

BIG



Group Head of Brand & Campaigns

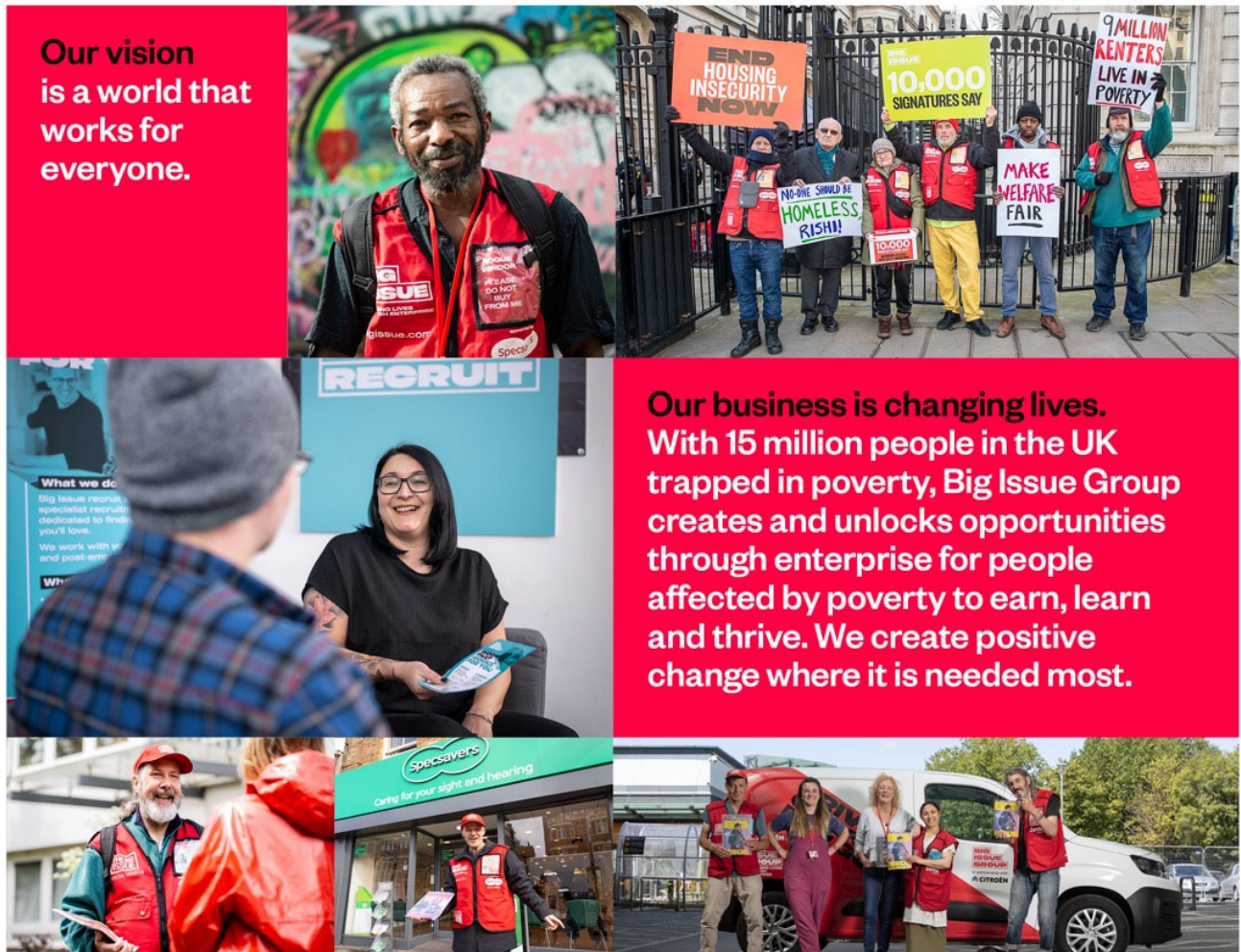
ISSUE

Welcome

Thank you so much for your interest in the role of:

Group Head of Brand & Campaigns

Big Issue Group work towards one mission: to dismantle poverty through social business solutions. This is an exciting opportunity to shape the brand and campaigns of an organisation working to end poverty in the UK. This role is pivotal in helping grow each of these unique services.



