

Head of Marketing Job Description



Job Title:	Head of Marketing
Reporting to:	Chief Executive
Responsible for:	Information & Communications Officer
Hours:	up to 35 hrs per week (also willing to consider fewer hours)
Salary:	up to £35,000 p.a. pro rata, depending on experience

South Kilburn Trust

South Kilburn forms the south-eastern tip of the borough of Brent in north-west London. It borders the boroughs of Camden and Westminster and is next to the affluent neighbourhoods of Maida Vale, Queens Park and West Hampstead. The area has suffered from multiple forms of deprivation for many years, and is halfway through a programme of massive regeneration

South Kilburn Trust was formed in 2008. Our vision is for South Kilburn to be recognised for its strong, supportive, diverse, inclusive and welcoming communities; an area of opportunity where we are all empowered to achieve our full potential and improve our quality of life.

The Trust is a registered charity with a small and dedicated team of staff working with local people to make this vision a reality.

The Granville

To help achieve our vision, the Trust manages a much-loved historic building in the centre of the community, called The Granville. Over the years, The Granville has been used by local residents as a venue for weddings, funerals, parties and community events.

Recently renovated, The Granville now comprises a large Enterprise Hub, offering affordable studio and desk space to local creatives and entrepreneurs, as well as halls and community space for events, meetings, clubs and activities.

Being based in and managing The Granville places the Trust in the heart of South Kilburn, delivering business and employment support, advice, community activities and other services local people need.

The Role

This is a fantastic opportunity for an enthusiastic marketing professional to make a real difference. You will be central to the planning and execution of the Trust's marketing and communications campaigns and in driving usage of all The Granville's different spaces.

We are a tight knit team of dedicated self-starters and we're looking for someone with the same drive to take on this role. You will have knowledge and experience in marketing, but just as importantly you'll have a great attitude and be eager to make the job your own.

What you'll be doing:

- You'll develop a cross-channel marketing plan for the Trust and work with the rest of the team as well as our agency partners to implement it.
- You'll deliver a measurement framework to set targets and constantly test and improve our marketing activity.
- You'll work with colleagues to understand user needs, identify strong content and create plans for new campaigns.
- You'll research and write case studies for the Trust's website and social media.
- You'll report directly to the CEO and regularly present results to senior stakeholders.
- You'll act as the first point of contact for agencies and prospective clients.

Who you are:

- You have at least 3 years marketing experience, either in-house or within an agency, ideally including demonstrated success with using low/no cost communication channels.
- You have an active understanding of social media, including creating and executing advertising campaigns on social media.
- You are both an excellent team player *and* an ambitious self-starter who loves a challenge, thrives on autonomy and requires minimal supervision.
- You are passionate about driving change by improving the quality of life for local communities.
- You are supremely organised and have excellent written and verbal communication skills.
- You are a stickler for detail, have extremely high editorial standards and a desire to make a positive impact.
- You are able to work under pressure to tight deadlines without getting flustered.

If this sounds like you, we'd love to hear from you.