

*Job Description*

# Marketing Manager

<b>Location</b>	UK (fully remote, flexible working hours)
<b>Employment</b>	Full-time, permanent
<b>Salary</b>	£42–46k dependent on experience (generous holiday allowance, parental leave, and benefits)
<b>Date posted</b>	Thursday 19 <sup>th</sup> January 2024
<b>Application deadline</b>	Wednesday 28 <sup>th</sup> February 2024, 12pm GMT
<b>Desired start date</b>	Flexible, earlier start date preferred
<b>How to apply</b>	<b>Please send your CV and a short cover letter to <a href="mailto:jobs@eom.org">jobs@eom.org</a>.</b> The cover letter should briefly outline why you've applied and what makes you well-suited to the role.

If you are passionate about seeing business used as a force for good, this newly created role could be for you...

We are seeking a skilled Marketing Manager to help build a global movement around the **Economics of Mutuality** (EoM) – a practical operating model that drives positive societal impact and superior performance. A better way of seeing and doing business, EoM equips companies to create enduring mutual value for the benefit of multiple stakeholders by addressing challenges in society.

EoM emerged from a multi-year business research initiative led by Mars, Inc. that engaged a range of cross-sector partners including Oxford University's Saïd Business School. A platform was then set up to share EoM with the world, comprised of two non-profits and two for-profits working across the globe independently or collaboratively:

- **EoM Foundation:** advancing EoM through events, thought leadership, education, and research.
- Its subsidiary, **EoM Solutions:** empowering companies to implement EoM through digitally enabled consulting, proprietary tools, and leadership development.
- **Jubilee Economics Foundation:** advancing EoM through vocational leadership training and financial support in regions that have been left behind by globalization.
- Its subsidiary, **EoM Investments:** enabling investors to implement EoM in private and public equity investments.

Employed by EoM Solutions, the successful candidate will work across all four entities in the platform to promote the EoM operating model, market EoM events and activities, support business development initiatives, and nurture the EoM Practitioners community.

They will collaborate with other team members to design and deliver campaigns across:

- Owned media (including the EoM websites, email lists, social media, and community platform)
- Paid media (leveraging social media, search engine, and website ads)

Content creation and curation will be an important part of this newly formed role. Strong English writing and copy-editing skills will be required, whilst an understanding of visual content will be welcome.

Once in the role, the successful candidate will need to maintain a good working knowledge of the purpose-driven business landscape, keeping abreast of news and trends in spaces related to EoM such as stakeholder capitalism, ESG, impact, corporate responsibility, and sustainability.

Based in the UK and fully remote with flexible working hours to facilitate work-life harmony, the successful candidate will report to the Director of Strategic Communications. They will occupy an integral role in a dynamic and growing team of 20+ purpose-driven individuals located around the globe.

## Role and Responsibilities

<p><b>Lead generation and sales enablement</b></p>	<p><b>Work with the business development team to deliver an integrated strategy</b></p> <ul style="list-style-type: none"> <li>• Plan and execute digital marketing campaigns that drive demand in selected market segments to ensure a steady flow of qualified leads</li> <li>• Create compelling and relevant sales collateral, presentations, and case studies</li> <li>• Optimise marketing and email automation processes through Salesforce and Pardot</li> <li>• Enable data-driven decision-making by generating regular reports that share insights on lead quality, conversion rates, and other relevant KPIs</li> </ul>
<p><b>Social media management and content creation – primarily LinkedIn (organic and paid)</b></p>	<p><b>Drive audience engagement, reach, and brand awareness</b></p> <ul style="list-style-type: none"> <li>• Lead the evolution and execution of the EoM social media strategy</li> <li>• Offer support and best practice advice for EoM team members</li> <li>• Monitor and analyse metrics to optimise content and gauge success</li> </ul> <p><b>Create and curate compelling content</b></p> <ul style="list-style-type: none"> <li>• Drive idea generation for campaigns and oversee their delivery</li> <li>• Regularly create and share well-crafted multi-media content that meets EoM audience needs, ensuring both quality and quantity</li> <li>• Keep up to date with the purpose-driven business landscape – engaging with trends and sharing content from other relevant organisations in our space</li> </ul>
<p><b>Email and website news/resource management and content creation</b></p>	<p><b>Compile and send the EoM Briefing newsletter</b></p> <ul style="list-style-type: none"> <li>• Write and edit a regular email newsletter that shares the latest EoM news, research, and comment</li> <li>• Draw on content from the EoM team, the EoM Practitioners community, and wider purpose-driven business landscape</li> <li>• Track analytics to evolve the newsletter’s content and format over time</li> </ul> <p><b>Update the EoM Knowledge Hub with news and resources</b></p> <ul style="list-style-type: none"> <li>• Write news articles that communicate recent EoM activities and initiatives</li> <li>• Edit, format, and post EoM resources including articles, videos, podcasts, business case studies, and research papers</li> </ul>
<p><b>EoM Practitioners community management</b></p>	<p><i>In its early stages, this online space has been set up for individuals from a range of sectors and geographies who are working to implement EoM in their specific context</i></p> <p><b>Develop and grow the community</b></p> <ul style="list-style-type: none"> <li>• Create engagement campaigns that drive users to log in, interact with content, post, and connect with other community members</li> </ul>