About Big Issue Group

Big Issue Group is a much loved and high profile social enterprise, and was one of the first certified B Corps in the UK. It was founded by Lord Bird and Gordon Roddick in 1991 to give people experiencing homelessness a legitimate means of earning their own income.

“The Big Issue Magazine was started in 1991. At the time there were 500 homeless organisations in London alone, giving out everything from sandwiches to condoms.

But the one thing they didn't give homeless people was a means of making their own money. Today we continue to exist to dismantle poverty by creating opportunity.”

Lord Bird, Founder



INSIDE: 16 PAGE ART SUPPLEMENT HOW COPPER COULDS HELP US BREATHE EASIER THE ESSENTIAL FLORENCE PUSH JAMES EVERTON'S HOMELESS FAMILIES ON THE MARCH JANEAL EVERTON'S SCHOOL MEAL PRODIGY

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JUST BE NICE

EXCLUSIVE COVER DESIGN BY DAVE BUONAGUIDI

ISSUE

THE STRANGE STORY OF LEAD AND THE RETURN OF COAL OUR VENDOR AND HIS IMPLOYMENT PRODIGY BANK MONKEY FEELS THE NEW COY BATTLE LINES THE LONG STRIP OF NOBILITY EVERYTHING HELPING BALL ON

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A MAMMOTH TASK CONFRONTED BY THE ENGINEERS FROM THE CLIMATE FIGHT PAGE 24



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BEYOND A TIME OF LEARNING WITH FRANKIE BEYER THE ONE AND ONLY AND HIS FUTURE GENERATION CALL

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SARITA CHANNA STARRING CHARITABLE AND THE HEART OF BRITAIN PAGE 18



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30TH ANNIVERSARY NEW LOOK! BRIAN COX AND HIS LINE OF SUCCESSION FREEPORTS AND BRITAIN'S BATTLE TO GET THINGS IN THE RICH SPIRITUALITY OF LEONARD COHEN HOW TO SPEND £120 MILLION

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I AM PAUL LOGAN. I SELL THE BIG ISSUE. THIS IS MY STORY. PAGE 46



A HAND UP, NOT A HANDOUT

ISSUE

NEW YEAR SPECIAL

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SAY HELLO TO 2022

NETO DOWNS AND AN ESSENTIAL LEADERSHIP MAN



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100 Change makers 2022

CELEBRATING THE THINKERS, ACITATORS & CREATORS CHANGING THE WORLD

ISSUE

KEVIN TRAVIS BRANAGH AND HIS LONG ROAD BACK TO BELLEVUE HOW CHINA BUILT THE BURN IN A LAD FROM KYRSTON TO FAST FASHION FIGHTING FIGHTER HEAD

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HOW SHE BUILT HER BUSINESS AFTER BEING STINGED BY A BURNING REVENGE

LOVE

SIGN THE BILL



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THE GREAT RESIGNATION WHY IS EVERYBODY ON THE RUN?



ISSUE

THE BATTLE FOR A FOUR DAY WEEK WHY SWEDEN IS TELLING A NEW STORY ABOUT CLIMATE CHANGE THE TREESLAND IN RETREAT WHO OWNS PAMELA ANDERSON'S

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SAM FENDER BRITAIN'S MOST WANTED



ISSUE

MEETING THE COLD WAYS LAST SURVIVING SPINMASTER TIME TO FUEL UP THE COPPARIES THE CURIOUS CASE OF THE LEGS LOST AT SEA JACK MONROE'S DRIVING BATTLE

