



# Programme Marketing Manager

Cherie Blair Foundation for Women

Job pack, April 2024

Registered Charity No. 1125751.



Cherie Blair  
**FOUNDATION  
FOR WOMEN**



## About us

The Cherie Blair Foundation for Women exists to create a future where women everywhere enjoy equal economic opportunities so they can thrive. Together with partners around the world, we work with women in low and middle income countries so they can start, sustain and grow successful enterprises. We collaborate to create fairer business environments so women are not constrained by gendered barriers and can reach their potential on their terms.

Since 2008, our training and mentoring services have supported more than 250,000 women to build successful micro, small and medium enterprises in over 100 countries. By blending insights from research, strong partnerships and pioneering technology we open doors for women entrepreneurs to skills, confidence, networks, finance and markets. We press for change to stop millions of women being held back from having the choice and opportunity to thrive.

Our gender transformative approach means women can achieve their own economic objectives. They create a better future for themselves, their families, and their communities. They contribute to thriving, fair economies, and global economic justice.

## Ways to get in touch

[www.cherieblairfoundation.org](http://www.cherieblairfoundation.org)  
[recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org)

+44 (0)20 7724 3109  
PO Box 60519, London, W2 7JU

## Our team

The Foundation is run by a dedicated team of approx. 25 staff, overseen by a Board of eight trustees. Based in London, we have a global reach, working in collaboration with partners across Africa, the Middle East, Asia, Latin America and the Caribbean.

## What we do

The Foundation develops and delivers woman-centred services and initiatives that provide sustainable solutions to the challenges facing women entrepreneurs in low and middle income countries so that many more women are able to start, sustain and grow successful enterprises. We work to effect change through fairer and more inclusive business environments.

Working with partners worldwide we deliver programmes to women that are designed to build knowledge, skills, confidence, networks and access to resources at different stages of their businesses. As a result, women can transform their businesses and their futures. Our delivery partners are entrepreneurship experts who are essential to our work and support us to adapt our programmes to relevant, local contexts.

- Our award-winning mobile business skills app, HerVenture, offers essential business training and support on-the-go, covering topics like launching a business, expanding market access, e-commerce and mobile money, for women at the start-up and early growth stages of entrepreneurship.
- We provide blended learning training to target key business development areas such as business growth, accessing finance and leadership through the “Road to” suite of programmes.
- Our Mentoring Women in Business programme matches women entrepreneurs with a dedicated professional mentor from elsewhere in the world. Using our online platform, they work one-to-one for 12 months to share new perspectives, build new skills and take their businesses to a whole new level.

Carrying out primary research and listening to first-hand experiences of women entrepreneurs is also a vital part of the work we do. We advocate for change to governments, multilateral organisations and corporations in order create more inclusive and fairer business environments.



## Our principles

**Women entrepreneurs at our heart:** Without women entrepreneurs we wouldn't exist, so it is vital we put their experiences, perspectives and passions at the heart of what we do and how we do it.

**Feminist first:** We proudly follow feminist leadership principles, building an inclusive environment where everyone feels they belong.

**Great to work with:** We care. We are experts. We always seek to deliver high-quality work and results. We are positive and professional, and always operate with integrity.

**Dynamic and entrepreneurial:** The essence of entrepreneurship is creativity and innovation. We harness this spirit of courage, embracing opportunities and making bold moves to achieve our mission.

**Powered by knowledge:** We seek data to understand and share. We nurture a culture of enquiry and positive challenge. We look outward and encourage dialogue and exchange.

## Our strategy

We're going to revolutionise business opportunities for more than one million women by 2030.

Our 'Ready for Business' strategy will see us significantly scale up our work to revolutionise business opportunities for one million more women entrepreneurs in low and middle income countries by 2030 and rapidly accelerate progress for women across the world.

With a global community of partners, donors and institutions, we will fight hard to ensure we contribute all we can towards the achievement of Sustainable Development Goal 5 on Gender Equality and Goal 8 on Decent Work and Economic Growth. This ambitious new strategy guides our work from 2023 to 2026, building on the success of our last strategy that saw us support over 100,000 women in just four years.