	<ul style="list-style-type: none"> <li>• Produce and promote regular events within the platform</li> <li>• Work with the platform product owner to enhance community engagement and introduce new features where needed</li> </ul> <p><b>Enable positive membership experience</b></p> <ul style="list-style-type: none"> <li>• Adopt the role of digital host – welcoming new members, starting conversations, connecting members to relevant people, providing technical support, moderating content, etc.</li> <li>• Gather user feedback and measure, analyse, and track community data regularly to understand engagement and trends</li> </ul>
--	--

## Person Specification

<b>Attributes</b>	<ul style="list-style-type: none"> <li>• Team player: relational and empathetic</li> <li>• Self-starter: motivated and entrepreneurial</li> <li>• Innovative: creative yet detail-oriented</li> <li>• Global perspective: curious and insightful</li> </ul>
<b>Experience</b>	<p><i>Essential:</i></p> <ul style="list-style-type: none"> <li>• Engaging multiple online target audiences through digital media platforms</li> <li>• Producing compelling branded content that achieves specified goals</li> <li>• Leveraging digital analytics to iterate, improve, and report</li> <li>• Managing projects from start to finish</li> </ul> <p><i>Desirable:</i></p> <ul style="list-style-type: none"> <li>• Working with digital tools and remote teams – adapting to new platforms and software where needed</li> <li>• Interacting with all levels of seniority – from recent graduates to the C-suite</li> <li>• Event production</li> <li>• Product development knowledge</li> <li>• Using CRM systems (e.g., Salesforce) and process automation/improvement</li> </ul>
<b>Skills and Knowledge</b>	<p><i>Essential:</i></p> <ul style="list-style-type: none"> <li>• Outstanding English copywriting and copyediting</li> <li>• Basic data analysis</li> <li>• Basic understanding of the purpose-driven business landscape</li> </ul> <p><i>Desirable:</i></p> <ul style="list-style-type: none"> <li>• Strong knowledge of the purpose-driven business landscape</li> <li>• Microsoft 365 software competency</li> <li>• Generative AI and creative tools software competency (e.g., Chat GPT, Canva)</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• 5+ years of experience in a similar role</li> <li>• University degree (we also welcome applicants with equivalent non-UK qualifications or equivalent professional experience in Communications/ Marketing/ PR)</li> </ul>

## Our Commitment to You

The EoM team is committed to promoting equal opportunities in employment and providing a working environment free from discrimination. Job applicants will receive equal treatment regardless of age, disability, gender, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation or any other characteristic protected by the laws or regulations in the locations where we operate.

---

***Please send your CV and a short cover letter to [jobs@eom.org](mailto:jobs@eom.org) by Wednesday 28th February 2024, 12pm GMT. The cover letter should briefly outline why you have applied and what makes you well-suited to the role.***

*If you have any questions about the job, please feel free to email [jobs@eom.org](mailto:jobs@eom.org).*