Job profile
MARKETING STRATEGIST
ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

- Analyse the root causes of a poverty and vulnerability
- Define the change at scale we need to make
- Develop activities along three complementary paths: Demonstrate, Learn and Inspire.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach
- Inspire wider support to multiply our impact.

OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary change making organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. **Practical Action** community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
Our Vision
Practical Action’s vision is of a world that works better for everyone.

About the Role
This is a highly strategic role in our External Engagement and Marketing team focused on attracting new consumer audiences to Practical Action in order to grow and diversify our base of individual givers and supporters.

Together with the Marketing Strategy and Planning team you will be responsible for developing deep audience and channel insights, and use these to propose and drive PR, marketing, fundraising and communications strategies that deliver to Practical Action’s wider mission and specific objectives for your audiences.

To achieve this you will need to develop a sophisticated understanding of Practical Action’s marketing strategy, particularly our brand strategy. You will take the lead on identifying new potential target audiences, building awareness and interest leading to support and ongoing giving. You will look beyond our current marketing strategies to propose new way of identifying market segments and then engaging and positioning Practical Action with them, staying up to date with and ahead of market trends.

You will design plans to build prospect pools and develop testing plans to convert these pools cost-effectively into financial support and ensure that all activity is backed up by sophisticated audience and marketing intelligence, which you will develop from internal and external sources.

Scope

<table>
<thead>
<tr>
<th>Title</th>
<th>Marketing Strategist – Attracting New Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directorate</td>
<td>Marketing</td>
</tr>
<tr>
<td>Reporting to</td>
<td>Head of External Engagement and Marketing</td>
</tr>
<tr>
<td>Direct reports</td>
<td>None</td>
</tr>
<tr>
<td>Groups</td>
<td>External Engagement and Marketing</td>
</tr>
<tr>
<td>Relationships</td>
<td>Supporter Experience and Digital</td>
</tr>
<tr>
<td>Financial scope</td>
<td>None</td>
</tr>
<tr>
<td>Location</td>
<td>Rugby, Warwickshire</td>
</tr>
<tr>
<td>Duration</td>
<td>Permanent</td>
</tr>
<tr>
<td>Grade</td>
<td>B - range from £ 37,968 – 42,562 p.a. depending on experience</td>
</tr>
<tr>
<td>Travel</td>
<td>Some UK travel may be required.</td>
</tr>
</tbody>
</table>

Accountabilities:
You will be responsible proposing, and agreeing with your manager, clear goals and targets for the audiences and work with colleagues to determine the marketing strategies and activities that will deliver these.

On agreement of the marketing strategies, you will be responsible for ensuring their implementation, monitoring their success and proposing their evolution.

You will be responsible for ensuring the quality of briefs for activities that result and together with the Marketing Campaigns Manager and Brand and Stories Manager ensure that deliverables are of a high quality and fit for purpose.

You will accountable for developing insights into existing target audiences and mapping our current positioning with them.

Identifying and building sophisticated profiles for new target audiences including understanding channel preferences, consumption habits, demographics.

Demonstrably growing brand awareness among target audiences.

Determining and optimizing media choices and marketing channels to reach target audiences particularly in digital.

Developing cost effective supporter recruitment models and financial models that enable us to optimize investment spend.

Any other duties commensurate with the level and grade of the role which may from time to time, reasonably be requested by the line manager.

Financial Scope/Responsibilities

Responsibility for optimising our £600k-£1m per annum external spend on new supporter acquisition and for making recommendations on when we can scale up activity.

WORKING RELATIONSHIPS

You will work very closely with the other marketing strategists and senior members of the Marketing Strategy and Campaign unit to turn audience insight into executable campaigns consistent with key messages and brand campaigns.

You will work closely with the Supporter Experience and Digital Unit primarily to brief data and market analysis that drives decision making. You will also provide audience insights that enable the digital and supporter services teams to develop user journeys and stewardship tools that meet evolving audience needs and expectations.

You will work closely with UK Finance to develop business models for further investment in our “attract” strategy.

Person Profile

To be successful in the role, the ideal candidate will be able to demonstrate:

Specific skills required

Required experience (essential, unless otherwise indicated).

- You will be degree educated with a qualification in or considerable experience of marketing, market research or related discipline.
- Extensive marketing experience, ideally gained in multi-disciplinary settings and experience of marketing planning.
• Significant current experience of digital marketing planning and execution across major public-facing campaigns is essential.
• Good knowledge of charity marketing and fundraising, especially aimed at individual giving

The successful candidate will have the following attributes:
• Entrepreneurial
• Curious
• Collaborative
• Business focused
• Hungry to learn
• Target driven
• Fast paced

Specific experience required

The successful candidate will have:

• Strong marketing planning experience coupled with digital and social media skills
• Planning and measuring engagement with target audiences
• Highly numerate, able to assimilate and make sense of complex data and research
• Able to brief all kinds of analysis and determine the “so what” and the “do what” with this.
• Ability to build complex models of engagement and set up testing programmes. Ability to deal with imperfect data on which to draw hypotheses and make recommendations.