In order to reach one million women entrepreneurs and support them to start and grow successful businesses and drastically shift business ecosystems so they are fair and inclusive we will:

- Develop and deliver digital, women-centred services.
- Grow a network of delivery partners.
- Host a thriving community of expertise in women's entrepreneurship: sharing, learning, advocating for change and challenging the barriers facing women.
- Lead global advocacy to challenge the systems and structures holding women back from success.
- Create a membership community committed to funding our work so that women have the opportunities to fulfil their potential.
- Evolve our organisation to deliver more effective change.

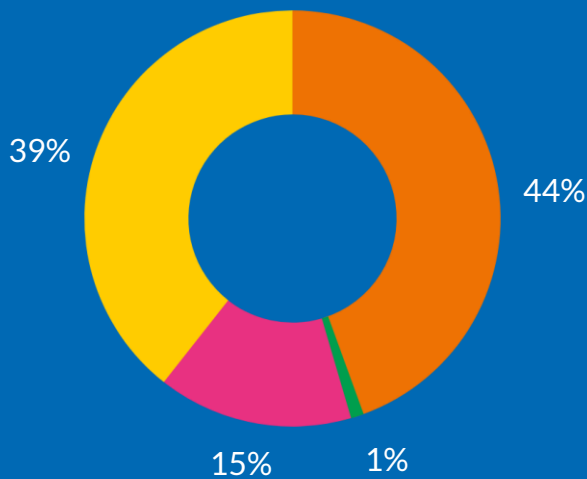
The resilience, drive and ingenuity of the women we work with inspires us to be unstoppable in our commitment to ensuring the economic rights of women everywhere are fulfilled. With this strategy, we believe we have put ourselves in the strongest possible position to achieve this.

## Our accounts in 2022

We believe in honesty and transparency when it comes to our funding and spending. We make our previous year's accounts available for all job candidates to see upfront.

### Income

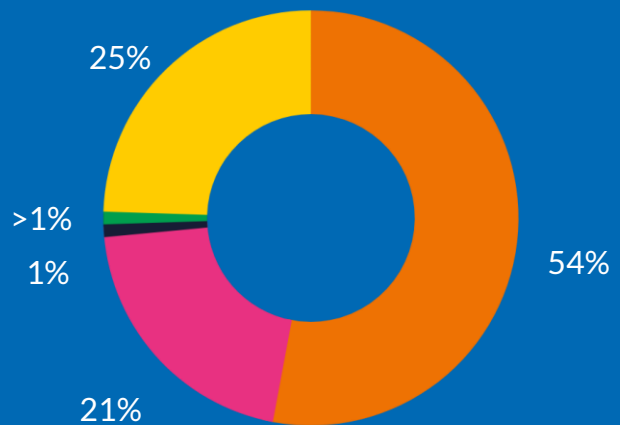
Our overall income in 2022 was £1,965,376. Unrestricted funding as a component of this was £774,215 and programme restricted funding was £1,191,161.



- Unrestricted donations and investments
- Entrepreneurships programmes
- Mentoring programme
- Advocacy projects

### Expenditure

Our total expenditure in 2022 was £2,089,070. Restricted expenditure as a component of this was £1,420,527.



- Fundraising
- Entrepreneurships programmes
- Mentoring programme
- Advocacy projects
- WEAVE project



## What we can offer you

- A fantastic package of 28 days of annual leave (which includes three that must be taken during the festive break).
- An organisation that values you. As a smaller organisation, we value everyone's individual perspective and voice and all team members are able to contribute to our strategic planning.
- Professional development, with career growth built into each staff member's annual plan and a wide range of skills-building and learning opportunities provided. Each staff member has an annual £1,000 training budget.
- A positive, supportive and collaborative culture and leadership style. We encourage teamwork and open and honest communication, while maintaining a friendly and relaxed atmosphere where everyone can thrive.
- A focus on personal wellbeing and happiness, with regular team-building activities and line manager meetings that as well as your personal wellbeing.

## Job description

|                        |   |
|------------------------|---|
| <b>Role title:</b>     | Programme Marketing Manager   |
| <b>Responsible to:</b> | Head of Communications and Marketing  |
| <b>Location:</b>       | London based office, with hybrid working  |
| <b>Salary:</b>         | £34,176 - £37,024 per annum (£20,506 - £22,214 pro rata)<br>dependant on experience   |
| <b>Full/part time:</b> | 21 hours per week, ideally over 4 or 5 days but 3 days considered.<br>Working hours to fall between 08:00 and 18:00, Mon-Fri. |
| <b>Term:</b>           | 12 month fixed term contract (mid-June 2024 to mid-June 2025)<br>with the potential for extension.                            |

We are open to applications from consultants.

