



# Recruitment Pack

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# Marketing & Communications Lead

Application deadline: Tuesday, 20 August, 11:59 BST

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Two words:

*life changing*

The Resilience Project has touched every aspect of my life: personal aspirations, friendships to the professional trajectory I take... The six months since finding the Resilience Project has felt like learning a better reality.

-Adam, 2021  
Circle Co-Host



# About Us

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The Resilience Project (TRP) is fortifying a generation of climate leaders. Our organisation is led by building emotional, psychological and campaign resilience in people taking action for the climate. We resource four groups: youth, educational institutes, socially-minded organisations, and philanthropists to become effective and resilient climate changemakers for a sustainable future.

Bringing our insights from our tried and tested [Climate Activation Framework](#), we offer programmes and consulting ranging from one-day workshops to multi-year organisational support for teams needing cultural change and burnout training. Groups we have worked with include LEGO, Who Gives a Crap, the Climate Psychology Alliance, Natural History Museum, Stanford University, and Imperial College London.

With climate anxiety at an all-time high and only set to grow, we create the spaces and communities which enable young climate changemakers and passionate employees alike to find their resilience, their people and their power.

## Mission

to transform the lives of those transforming the world, equipping changemakers with the resilient skills required to navigate a changing climate.

## Vision

a resilient changemaking culture, where kinship and compassion are embedded within the fabric of changemaking communities.

## Values

community, inclusivity, co-design, joy and courage



# Our Services

1

**Skills training:** We offer training around resilience, burnout and eco-anxiety for the youth climate leader on the front lines to the professor in the classroom to the manager in the office to the philanthropist wanting to add financial and mental support to the activist.

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2

**Intergenerational mentoring:** Trust has been broken between generations in the climate sector. We bring climate leaders across the age spectrum together through mentoring to re-build that trust and provide an extra layer of support.

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3

**Peer-support communities:** Community-led peer-support is at the core of our programmes. We create environments that foster a warm peer-learning environment, so you experience first-hand that you are not alone in taking action for the planet and that you can teach and learn from those with the same amount of life experience as you.



**THE RESILIENCE  
PROJECT**

# Our Impact

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**320**

*youth moved through our Activation Programme*

**2,050**

*youth engaged in our online/in-person events*

**1,586**

*impacted through corporate workshops*

**+45,500**

*engaged through speaking opportunities*

**24**

*circles established globally*

**46**

*trained leaders*

# Meet our Team



**Katie Hodgetts**  
Founder & CEO



**Jade Johnson**  
Graphic & Motion  
Designer



**Matt Sowerby**  
Programmes &  
Community Intern



**Ronke Ayoola**  
Youth Programmes  
Lead (UK)



**Abigail Daley**  
COO

# About the Role

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<b>Job title</b>	Marketing and Communications Lead
<b>Salary</b>	£28,000-31,000 (£35,000-38,750 FTE)
<b>Hours of Work</b>	4 days a week, initial 6 month contract 9:00-17:30 BST with 1-hour lunch break
<b>Location</b>	Remote, based in the UK
<b>Start date</b>	October 2024

Are you a creative, have experience advising on branding, and enjoy strategising around marketing and communications? If yes, an integral role has come up to lead the Marketing and Communications Office here at The Resilience Project. We are looking for a dynamic self-starter to join our team as our Marketing and Communications Lead. In this role, you will be responsible for guiding our organisational brand, designing content for and monitoring our social media pages, and creating a marketing plan to showcase our work equipping changemakers with the resilient skills required to navigate a changing climate.

You will work closely alongside our supportive team to oversee, manage and drive our marketing and communications work, including guiding us through an expansion of our brand and launching us into a new level of marketing strategy. This role requires a flexible and experienced project manager with experience in graphic design, branding, and marketing work.

