



<b>Mango Job Description</b>	
<b>Job Title</b>	<b>Marketing Manager</b>
<b>Location</b>	Oxford, UK (with option to work from home) with occasional UK and international travel.
<b>Contract type</b>	Full-time, permanent.
<b>Mango purpose</b>	Mango was founded to strengthen the financial management and accountability of humanitarian and development NGOs and their partners. In July 2017, Mango merged with two other NGOs to form Humentum, which is working to inspire and achieve operational excellence for those organisations working for positive social impact. Mango will continue as a UK Registered Charity, which will be this post's employer, and be legally affiliated with our US-based partner.
<b>Job purpose</b>	The Marketing Manager will develop and implement multi-channel, integrated marketing campaigns for Mango and InsideNGO workshops which will in future be rebranded as Humentum and other educational programs, with the goal of building the customer base and increasing customer engagement.
<b>Responsible for</b>	Providing advice and support in all areas related to marketing; overseeing budget line items related to marketing of open workshops; supervision of the Marketing Assistant (shared responsibility with US-based Marketing Manager).
<b>Reporting to</b>	Director, Communications & Marketing (based in US)
<b>Key contacts</b>	Communications and Marketing team; Learning and Product Development team; Alliances and Advocacy team; colleagues in events and registration.

<b>Job Description</b>
<b>Key Responsibilities</b> <ol style="list-style-type: none"><li>1. Work closely with the Communications and Marketing team and Learning and Product Development team to develop and deliver the marketing plan for open workshops. Coordinate and support marketing activities with the US-based team responsible for the marketing of other Humentum products and services.</li><li>2. Collaborate with the Alliances and Advocacy Team to promote key networking events and advocacy campaigns.</li></ol>

## Specific Responsibilities

### **1. Work closely with the Communications and Marketing team and Learning and Product Development team to develop and deliver the marketing plan for open workshops. (70%)**

- Develop, implement and regularly update an agreed-upon marketing plan and budget with measurable targets, in close coordination with the relevant US and UK teams.
- Manage the delivery of that plan including: emails, related online content, paid and free advertising, ongoing social media activity and a sustained programme of events and campaigns.
- Contribute to the [Mango](#) and [InsideNGO](#) websites and in future the Humentum website, taking responsibility for open workshop activities and other areas as needed/requested.
- Manage the Marketing Assistant in the execution of the marketing plan (a shared responsibility with the US-based Marketing Manager)
- Write, coordinate, edit and distribute open workshop marketing content across a variety of channels, ensuring maximum engagement with target audiences.
- Provide advice, guidance, tools and support to staff and associates carrying out marketing activities on behalf of Humentum.
- Work with the Marketing Assistant and other Humentum team members to identify and engage key contacts to provide testimonials and contribute to marketing activity.

### **2. Collaborate with the Alliances and Advocacy Team to promote key networking events and advocacy campaigns. (20%)**

- Engage with the Global Alliances and Advocacy team on specific areas of partnership development, collaboration, and events in the UK and Europe.
- Develop marketing and communications materials to support work related to UK and European networking activities and advocacy.
- When requested, provide support to alliances/advocacy events outside of the UK in regional hubs (East Africa or Latin America) by developing web content, flyers, advertisements, social media campaigns; this may include occasional travel.

### **3. Other duties. (10%)**

- Contribute to Humentum's other activities as appropriate.
- Play an active role in Humentum's and the Communication and Marketing team's on-going development.
- Other duties commensurate with the post and as required.

## Person Specification

*The person specification is a profile of the skills and experience needed to carry out the job. Please highlight how you meet the expectations in your application. Selection decisions are based on the information provided across this specification*

<b>Motivation</b>	<b>Essential</b>	<b>Assessed by</b>
Commitment to Humentum's mission and values, and to communicating Humentum's key messages	Yes	Presentation during interview
<b>Professional development</b>		
Achievement of relevant degree or further education	Yes	Application form
<b>Skills, Knowledge and abilities</b>		
Exceptional planning and project management skills with the ability to design and deliver direct marketing campaigns	Yes	Interview and references
Ability to write high quality content for different media including: website, newsletters, blogs and social media	Yes	Interview and assessment
Ability to edit written and video inputs from others to use for a variety of marketing purposes	Yes	Interview and assessment
Excellent communication skills, both written and oral	Yes	Interview and assessment
Highly motivated, energetic, organised, positive and inspiring approach to work	Yes	Interview
Ability to speak languages (French or Arabic)	Desirable	Application form
Knowledge or experience of working in a not for profit, professional services or financial services firm	Desirable	Application form
<b>Experience</b>		
Track-record of developing and implementing successful marketing plans	Yes	Interview and references
Experience in organising events, network meetings or conferences	Desirable	Application form and interview
Experience in developing and managing social media tools and networks to build communities of interest on particular issues or aspects of professional practice	Yes	Application form and interview
Proven experience of balancing the demands of a variety of stakeholders and projects. Judgement and discretion	Yes	Interview

Terms and Conditions	
Contract:	Permanent, subject to 6 months probationary period.
Annual leave:	25 days plus statutory public holidays falling in the period of employment.
Hours:	Full-time 37.5 hours, (part-time applications may be considered). Hours may be worked flexibly by arrangement.
Work base:	Oxford (less than 10 minutes walk from train station) with flexibility to work from home. There will be the occasional need for travel to meet clients or to organise and attend Mango events, (regular travel in the UK and one international week-long trip per annum). Applicants must already have the right to live and work in the UK.

*Please return this form by email to [charrison@mango.org.uk](mailto:charrison@mango.org.uk) and [lrobbins@mango.org.uk](mailto:lrobbins@mango.org.uk) as soon as possible and at the latest by 15 September 2017. Interviews will be scheduled to take place at Mango's Oxford offices during September 2017.*