### Job overview

Becoming the Programme Marketing Manager at the Cherie Blair Foundation for Women is a fantastic opportunity to help drive progress for women entrepreneurs in low and middle income countries by engaging more people in our work.

The key purpose of this role is to effectively market our programmes to participants – chiefly our HerVenture business skills microlearning app and our sector-leading Mentoring Women in Business programme.

This will span three main projects:

- to successfully manage a marketing agency to effectively market the HerVenture app to women in South Africa (as part of a fixed-term project with active marketing ongoing until Mar '25);
- to successfully manage the same marketing agency to promote the app in Nigeria (as part of a separate fixed-term project with active marketing ongoing until Dec '24); and
- to effectively promote the opportunity to become a mentor to a woman entrepreneur through our Mentoring Women in Business programme to paying professionals worldwide. Your objective will be to secure 18+ paid mentors for the Nov '24 programme intake and 20+ for the May '25 intake.

Following the completion of the two HerVenture marketing projects, you will also lead other programme marketing initiatives in 2025. These will be determined in late 2024.

Following the May '25 Mentoring intake you will deliver a strategy, harnessing your learning and analysis to outline an approach for marketing the programme to paying mentors in future.

You will also be called on to support other forms of programme marketing on an ad hoc basis, for example advising on development of corporate pitch decks, or co-designing materials for fundraising events.



This position reports directly to the Head of Communications and Marketing, however this is a highly collaborative role and you will also work closely with the Entrepreneurship programmes team and the Programme Funding team to develop and deliver plans and manage projects.

Our ideal candidate will be a knowledgeable and motivated marketer with experience in 'selling' professional development / online volunteering opportunities, and in managing agencies and contractors to deliver on fixed projects as aligned to good marketing practices. You should be highly organised and goals-driven, with a collaborative approach, a growth-oriented mindset, and a strong desire to harness the power of marketing to support women's economic empowerment.

### Department purpose

This role will sit in the External Engagement department. This department is responsible for income generation, fundraising, development of strategic partnerships to drive the Foundation's work, as well as raising the profile of the organisation, managing its brand, promoting its work, and pressing for positive change. This enables us to develop and deliver new and existing programmes and projects, and to help shape business ecosystems to better support women entrepreneurs.

The department is divided into four teams: the Communications team, which supports the delivery of the Foundation's objectives through effective communications and marketing, the Programme Funding team, which focuses on restricted funding from companies, trusts, foundations and institutions, the Philanthropy team, which focuses on unrestricted funding from individuals, and the Advocacy team, which works to surface the experiences and needs of women entrepreneurs and support them through research, policy and thought leadership work.

## Key responsibilities

### Main obligations

- Manage a marketing agency based in South Africa and tasked with effectively marketing the Foundation's HerVenture app to 7,000 women entrepreneurs in the country by the end of 2024, ensuring that the agency delivers on its contract in a timely and effective manner against set indicators and targets.
- Manage a second marketing agency, location TBC, tasked with effectively marketing the HerVenture app to 25,000 women entrepreneurs in Nigeria by the end of 2024, ensuring that the agency delivers on its contract in a timely and effective manner.
- Liaise internally with the Entrepreneurship Programmes and Partnerships teams on the two marketing agencies' deliveries in order to contribute to the wider management of these two funded projects and ensure our obligations to funders are met.

Devise and deliver a strategic marketing plan to effectively promote the opportunity to mentor a woman entrepreneur to prospective mentors, achieving at least 18 paid mentoring places between September and November 2024 (the period in which applications are open). Support, upskill and build

capacity of the Foundation's wider team and spokespeople in their abilities to effectively market and 'sell' the mentoring opportunity via LinkedIn and in-person engagement and opportunities.

- Work closely with the Senior Communications Officer to align marketing plans for mentoring with the Foundation's wider digital marcomms approach, including use of digital channels as well as adherence to the Foundation's brand, protocols and principles.