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# About the Role

## Key Responsibilities:

- **Brand management:** Lead on expanding the TRP brand to fit our growing organisation, managing a brand expansion project from design to launch. Monitor appropriate use of the TRP brand, ensuring external assets are brand-compliant and assisting colleagues in correct use of brand elements as necessary. Longer-term, ensure the Resilience Project brand is clear, stays relevant and up to date, prompting innovation in the brand as necessary.
- **Marketing Strategy:** Elevate the Resilience Project marketing strategy with the creation of a multi-year marketing plan that optimally captures the work and impact of The Resilience Project.
- **Communications Management:** Manage TRP's social media accounts, newsletter, and website, leading in content creation, with support from our Graphic and Motion Designer
- **Strategic Planning:** Collaborate with the leadership team to contribute to the strategic planning process, ensuring that marketing and communication objectives align with the organisation's overall mission and vision.





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# About the Role

## Key Responsibilities:

- **Project Management:** Oversee the planning, execution and evaluation of marketing and communication projects, ensuring they are delivered on time, within budget and meet quality standards.
- **Marketing and Communications Organisational Management:** Lead on organisation and maintenance of marketing and communications-related documents, Asana projects, data (CRM and evaluation data), and document and information storage
- **Partnership Engagement:** Liaise with new and current community stakeholders, partners, and beneficiaries to increase marketing opportunities for The Resilience Project. Network to increase moments of collaboration with partners to increase TRP presence in the community.
- **Team Collaboration:** Work closely with cross-functional teams, providing leadership and coordination to ensure effective collaboration in marketing and communications project delivery.



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# About the Role

## Key Responsibilities:

- **Monitoring and Evaluation:** Lead on assessing the impact of marketing and communications, making informed decisions based on feedback for continuous improvement, in collaboration with the Chief Operations Officer.
- **Resource Management:** Manage marketing and communications project budgets and allocate resources efficiently.
- **Community Outreach and Ambassador work:** Represent The Resilience Project, our mission and values in community events, national and international meetings and summits, actively engaging with the target audience and stakeholders.
- **Recognition Management:** Proactively find opportunities for The Resilience Project to be recognised in our field of work, leading on application submission and relationship-building to this aim.



# About You

## Essential

- Proven experience in brand management, ideally within a nonprofit or community development setting
  - Proven experience in marketing management, ideally within a nonprofit or community development setting
  - Proven experience in project management
  - Excellent communication and interpersonal skills
  - Demonstrated ability to lead and collaborate with diverse teams
  - Exceptionally strong organisational skills
  - Results-oriented with a focus on impact and outcomes
  - Passion for making a positive social impact
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## Desirable

- Degree, or equivalent certification in, marketing, communications, social media, public relations, graphic design or related field
- Proficiency in Adobe Illustrator, Photoshop, and/or InDesign
- Proven experience in graphic design and content creation
- Proven experience in managing budgets and allocating financial resources
- Proven experience in web design and/or management
- History of working with international youth changemakers
- Working knowledge of platforms such as Asana, Airtable, and Google workspace
- Strong understanding of community engagement, mental health and well-being
- Proven experience in supervising or managing volunteers



# How to Apply

Please complete the online application form [here](#) to apply.

As part of the application process, you will need to submit your CV and, if relevant, a portfolio of visual work. It is important that in your application you demonstrate clearly and provide examples of how you meet the requirements for the role.

**The deadline for applications is Tuesday 20 August at 11:59 BST.**

Shortlisted candidates will be notified by email and invited to interview by 29 August. Interviews will be held online 2-12 September, with second interviews taking place 16-26 September.

## **Pre-employment checks**

Please be aware that this role requires two satisfactory work references, including one from your current or most recent employer. All applicants must have the right to work in their country of residence. We are not currently able to offer visa sponsorship.





# **The Resilience Project**

## **Question & Information:**



[abigail@theresilienceproject.org.uk](mailto:abigail@theresilienceproject.org.uk)



[www.theresilienceproject.org.uk](http://www.theresilienceproject.org.uk)