

# Job Description

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## Development and Marketing Manager

**Base:** Home based with requirement to travel

**Salary:** £31-36K - dependent on experience (pro Rota)

**Hours:** We would consider part-time or full-time working hours.

**Reports to:** Head of Operations and Engagement

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### Who are we?

The Mason Foundation is a national charity that supports vulnerable communities and individuals to live happier, healthier, fulfilled lives. Through our programmes we reduce inequalities, empower communities, and drive meaningful, sustainable change.

The Mason Foundation delivers people centred services, projects, and training, through its specialist wellbeing and employment programmes including

- 'The Community Mile' - supporting inclusive, community led starting point physical activity centred around '1 Mile'
- 'Propel' - supporting young people with learning disabilities, into meaningful and sustainable employment
- Bespoke Community Impact projects – supporting and empowering communities to co-develop and deliver impactful and meaningful change.

All Mason Foundation activities are centred around empowering

positive and sustainable change.

## **The job role**

To support the delivery of our mission and implement our strategy for growth and expansion across the UK, The Mason Foundation are seeking an ambitious and driven individual to support creation of delivery materials and develop and deliver a robust social media strategy.

This individual will be passionate about making a difference, with a successful track record in creating engaging and meaningful resources (such as training presentations and associated IP) the individual will also be confident in creating a strong social media presence across multiple platforms, developing and delivering a social media and marketing strategy aimed at building brand awareness.

## **Who are we looking for?**

- You are highly driven, with a 'make it happen' attitude to your role
- You are passionate about making a difference, helping communities and individuals most at need
- You are excited about working for an ambitious organisation, where the possibilities are endless
- You are excited by the opportunity of creating and nurturing meaningful relationships with individuals, funders, and high-profile influencers
- You love the freedom to create and innovate, driving a growing brand
- You are disciplined and enjoy following processes (but want to add your own style and flair!)
- You love to communicate and present information across many platforms (but you love to listen too)

- You ensure you get the job done, delivering impactful results
- You are comfortable asking for help!
- You are resilient and recognise the importance of the routine 'less fun' jobs too
- You love to celebrate success, developing further opportunities to deliver impact across communities most in need.
- You love being part of a team that support each other (no matter how big or small the problem is)
- You want to impress, make a difference, and grow!
- Most of all, you are committed to being part of an organisation that has equality at its core, making an enormous difference to people's lives forever

### **What will you do?**

You will be required to lead, drive and champion effective internal and external communications and PR and support product development, ensuring consistency of brand identity, in line with The Mason Foundation's core mission. You will support the team with the development of training materials and resources to inspire and empower our Champions and Mentors to cascade the message of equity and inclusion.

This will include leading the development, implementation, and management of The Mason Foundation's overall marketing, communications, and engagement plan, including the social media strategy, aligned to overarching corporate strategy and working closely with the delivery team to ensure the strategy is fully embedded into The Foundation's day-to-day delivery.

You will lead on the development and implementation of an impactful social media content plan, including monthly campaigns linked to relevant national events and marked days/weeks, using all social media platforms (as appropriate). You will think innovatively about how The Mason Foundation can maximise social media trends.

You will be responsible for producing high quality content, aligned to delivery, to achieve maximal reach, engagement, and ROI, in line with The Foundation's overarching goals.

You will need to embrace a 'make it happen' approach, with dedication and a passion for making a difference as part of a committed organisation, supporting, and championing disadvantaged communities. You will be required to travel occasionally across the UK, within the South East, London, West Midlands, and North West.

### **Social Media content development**

- Responsible for daily, weekly posting, aligned to The Foundation's strategy, brand identity and social media plan.
- Report regular progress and outcomes to the Senior Management Team and provide recommendations to maximise growth/engagement.
- Where necessary, provide training and ongoing guidance to operational team on marketing best practice (aligned to The Foundation's marketing and engagement strategy), including use of social media to maximise engagement, retention, and PR, during the mobilisation and implementation of new and existing projects.
- Consult with partners to maximise shared social media content/increase engagement.
- Regular B2B/networking posts/blogs/articles on professional network platforms to increase brand awareness within the charitable, corporate, and statutory sectors.

### **Product Development**

- Support the development of IP, resources, and training materials as required.
- Ensure all operational resources and materials are in line with brand guidance and organisation tone of voice.

- Oversee all content to ensure it is consistent, high quality, professional and evidence based
- Work with the delivery team to brand and bring to life presentation materials for programme delivery across all services.
- Collaboratively design and develop resources (for print and online) to support delivery of projects.

### **Internal Communications**

- Oversee The Mason Foundation website content, ensuring it is up to date, relevant and in line with user/client/customer needs
- Manage ongoing website developments, through a development plan that indicates required actions and associated costs (in-house/outsource) and provide recommendations of approach needed
- Support the Senior Management Team with ongoing internal communication needs as appropriate
- Produce weekly/monthly and ad hoc reports as required

### **External Communications (PR)**

- Develop and implement an overarching communications and engagement plan for the organisation
- Manage relationships with press and other promotional partners
- Produce relevant and engaging news stories, articles, and press releases
- Where appropriate, attend operational sites to gather information/photos to share across various communication channels
- Lead on the development of The Mason Foundations newsletters, capturing examples of success/good news stories, news and updates, important feedback on progress and developments

### **What Skills will you need to have?**

- An eye for detail, always completing projects to a high standard
- Design skills and creative thinker

- Able to create and deliver meaningful strategy
- Excellent verbal and written skills
- Confident and experienced at using a wide range of social media marketing tools/ platforms
- Knowledge of Microsoft office tools and Adobe
- Knowledge of business marketing and communications
- Experience of creating professional marketing and communications content aligned to brand
- Experience of using the various social media platforms for business engagement and profile
- Experience of using Canva/WordPress, video editing and use of YouTube is advantageous
- Knowledge of search engine optimisation techniques and strategies (advantageous)
- Experience of working within a charity is advantageous (in voluntary or work capacity)
- Comfortable working independently and as part of a growing team
- Strong organisational skills and ability to prioritise workload to meet deadlines
- Ambitious, hardworking, and driven to learn

The Mason Foundation is proud to be a Disability Confident Employer. We positively encourage applications from candidates regardless of sex, race or ethnicity, nationality, disability, age, sexual orientation, gender identity or expression, religion, or belief, marital or civil partnership status, parental or carer status, education, socioeconomic background, pregnancy or maternity, or any other characteristic protected under equality legislation.

We are especially keen to encourage and welcome applications from people currently under-represented within the organisation, these include but are not limited to those from the LGBT+ community, people with disabilities, and candidates who are Black or People of Colour.