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UNDER PRESSURE SAVING THE HEALTH SERVICE DOESN'T HAVE TO HURT ADAM KAY PAGE 30

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LIFE WITH AND AFTER PEAKY BLINDERS

THE DEATH OF A GLADIE

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THE YUNGBLUD III EDITION

SPECIAL GUEST TAKEOVER FEATURING BRITAIN'S MOST WANTED SAM FENDER LOUIS THEROIDS FEARNE COTTON MICHAEL HALL



ISSUE

33 years of Big Issue



1991

The Big Issue launches in September 1991, financially backed by Gordon and Anita Roddick, of The Body Shop. The magazine has supported over 107,000 vendors to sell 227million copies of the magazine and earn over £150million.

2014

UK Social Bond Fund

We launch our pioneering fund in partnership with Columbia Threadneedle, one of the UK's leading asset managers established to bring the mainstream to social investment. This starts the journey of Big Issue's impact advisory work with major corporate partners over the next 10 years.



2017

John Bird made a Lord

John Bird is appointed as a crossbencher to the House of Lords, working for "social opportunity and social justice".

2020

Big Exchange

Co-founded by Big Issue, the pioneering investment platform lets investors track how their money benefits people and the planet without sacrificing financial returns.



2022

Big Issue Recruit is a specialist recruitment service, dedicated to supporting people who face barriers and empowering them to join the workforce into sustainable employment.



2024

Impact advisory launch. Helping businesses to deliver impact and achieve sustainability.

2005

Big Issue Invest extends our mission to dismantle poverty through creating opportunity by financing the growth of organisations across the UK who create core solutions to end poverty. Since 2005, we have invested in over 550 organisations.



2016

Big Issue Shop

A place to indulge in guilt-free retail therapy with a range of incredible products and brands that put people and planet first.



2018

Future Generations Bill

John Bird brings draft legislation through the House of Lords. The bills' main goal is to ensure public bodies make decisions that consider future generations by setting wellbeing targets. This grows to become the Big Futures campaigning arm in 2022.



2021/22

Brand and Digital relaunch

Launch of new five year group strategy and re-brand under Big Issue Group. As we continue to bring more people to our mission, bigissue.com achieves 1 million unique users a month for the first time.



2023

Big Issue Changing Lives Community Interest Company was launched. Every year Big Issue Changing Lives works with nearly 4000 people whose lives are affected by poverty, enabling them to become economically active and supporting them towards greater independence.

Who we are

We have a truly incredible brand. Big Issue is one of the most recognised social enterprises in the UK, with over 30 years of positively impacting the lives of marginalised people.

BIG Impact Goal:

By the end of 2026 we aim for 11 million people to engage with Big Issue Group or be positively impacted by our services.

BIG Vision:

A world that works for everyone.

BIG Mission:

We are on a mission to dismantle poverty through social business solutions

BIG Values:

Inclusive

We believe in a fair, open and inclusive world and treat everyone with respect.

Collaborative

We encourage open and honest communication and teamwork to allow people and ideas to thrive.

Adaptive

We are quick to respond to changing circumstances to deliver solutions that drive positive change for ourselves, those we serve and for future generations.

Entrepreneurial

We are passionate about empowering people to design and create opportunities to drive change and growth for themselves and for others.

You can read more about our work and impact goals [here](#)

Big Issue Group

Today, Big Issue Group brings together our media, investment, service and campaigning arms under a shared mission, working together to change lives through enterprise.



Award winning journalism, through our magazine, website and app, supporting vendors to change their lives through enterprise



Investing in enterprising organisations who are contributing to solving poverty in the UK



A specialist recruitment service, dedicated to supporting people who face barriers to joining the workforce into sustainable employment



Shopping with a social conscious, purchase a product from one of our social enterprises and use your spending power in a positive way



Our impact advisory service that supports other businesses to deliver impact and achieve their ESG goals.