### Other responsibilities

- Contribute to the Communications team's wider strategies, plans and approaches to support a cohesive and effective holistic approach.
- Support the wider Foundation team with occasional design, copywriting and editing, proofreading, and various other marketing activities.
- On occasion, provide support with events (collateral production, marketing advice and guidance etc).
- Input into occasional reporting to funders.

### Person specification

All applicants should already have the right to work in the UK. The Foundation does not offer sponsorship at this time.

### Essential criteria

- Demonstrable experience in devising and delivering a successful service marketing plan, including effective budget management.
- Proven track record in marketing paid-for opportunities, services or products to individuals.
- Very strong skills in effective copywriting for marketing purposes.
- An understanding of audience/market research, profiling and how to tailor messaging and approaches to specific audiences or customers.
- Analytical marketing skills: ability to determine and monitor the effectiveness of various marketing strategies (as evaluated against set targets) in order to achieve objectives, within resource limitations, and to report on such.
- Experience in effective long-term agency / supplier / contractor management.
- Ability to self-manage and lead your own workload, delivering to timelines and objectives with initiative.
- Comfortable working in a fast-paced environment and managing multiple projects and priorities simultaneously.
- Microsoft Office Suite proficiency.

### Desirable criteria

- Ability to design and produce effective marketing assets and graphics, applying best practice approaches and with knowledge of using common design tools – particularly Canva.
- Long-term project management experience, including working with multiple internal and external stakeholders.

- Track record in devising and delivering income generation initiatives.
- A passion for gender equality and women's economic empowerment. Experience working for a charity / non-profit / NGO.

## How to apply

To apply, please submit the following documents:

- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV (two A4 pages max)

Please send your application to: [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org) by **23:59 BST, Tuesday 14 May**. Interviews will be held virtually on 22 and 23 May.

### Equality, diversity and accessibility statement

We are an intersectional feminist, anti-racist organisation. We value diversity and welcome applicants of all backgrounds and identities equally, regardless of age, race, ethnicity, gender, sexual orientation, transgender status, disability, religion or belief.

Please inform us if you have any access requirements that you would like us to make reasonable adjustments to accommodate should you be invited to interview.

## Job applicant privacy notice

### Data controller

The Cherie Blair Foundation for Women, PO Box 60519, London W2 7JU

As part of any recruitment process, the Cherie Blair Foundation for Women (the Foundation) collects and processes personal data relating to job applicants. The Foundation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### What information does the Foundation collect?

The Foundation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you are disabled for which the Foundation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and

- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Foundation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The Foundation will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Foundation will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

### Why does the Foundation process personal data?

The Foundation needs to process data to assess your application during the recruitment process and prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the Foundation needs to process data to ensure that it is complying with its legal obligations. For example, it is a legal requirement to check a successful applicant's eligibility to work in the UK before employment starts.

The Foundation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Foundation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Foundation may also need to process data from job applicants to respond to and defend against legal claims.

Where the Foundation relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Foundation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Foundation processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

For some roles, the Foundation is obliged to seek information about criminal convictions and offences. Where the Foundation seeks this information, it does so

because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The Foundation will not use your data for any purpose other than for recruitment of the job for which you have applied.

### How does the Foundation protect data?

The Foundation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

### Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process and IT staff if access to the data is necessary for the performance of their roles.

The Foundation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Foundation will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, if a requirement of the role, with the Disclosure and Barring Service to obtain necessary criminal records checks. The Foundation will not transfer your data outside the European Economic Area.

### For how long does the Foundation keep data?

If your application for employment is unsuccessful, the Foundation will hold your data on file for six months after the end of the relevant recruitment process. At the end of that period electronic data is deleted and paper copies destroyed by secure shredding.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

### Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Foundation to change incorrect or incomplete data;
- require the Foundation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing or you withdraw your application for employment;
- object to the processing of your data where the Foundation is relying on its legitimate interests as the legal ground for processing; and

- ask the Foundation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Foundation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact [enquiries@cherieblairfoundation.org](mailto:enquiries@cherieblairfoundation.org) stating 'SUBJECT ACCESS REQUEST'  
If you believe that the Foundation has not complied with your data protection rights, you can complain to the Information Commissioner.

### What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the Foundation during the recruitment process. However, if you do not provide the information, the Foundation may not be able to process your application properly or at all.

### Automated decision-making

Recruitment processes are not based on automated decision-making.



# Thank you for your interest!

Please contact [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org) with any questions.



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