

Job Description

Job: Marketing and Partnerships Lead

Responsible to: Chief Executive

Hours of work: 37.5 hours per week

Based: Granary Barn, Park End, Swaffham Bulbeck, Cambridge

At Red2Green, we have a vision that everyone should be confident in their own ability, be part of a community, enjoy their life, have the best possible access to independence, and, if they desire to, should be able to work. We offer a range of opportunities to support and promote adults with autism and/or learning disabilities in Cambridgeshire to learn new skills, enjoy lots of different leisure activities, make new friends, gain confidence, and prepare themselves for employment where possible. We also work to raise awareness of the potential of people with disabilities to make a positive and valuable contribution to society.

We have 3 Services Options, Aspirations, and Autism in the Workplace

The Options service enables adults with learning disabilities to:

- live a fulfilling life in line with their aspirations and ambitions
- gain maximum benefit from meaningful activities
- integrate with their peer group and encourage social inclusion

The Aspirations service works with autistic individuals and:

- provides educational activities for 16-25 year olds
- improves employability prospects for adults
- maintains and enhance independence and life skills

The Autism in the Workplace service is our newest service and:

- offers training courses on autism and neurodiversity
- supports HR teams with bespoke advice and workplace assessments for autistic employees
- provides resources to support workplaces in understanding autism and neurodiversity

The Job

The primary purpose of this role is to lead Red2Green's marketing initiatives, ensuring a strong public presence, effective communication with key audiences, and fostering positive relationships with stakeholders. The position supports the organisation's fundraising efforts through grant applications and managing other fundraising initiatives, contributing to the overall growth and sustainability of Red2Green.

Tasks and responsibilities

- 1. Raises the profile of Red2Green through digital and physical marketing, demonstrating Red2Green's ethos through communications and a consistent, professional, strong brand which is accessible to all.**
 - Develops and implements marketing strategies to promote Red2Green's mission, events, and services.
 - Manages digital marketing channels, including social media, email campaigns, and website content.
 - Creates marketing materials, such as brochures, newsletters, and promotional content.
 - Analyses marketing performance and adjusts strategies based on data and audience engagement.
 - Builds relationships with media outlets and manages press outreach to increase visibility.
 - Oversees branding and ensures consistency across all communication channels that meet accessibility standards.

- 2. Raises funds, for the organisation that can be used to deliver its strategy and action plan**
 - Collaborates with the managers and CEO to identify areas of the organisation where funds can be raised and used, that develop Red2Green in line with the action plan.
 - Raises funds from trusts, foundations, and the lottery. To include researching, identifying, and writing applications to funding bodies, and to report back to the funders when required.
 - Proactively identify and pursue funding opportunities that provide unrestricted or core funding to support the overall sustainability of Red2Green.
 - Develop strategies to grow income from unrestricted sources, such as individual giving, general donations, corporate sponsorships, and fundraising events.

- 3. Develops and nurtures positive relationships in all partnerships with key stakeholders, including volunteers, donors, and community partners, fostering long-term engagement and collaboration to support the Red2green's mission and growth.**
 - Builds and maintains strong, positive relationships with volunteers, funders, and community partners through regular communication and personalised outreach.
 - Builds relationships with local businesses so that they contribute to Red2Green in a variety of ways, for example providing fundraising, pro bono services, and volunteering.
 - Organises and participates in meetings, events, and networking opportunities to strengthen relationships and increase engagement with key partners.
 - Coordinates the recruitment, onboarding, and training of volunteers.
 - Enables Red2Green to take an active part in community events and fundraising, so that the profile of Red2Green is prominent within the local community, and the events contribute to Red2Green's income.

Person specification

Marketing and Partnerships Lead

	Essential	Desirable
Knowledge	<p>Marketing Principles and Strategies: A solid understanding of marketing fundamentals, including campaign planning, digital marketing (social media, SEO, email marketing), branding, and content creation.</p> <p>Stakeholder Relationship Management: Understanding of how to cultivate and manage relationships with key stakeholders such as donors, community partners, businesses, and the media.</p>	<p>Understanding of learning disabilities and autism: Familiarity with the challenges and needs of individuals with learning disabilities and autism, and a commitment to promoting inclusion and accessibility in all communication and activities.</p> <p>Fundraising knowledge: Basic understanding of fundraising strategies, with experience in grant writing and donor relations</p>
Experience	<p>Experience in marketing: Digital marketing, content creation, social media management, and campaign development.</p>	<p>Use of marketing software: Canva, Mailerlite, other cloud-based communication software</p> <p>Experience in accessible communication: Ability to create marketing and engagement materials that are accessible to people with learning disabilities, using clear language, visual aids, and other inclusive techniques.</p>

	Essential	Desirable
Skills	<p>Self-motivated and proactive: Able to work independently and take initiative while also being a collaborative team player.</p> <p>Strong interpersonal skills: Friendly, approachable, and able to connect with a wide range of individuals.</p> <p>Relationship-building skills: Demonstrated success in building and maintaining positive relationships</p>	<p>Analytical skills: Ability to analyze marketing performance metrics and make data-driven decisions to optimize strategies.</p>

	Essential	Desirable
Other	<p>Adaptable and flexible: Able to adjust to changing circumstances and take on a variety of tasks.</p> <p>An enhanced DBS disclosure will be required for this role</p>	