Invest your money so it counts for more, to make positive change for people and the planet, as well as yourself



Community Interest Company

Working with nearly 4,000 people every year, empowering them to become economically active and supporting them towards greater independence, this work is all delivered through our frontline service team

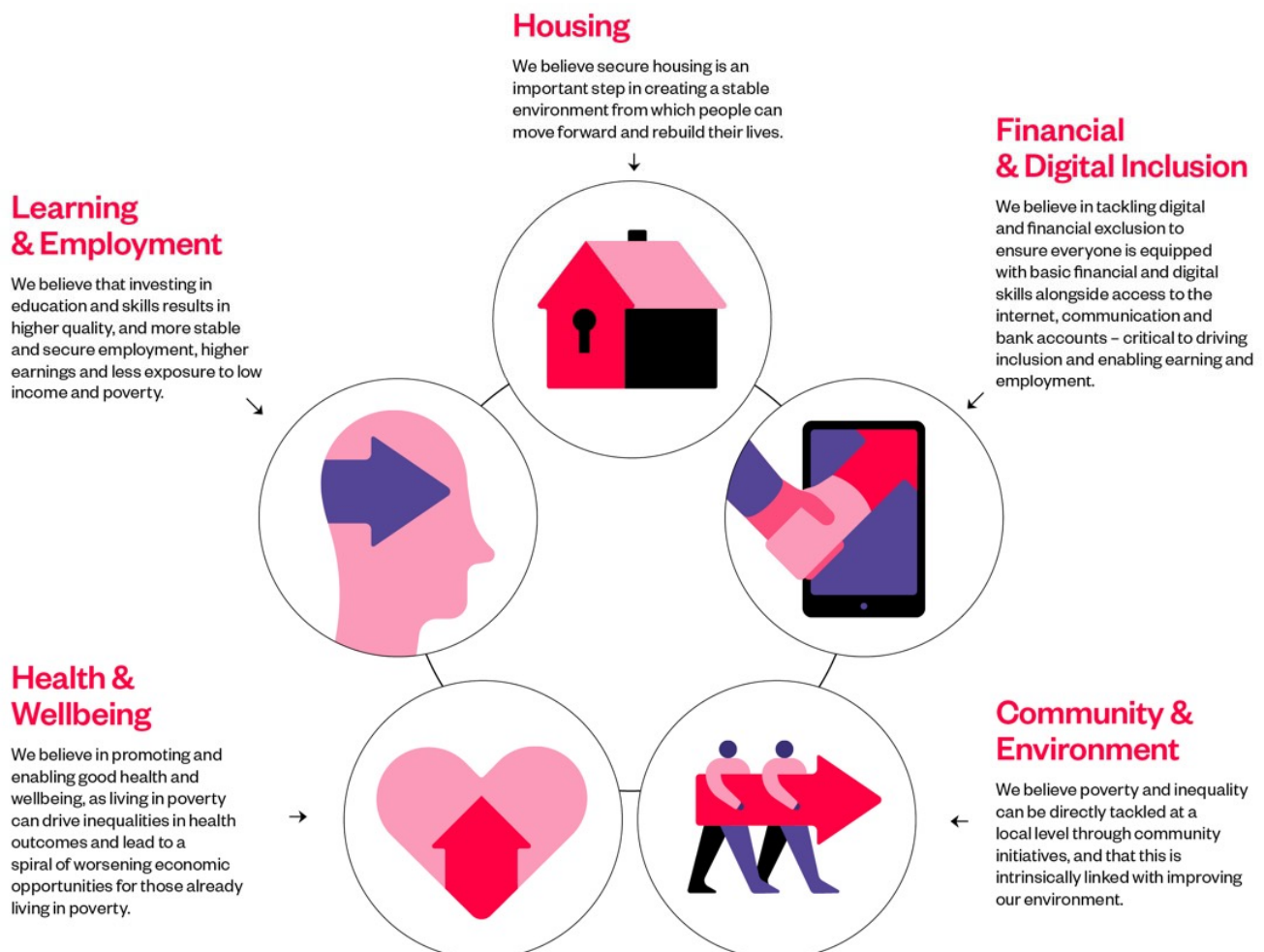
Through our public retail markets work, we advise on over **£400m of impact funds.**

