



Hatch 

## Marketing & Recruitment Manager

Candidate Pack - February 2024

Hatch Enterprise is a registered charity in England and Wales (No. 1161801)

## A welcome from Dirk Bischof, Founding CEO



At Hatch Enterprise, we support underrepresented entrepreneurs from across the UK to imagine, launch and grow sustainable and impactful businesses through tailored support, community and partnerships.

The team at Hatch is a fantastically diverse group of people who are passionate about going that extra mile to support founders and help shape a fairer economy, and a better world.

Since 2014, we've supported close to 8,000 founders across the UK and grown our revenue to £1.7m annually. We've been there for founders through some of the most turbulent and challenging times in recent history, from the COVID-19 pandemic and mass business closures, coming face to face with societal inequity highlighted by #BlackLivesMatter, to the cost of living crisis.

Now we're looking at our next big milestone: Delivering holistic and inclusive enterprise support for hundreds of founders every year whilst also delivering on our promise to support founders with patient, flexible financial support alongside our programmes.

At Hatch, we try to embody the following values in everything we do, from being transparent with data and information, to trying new things, failing but learning from mistakes and to collaborate on strategic decisions, drawing on our collective expertise, experience and networks:

- We are inherently experimental
- We believe in human potential
- We create meaningful connections
- We are committed to achieving equity



Hatch's work has been recognised in recent years, including:

- Being recognised as one of the top 100 social enterprises in the UK, featuring in the NatWest SE100 Index every year since 2019, as well as named finalists in the Equality category in 2023.
- Finalists in the Third Sector Awards for Frontline Team of the Year in 2023, and Fundraising Team of the Year in 2022. Finalists in the Charity Times Awards for Digital Transformation of the Year and Charity of the Year in 2022.
- Winning the 2017 Enterprising Britain Awards in the 'Building Enterprise Skills' category for Hatch's Incubator programme.
- Shortlisted for the 2017 Lord Mayor's Dragon Awards in the category of 'Community Partner' for our work with Deutsche Bank supporting over 50 mission driven businesses in South London.

## Marketing & Recruitment Manager

- Salary: £37,565 - £39,819 dependent on experience, with scope for salary progression
- Contract Type: Permanent
- Hours: Full Time (typically 09.30-17.30 but with flexibility)
- Location: We're based in Elephant & Castle in central London, but this role is fully hybrid so we work remotely, though team members must be willing to travel to London periodically
- Responsible To: Head of Marketing & Communications
- Application Deadline: 10am 25th March 2024
- Interview Dates: 1st interview 1st April 2024, 2nd interview 15th April

## Our Commitment to Equity

We believe everyone has potential. We are committed to increasing equity among business owners, and we want to do the same for our team. Research shows that some underrepresented groups tend to only apply for roles if they meet every single requirement. At Hatch we are interested in your future potential just as much as your past experience. So if you're excited about this role but your past experience doesn't tick every box on the job description, we'd love it if you went ahead and applied anyway.

And if this role isn't quite ticking all *your* boxes but you like the idea of working at Hatch, please add your details to our careers mailing list to be the first to hear about new opportunities in future <https://hatchenterprise.org/careers/>.

We want to ensure that our team represents a wide cross-section of society, and we know that means we have to make an effort to understand and accommodate different people's needs. If you do require any reasonable adjustments to be made to support you to apply, interview or join the Hatch team please contact [jobs@hatchenterprise.org](mailto:jobs@hatchenterprise.org).

## Role Purpose

This new role is all about guiding the right people to the right support programmes at Hatch, largely a busy mix of digital and traditional marketing, alongside talking and listening to people from all backgrounds and situations. Our charity runs three waves of support programmes a year in January, May and September, as well as a programme of free events throughout the year. Each of these needs marketing support to get people interested in launching and growing a business onto those programmes and events.

You'll be at the forefront of founder recruitment, using your marketing experience, skills and ideas to run campaigns that attract underrepresented entrepreneurs from across the UK to look our way, find out about the charity's support and then go on to apply for a place on our cohort support programmes. You'll then interview applicants online, answer questions they may have and really get to know what help or support they're looking for, then work with the wider programmes team at Hatch to shortlist and invite successful candidates on to the programme. Equally, you'll weave your marketing magic to help people interested in our events to go on and register.

The role plays a vital role in insight, not just from a digital and traditional marketing sense, but in terms of being able to share with the wider Hatch team on what founders need, what motivates founders to start up their own business or organisation and what challenges they face. All knowledge that can then be fed back into what support we offer to founders, what themes we focus on, to make sure we're meeting what founders need. Equally, that insight will feed back into the marketing process for future recruitment rounds.

We've been recruiting for founders since the charity started in 2014, but with oversight of the whole process from founder recruitment to passing founders to the programmes team, this is an exciting chance to reset and start again from a blank slate and a fresh pair of eyes, to make sure we're doing all the right things to reach and support the people that need business support the most in society.

