excellent presentation skills and an ability to communicate with a range of people from different backgrounds
- Working to tight deadlines
- Passion for social impact
- Proficiently work on G Suite / Microsoft Office and design programmes (Canva, etc.)

Desirable:

- Knowledge / experience working in the coffee or hospitality industry
- Knowledge or experience of cause related marketing

Approach:

- An ability to nurture strong mutually beneficial relationships
- Excellent communication skills and an ability to communicate with a range of people from different backgrounds
- An ability to work collaboratively, taking and incorporating feedback
- To have a confident, calm approach to problems and use initiative to find solutions
- An ability to work flexibly and be mobile whilst managing responsibilities and deliverables
- An ability to organise and be self-motivated
- A commitment to social impact and a belief in supporting everyone to reach their full potential
- An eye for detail and commitment to quality

About Well Grounded

Well Grounded is an award-winning social enterprise, launched in 2016 to support the UK's unemployed with the skills to access sustainable careers in coffee. We create social change by partnering with the coffee industry to provide opportunities for skilled, passionate and committed individuals to grow. Our Vision: a society where people are thriving socially and economically in a diverse, dynamic and nurturing coffee community.

To date, we have helped over 550 individuals through our core employability programmes, with a 90%+ completion rate and over 70% of our Graduates going into employment.

To apply:

In video format, or through a cover letter, tell us: ***Why are you the right person for the job, and what you think are the most exciting areas you would like to develop in the next year.***

Please also include a CV and upload these to our [Application Form](#)

We encourage applications from all backgrounds, communities and industries, and are committed to having a team that is made up of diverse skills, experiences and abilities. Your video or cover letter can be uploaded at the relevant point in the application form.

Applications close at 12:00 on Monday, 14 October 2024. Please note, first round interviews are planned for w/c 21 October 2024.

Further questions:

If you have any questions please do not hesitate to contact Sonja Wittenberg by email at sonja@wellgrounded.org

Also, take a look at:

Website: www.wellgrounded.org

Twitter & Instagram: [@wellgroundedhq](#)

LinkedIn: [@WellGroundedCIC](#)