We also support businesses to deliver impact and achieve sustainability through our impact DNA and over three decades of experience



Our five impact pillars

Our five pillars focus everything we do; the issues that we tackle in our journalism, the programmes of work we champion to improve the lives of our vendors and recruit candidates, the investments we make via Big Issue Invest and our political campaigning work to change the law and improve the lives of people affected by poverty.



Our people

It's an exciting time to join Big Issue and pursue our mission and work with us to end poverty, creating opportunities and solutions for people affected by poverty to work, earn, learn and thrive.


Here you are a changemaker – empowered to bring your passion and ideas, embrace every change to learn and develop and make an impact.

We believe our team is so unique because:

 **We are committed doers**
Our team will go the extra mile to make things happen and take ownership for delivering.

 **We are creative and curious**
Take the initiative, a 'what if?' mindset, proactive idea builders and solutions finders

 **We embrace the new**
Open to new experiences, lean into challenges and embrace change.

 **We build strong bonds**
We are devoted to bringing out the best in people. We are empathetic and compassionate towards others and always seek common ground.

And above all, we are

 **Passionate and purposeful**
The Big Issue's team share a deep belief in the mission and passion for driving things forward.



The role

Group Head of Brand & Campaigns

About

Our marketing team is helping the organisation deliver greater impact. And so is the community around Big Issue. We want to reach more people, build stronger connections and generate the income that helps us create more opportunities for people facing poverty.

We're looking for a Group Head of Brand and Campaigns to lead how Big Issue Group shows up in the world. Someone who can build a strong, consistent brand across everything we do – and deliver campaigns that engage people, drive leads and revenue, and change perceptions of the work we do.

Where:

London

Reports to:

Group Chief Marketing Officer

Salary:

£50,000 - £57,000 per annum

Term:

Permanent – Full time, will consider 4 days

Role Impact:

You'll lead the brand, marketing and social media strategy across the Group's services. From the magazine to investment, recruitment and impact work, you'll help make sure our story is clear, relevant and heard in the right places.

In the role you will:

- Brand: take the reins of our rebrand and work to develop a suite of multimedia content to target our audiences over time to change perceptions of the brand and drive brand momentum
- Campaigns and Planning: Develop and own the Big Issue Group annual B2C and B2B Marcomms Activity calendar and deliver a cross-group communication platform and major group campaigns e.g. Christmas
- Social media: own the Group Social Media Strategy, working closely with editorial to design the strategy and empowering teams to execute against it so that the organisation can continue to scale its social media community.
- Story Telling: continue to optimise our impact communications framework executed through our customer journey to deliver against our mission, strengthen our reputation and change perceptions of the brand and work we do
- Team Management: lead, motivate and develop one direct report and wider agency and freelance network.
- Stakeholder Management: work collaboratively with a wide range of stakeholders across the business so they support with the continued roll out of our new mission, value proposition and re-brand
- Agency Management: be responsible for the direction, output and performance of our cross group of agencies
- Research & Insight: lead and develop key pieces of brand and consumer research with external agency partners
- Content: preparing, writing and editing external materials e.g. company presentations, thought leadership articles, social posts, advertising, emails, etc.