## **Responsibilities**

### **Recruiting UK founders to Hatch's support programmes and events**

- Evaluating, refining and developing a new founder recruitment strategy that supports wider communications and charity objectives.
- Leading on the creative development and delivery of marketing campaigns that recruit UK founders for Hatch's support, using a wide range of physical and digital marketing strategies and approaches (e.g. Google Ads, in-person events) that are scalable and attract, engage and encourage applications/registrations.
- Creating the content and copy for paid media advertising, whilst working closely with the social media officer on organic founder recruitment content.
- Taking ownership of Hatch's email newsletters, including copy and content, mailing lists, segmentation and automations, using it as a tool to recruit new founders, keep existing Hatch graduates engaged whilst building brand awareness and support for the charity.
- Working with the programmes team and the communications team to improve the user journeys of founders who come to Hatch for support.
- Working with and managing external agencies or freelancers involved in founder recruitment.
- Collaborating with Hatch's community team on outreach communications to ecosystem partners to promote Hatch's support.

### **Internal communications and insight**

- Acting as the key bridge between the communications and the programmes teams, ensuring recruitment criteria and targets are communicated between the two.
- Leading on the analysis, evaluation and reporting internally and externally on how founder recruitment campaigns have performed (e.g. dropoff rates, learnings, insights).
- Using insights from conversations with founders to refine and improve the interviewing and admissions process, new areas of founder support and inform new groups of stakeholders for recruitment.

### **Brand**

- Working with the wider communications team, contributing to the on-going development of Hatch's brand, supporting the wider charity in its everyday use.

## **Awareness, engagement and interviewing Hatch's founders**

- With the wider programmes team, interviewing applicants for Hatch's support programmes and working collaboratively with programme managers on shortlisting candidates.
- Being an early point of email contact and signposting for founders looking for support.
- Conducting needs assessment conversations with entrepreneurs to understand their support requests and to signpost them to the relevant programmes at Hatch.
- Analysing founder recruitment data, sharing with the communications and wider Hatch team to inform future rounds of recruitment, social media and wider communications activities, programme design and founder support.

## **Person Specification**

- A strong creative streak, with the ability to tell and write powerful stories and engaging copy to a wide variety of stakeholders.
- The ability to plan, develop and deliver impactful digital marketing campaigns that help drive a particular action such as applying for Hatch's support or signing up to a newsletter.
- A strong understanding of (digital) marketing channels and trends.
- An ability to understand and build successful customer journeys for different stakeholder groups.
- The ability to listen to, communicate and empathise with people from a diverse range of backgrounds, cultures and personal situations.
- Good evaluation and analytical skills, including the ability to work with statistical data and research and be able to translate them into powerful messages or to improve performance.
- Strong interest in equitable and impactful entrepreneurship - experience as an entrepreneur yourself would be a bonus.

## **Benefits**

We care about our people and giving them the things they need to succeed, and we are passionate about Hatch being a great place to work.

We are a hybrid working organisation, and our head office in Elephant and Castle is available for anyone to work from as much or as little as they'd like. We provide all team members with a laptop for ease of use wherever you choose to work. Although we offer the flexibility to work from home, there are times when it is useful for us to get together in person for certain meetings and team days.

Our benefits include:

- Flexible working - work from home or in the office and at the times that work best for you
- 37 fully flexible holiday days (including the 8 UK bank holidays) in 2024
- Paid time off for dedicated learning and development opportunities
- Access to Hatch programmes and events free of charge
- L&D Learning Platform Access Learning
- Employee Assistance Programme Health Assured
- Team Days/get togethers 3 times a year

- 4 days per year paid time off to volunteer
- 4 Wellbeing days per year
- Employee pension scheme
- Salary Sacrifice Scheme
- Enhanced parental leave
- Cycle to Work Scheme
- Eye care scheme
- Enhanced sick pay leave
- Interest free loans to purchase season tickets for travel to work

## To Apply

**Please note we are only able to accept applications from candidates who have the right to work in the UK.**

In order to apply for this role, we ask all candidates to provide a CV, a cover letter and a response to the following bullet points:

- What excites you about Hatch as an organisation and about this role in particular?
- What would you say is the most powerful piece of communication you've ever done, and why do you regard it as such?
- What would you do in this role that would really make an impact?
- Where did you first hear about this opportunity?

**We are only accepting applications via the portal which is accessible on our website. Please note - we will not consider any applications unless they include a CV, cover letter and response to the points above, and/or if they have not been submitted through our application portal.**

If you have any questions or need any help with your application, please drop us a line via [jobs@hatchenterprise.org](mailto:jobs@hatchenterprise.org) (recruiters will be politely turned away).

If you apply, we will process your personal data for recruitment purposes only and in accordance with our [Data Privacy Policy](#).