

Position details: Digital Program and Marketing Manager

How to apply	Send your CV (<u>max</u> 2 sides A4) with a covering letter (<u>max</u> 1 side A4) saying what you would bring to the role to jobs@globalactionplan.org.uk
Deadline:	Midnight 14 th Dec
Interviews:	16/17th Dec
Start Date:	ASAP. Please advise your earliest start date in cover letter.
Salary:	£32-38k depending on experience
Contract type:	Permanent
Annual holiday & benefits (pro rata):	25 days and UK public holidays 2 duvet days / 2 volunteering days
Hours:	Full time (35 hours/week) Core hours: Monday – Friday, 7 hours/day to include 10am - 3pm For the right candidates, we would be open to considering job share opportunities
Work location:	Flexible working with the requirement to be able to attend meetings as needed at our office - 201 Borough High Street, London SE1 1JA

About you

Are you dynamic, collaborative and committed to tackling the environmental and wellbeing challenges facing us as a society? Are you excited by the chance to use digital communications to build movements of people and organisations to work together to make change?

About us

Global Action Plan is a dynamic charity that is tackling the root cause of environmental breakdown and health inequalities. We mobilise government, business, the media and the public to play their part in solving our climate and ecological crisis. We draw out the links between health and wellbeing with environmental action to drive change at a deeper level.

We work with young people on new ideas about wellbeing and consumerism; that what makes them happier will at the same time be better for the planet. And we bring progressive businesses and school

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children together to work on ground-breaking projects that develop leaders of future and have a benefit on our environment today. We are developing radical new research which identifies compassion as key to unlocking environmental action, working with a major FMCG partner on a five year program.

We work on air quality and are the people behind Clean Air Day (the UK's biggest air pollution campaign), the co-creators of the Clean Air Hospital Framework, the founders of the Businesses Clean Air Taskforce, the producers of the Clean Air Schools Framework, the designers of the Clean Air Public Insights Tracker and the architects of the Clean Air Hub.

Through our projects and collaborations, Global Action Plan enables people to see, believe and, crucially, act on the insight that what is good for us is good for the planet.

We are looking for a Digital Programme and Marketing Manager who wants to change the world

We have an amazing array of digital platforms already live and in development. They reach a variety of audiences and all have huge potential in encouraging people and organisations to act on environmental challenges. We are looking for an individual who is passionate about the potential to optimise the reach for these channels and to enhance the experience of our users. The right person will have extensive technical experience in web design with an instinctive understanding of how to engage and inspire through these channels.

Our social media channels are vital in delivering against our organisational and project driven ambitions. We know we could benefit from more coherent and consistent strategies and are looking for a creative and strategic minded individual who can plan and deliver best in class content and campaigns.

The GAP team are full of energy and enthusiasm but would benefit from a trailblazer who establishes best practice and guides others in delivering against clear goals.

Key skills and experience

The successful candidate will have demonstrable experience in:

- **SEO and web optimisation** generally – developing and delivering against clearly established strategies
- **UX design** across existing platforms and as key to developing new websites with the knowledge to plan and carry out thorough UAT.
- **Social strategy**, developing multi- channel content plans and delivering against engagement targets
- **Creating and managing social campaigns** for major campaigns including paid for campaigns
- **A high degree of tech literacy**, confident with trouble shooting on web platforms including video conferencing
- **Experience across a variety of content management systems**, employing a creative and dynamic approach

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- Using data and analytics to improve reach and engagement across owned media channels
- Experience of centring accessibility in web content

They will have the following qualities

- **Great relationship management skills**, with an ability to build, grow and maintain rapport with GAP teams, clients, delivery partners and external stakeholders.
- **Influencing skills**, in order to bring others onside with their vision and plans.
- **Demonstrable written and oral communication skills**, in order to clearly communicate messages through a range of mediums to a range of audiences, including business
- **They will be a self-starter**, with a constructive and collaborative approach
- **They will make the complicated seem simple**, they will enjoy sharing their skills, guiding and developing others
- **Be naturally helpful and proactive**, they will pride themselves on stepping in where needed across the many GAP projects to provide tech support

They will report to Charlotte Zamboni, Director of Marketing, working very closely with Clair McCowlen, Senior Programme Manager.

Is GAP the right fit for you?

We are looking for someone who will enjoy the dynamic, fast paced and mission driven culture at GAP. We take great care to bring in people who reflect our values and who will thrive here.

Value	What this looks like	What we look for
We challenge the norm	Radical change is needed. We dare to think big and re-imagine how we live and work to bring about real shifts in behaviour and tackle systemic issues not symptoms.	Creativity and passion for tackling big hairy environmental and societal issues. Ability to think big.
We get stuff done	We work hard to have a real impact in everything we do. We aren't happy with talk, we want action, today.	Self-starters who are excited to propose their own direction and priorities - not just receive them.
We share openly	We are honest, straight talking and open. Whether data, ideas, projects or tools we seek to share and collaborate for bigger impact.	People who can see and share their weaknesses as well as their strengths. People who don't hide behind others or jargon. An openness to alternative ideas and points of view.
We look out for each other	We care about the planet and also the people who live on it. We have fun on our mission and make sure that no one gets left behind along the way.	People who walk the talk in their personal and work lives. Relationship builders with great networks they can draw on for support and ideas.



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GAP is a fantastic employer with beyond average annual leave, maternity/paternity entitlements, responsibility for change-making projects from day one, and the potential for progression within the organisation to take on additional opportunities to create impact.

If this all sounds exciting and sounds like you, we'd love to hear from you. We are looking for someone who will enjoy the fun and purpose of GAP.