General Duties of Everyone who is part of Big Issue Group:

- Being committed to the social objectives of the Big Issue Group
- Being an ambassador for the Big Issue Group externally, and maintaining the professional reputation of your team internally
- Maintaining awareness of all other aspects of the Big Issue's work and assessing their implications for your team/role
- Adhering to and implementing the Big Issue's Equal Opportunities, Health & Safety and other policies.
- Undertaking any other ad hoc duties as and when required by your manager

Skills, Knowledge and Experience:

- Reporting into the Group CMO, you will be a highly experienced Brand and Marketing professional
- Experienced in working across a range of campaigns and brands
- Highly experienced in external communications, brand management, consumer and brand research, advertising, social and digital marketing, telling brand and impact stories and an understanding of public affairs and policy campaigning
- Ability to think strategically and commercially, whilst being a team player who is positive and hands on, working and delivering at pace
- Able to maximise small budgets and work with pro-bono partners
- Experienced in leading projects from start to finish and able to lead cross group, multidisciplinary project teams
- Experienced in managing and building strong relationships with multiple senior internal stakeholders and external agencies
- Major drive and resilience to deliver excellence amidst tight timelines and changing circumstances
- Outstanding written, visual and verbal communicator
- You believe in and support the Big Issue's social business model and objectives

Benefits



Annual leave

25 days starting entitlement (excluding bank and public holidays) that increases incrementally with each year of service up to a maximum of 30 days.



Company sick pay

available from day 1 to top up your pay to the level of your normal salary.



BUPA Health Care Cash Back Plan

After 3 months of service. Allowing you to claim money towards the costs of a wide range of treatments for both yourself and up to four dependants at the same address including preexisting conditions.

- Access to Counselling and Advisory services through BUPA
- BUPA Anytime Healthline – around the clock unlimited telephone consultations with a team of nurses and GP's



Training, development, and wellbeing activities

We offer all new staff a New Starter Welcome Period, which starts the moment you accept an offer of employment from us. This includes a comprehensive welcome pack, a tailored onboarding programme, and training to support you in your probationary period and excelling in your new role.



Family friendly suit of policies

including enhanced Maternity and Paternity Pay, Family Friendly leave, Adoption leave and more.



Flexible working

We fully embrace the benefits flexible working has on employee wellbeing, work-life balance and motivation, productivity and performance and offer the following options:

- Homeworking/Hybrid working
- Compressed hours
- Flexitime – allowing, within limits, staff to choose the start and end times within core hours



Pension and salary exchange options

Our pension scheme is a group personal pension scheme administered by www.thepeoplespension.co.uk.



Group Life Assurance

including bereavement counselling



Employee Assistance Programme

providing a range of wellbeing services including legal, health and childcare.

Benefits

But, the main reasons to work at Big Issue Group are...

- 1 Be a changemaker**

We've always dared to be different. BIG is a dynamic social enterprise that's led the way driving change and unlocking opportunities for people through enterprise. Our diverse group of companies work together to achieve a huge ambition – a world that works for everyone.
- 2 Empowered to own it**

Here you're empowered to bring your ideas, energy and passion to make things happen. Most of all you're trusted to own it.
- 3 Multiple ways to grow**

We're all about creating opportunities for people and supporting them to flourish. There are limitless possibilities to grow your skills and your career. You're encouraged to try new things and lean into challenges.
- 4 Join a committed team**

Our super strength is our people and the way they work together. We come from a wide range of backgrounds and specialisms. The power of different people united by a shared goal.
- 5 Write our next chapter**

It's an exciting time in our journey, at a moment when the people we serve are counting on us more than ever. You can play a key role writing the next chapter in our unique story.



Next steps and how to apply

If you find this opportunity a potential exciting next step in your career and you wish to apply for this role, please apply via the advert on our jobs page:

<https://thebigissue.livevacancies.co.uk/#/job/details/400>

If you have any questions or would like to discuss the role please contact us at talent@bigissue.com.

Asylum and Immigration Statement

The Big Issue Group will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Successful candidates will be required to bring the original documents in to be copied and verified on or before their start date.

We are unable to provide sponsorship under the skilled worker route. Therefore we cannot progress applications from candidates who require sponsorship to work in the UK. Further information can be found on the governments immigration rules page.