
Marketing Manager (London) – 4 days per week

About Social Finance

We are an ambitious not for profit organisation that partners with governments, service providers, the voluntary sector and the financial community. Together, we find better ways of tackling social problems in the UK and globally.

Since we started in 2007, Social Finance has helped to pioneer a series of programmes to improve outcomes for individuals with complex needs. Our innovations, including the social impact bond model, have mobilised more than £500 million globally. We have sister organisations in the US, Israel, the Netherlands and India and a network of partners across the world.

What we do

Our unique method combines financial analysis, data science, service design, and social issues research. We focus this expertise on understanding the needs of service users and working with communities to create new responses to challenging social problems.

We develop models, products and services that are pragmatic and have the scope to drive systemic change to improve people's lives. In the UK, we focus on issues such as homelessness, domestic abuse, mental health, learning difficulties, loneliness and vulnerable children on the edge of the care system. We also look to improve equity for marginalised communities in social services. Internationally, we design outcomes-based models for issues such as maternal and neonatal health, education and employment.

Our values

Everyone at Social Finance believes that change for communities is possible. To help us achieve it, we have three core values that guide everything we do. We are [curious, empathetic and pioneering](#).

The team

IPS Grow is a national programme designed to support the expansion of Individual Placement and Support (IPS) services in mental health, primary care, and drug and alcohol teams across England. The programme is led by Social Finance in partnership with the Centre for Mental Health. It is funded by NHS England and Improvement (NHSE/I), the Department for Work and Pensions (DWP), and the Office for Health Improvement and Disparities (OHID).

The opportunity

Subject to funding award, we are recruiting for a dedicated Marketing Manager to join the IPS Grow team. The role holder will be responsible for developing and executing comprehensive marketing initiatives to support the expansion and effectiveness of IPS.

The Marketing Manager will work closely with the Head of Workforce & Engagement, Marketing Executive and other team members to achieve communication goals outlined in the IPS Grow Communications Strategy. You will play a pivotal role in implementing and delivering innovative marketing strategies to raise the profile of IPS as well as create and edit content for offline and/or digital marketing channels, such as website, social media, marketing materials, blogs, or newsletters. This is a varied role where you will have creative input and commitment to telling the inspiring stories within IPS and carrying out creative communications which have real impact.

Responsibilities

The key requirements of the role are:

Marketing and Communications

- Develop and implement marketing initiatives to achieve the goals of the IPS Grow Communications Strategy.
- Enhance stakeholder collaboration and communication through targeted campaigns and regular updates.
- Take direction from the Head of Workforce & Engagement and wider Senior Leadership Team (SLT) to build a narrative and engagement around IPS and employment as a health outcome.
- Provide regular updates to the SLT.
- Provide direct support to IPS services on their marketing plans, including reviewing newsletters and copyediting press releases.
- Enhance engagement with policymakers, clinicians, and IPS providers.

Content Creation and Management

- With the support of the Marketing Executive, develop compelling content for various communication channels, including websites, social media, newsletters, press releases, and promotional materials.
- Oversee the creation and dissemination of national guidance and templates for IPS services.
- Collaborate with the Marketing Executive to ensure consistency and quality in all marketing materials.

Events, webinars and Campaigns:

- Plan and execute events, webinars, and workshops to foster a network and community for IPS services.
- Lead on the planning and delivery of an in-person annual conference
- Develop and implement targeted marketing campaigns to promote IPS and raise its profile among various audiences.
- Coordinate participation in awareness days and national events to increase visibility of IPS.

Monitoring and Evaluation:

- Monitor and evaluate the effectiveness of marketing campaigns and communication strategies.
- Track engagement metrics and provide regular reports on the impact of marketing activities.

Team Leadership:

- Supervise and mentor the Marketing Executive, providing guidance and support to achieve team objectives.
- Foster a collaborative and innovative team environment, encouraging creativity and professional growth.

About you

- **Marketing experience.** Proven management experience in a marketing role, ideally within the healthcare sector (E). Proficient skills in digital marketing, content creation and social media management (E). Experience using CMS, CRM systems and marketing analytic tools (E).
- **Written and verbal communication.** Exceptional written and verbal communication skills with a proven ability to create compelling narratives and engage diverse audiences (E).
- **Shared values.** We have a passionate belief that helping people to achieve appropriate employment can transform their lives. We hope you will share this, as well as our other core values. You will be passionate about changing people's lives for the better but with a strong business sense and motivation to support effective operational delivery (E).
- **Sector knowledge.** Understanding of the Individual Placement and Support (IPS) model and employment services is a bonus (D).
- **A thirst for learning and self-development and sharing that learning with the team, IPS services and stakeholders.** This will include capturing and sharing learning – in written form, developing tools/guides and training (E).
- **Strategic planning and organisational skills.** You will be able to manage your own workload, and able to deal with multiple and competing priorities using analytical skills to prioritise and meet deadlines (internal and external) (E).
- **Managerial and leadership experience.** You will be able to work effectively in a remote large, cross-functional team (E). You will have experience managing others (E). You will have experience and examples of successfully delivering campaigns and projects (E).
- **Problem solving skills.** You will take a structured approach to solving problems and will have a high tolerance for ambiguity (E). You will be able to respond and adapt to the complexities within a rapidly changing landscape and develop creative and innovative solutions to overcome challenges.
- **Creativity and the ability to self-manage.** You will be able to demonstrate an ability to deliver results.
- **Motivated to have impact / self-starter.** You will be able to demonstrate high levels of initiative and personal leadership. You will be committed to your own development, including keeping up to date with IPS and leadership practice. You will be continually curious and open to learning.

Working at Social Finance

The fixed salary for this position is £46,200 per annum. Working for a mission driven organisation is more than just what we pay though, it's about our culture, our approach and what else we offer. [Read more about working at Social Finance.](#)

Equality, diversity and inclusion

We actively encourage applications from under-represented and minoritised groups, including those with lived experience of the social issues we are working to address. We are an equal opportunities employer and support a range of flexible working options.

How to apply

Social Finance are using [Applied](#), a platform developed by the Behavioural Insights Team, to record your application. Applied uses behavioural and data science to improve hiring decisions and minimise unconscious bias in the recruitment process.

You will be asked to respond to situational based questions which will allow you to express your ability. Your answer to each question will be viewed in isolation. Please therefore ensure there is enough detail in that single response, without any references to your other responses. NB: The selection panel will not have access to your CV, so it is therefore essential that you respond to each question fully.

Apply for this position using this link or by copying and pasting the address below into your browser.

<https://app.beapplied.com/apply/ia2zhvymh2>

Closing date for applications Tuesday 3 September 2024 at 9am.

Should you require any reasonable adjustments to allow you to attend, please highlight this when you are invited.

If you would like more information about the role, please email support@ipsgrow.co.uk