

Marketing Lead

We are looking to recruit a Marketing Lead to join our mission-led organisation, supporting our friendly and dynamic team.

Reporting to: Product Director

Location: Remote (*If located near Brighton may benefit from our hybrid-working office*)

Contract: Permanent, 21-28 hours per week

Salary: £38-48k FTE

About the organisation

Outcomes Star is an employee-owned values-based Social Enterprise with a vision of a society in which people are enabled to thrive. As an employee-owned organisation all employees are engaged in the development of the business through a Trust Board.

We help homelessness, health, and social care providers improve services by creating engaging visual tools and promoting collaborative ways of working. We help to enable people to achieve their highest potential, by providing a suite of tools for promoting and measuring personal change called Outcomes Stars.

The Star has proved immensely popular and is now widely used in the UK by charities, social enterprises, and local and health authorities in a wide range of fields including mental health, homelessness, vulnerable families and substance misuse.

For more information see www.outcomesstar.org.uk (new website going live mid March 2025)

What you can expect

- A purposeful, caring and inclusive team operating within an employee-owned trust
- An opportunity to grow and develop yourself through your work
- To be empowered to lead and self-manage with the support of a highly committed team around you
- Opportunities to be involved in projects outside the scope of your role, if you so wish

About the role

Outcomes of the role

- The community of practitioners and organisations using Outcomes Star continues to grow
- Connections and information sharing deepens and grows across the Outcomes Star community to support best practice use of Outcomes Star in person-centred support

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- Our brand and our offer are recognised, understood and compelling for our audiences and stakeholders
- Our marketing plan is well executed, cohesive to the rest of the organisation and meets targeted goals for our social mission, brand reputation and commercial growth
- Internal stakeholders are supported to feed into and deliver to the marketing plan
- Our organisational competency for marketing develops and grows, including use of marketing software and embracing best practice for sales and marketing

Overview of responsibilities and main tasks:

- **Strategic Development:** Collaborate with the Company Board to create and refine the marketing strategy, ensuring alignment with commercial growth goals, overall strategy, and social mission.
- **Marketing Management:** Oversee and manage B2B marketing activities, including budget management, in line with the marketing plan.
- **Content Coordination:** Work with the Content & Stories Specialist to manage messaging and communications across various platforms (website, newsletters, emails, LinkedIn).
- **Product Support:** Assist the Product Team in aligning marketing efforts with product launches and activities.
- **Sales Support:** Aid the Services Team in the UK and Ireland to prioritise and execute targeted sales and marketing activities (events, networking, outreach).
- **Market Insight:** Develop sector knowledge and audience insights to inform strategic and tactical decisions through market research and analysis.
- **Agency Management:** Manage relationships with external web and design agencies, and potentially other marketing agencies.
- **Platform Ownership:** Oversee marketing software and platforms, ensuring compliance with data privacy and measuring activity effectiveness, with support from the Digital Team and Data Protection Officer.
- **Reporting:** Regularly report on budget and key metrics to the Company Board and support organisational measurement of sales and marketing effectiveness.

Person specification

Essential

- Experience in a B2B marketing role, including communications and events, and managing a budget.
- Experience with marketing software, such as Salesforce Marketing Cloud and Mailchimp or other equivalent platforms.
- Experience of market research and analysis to develop actionable insights.
- Experience in spanning strategic level thinking and day to day execution.

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- Experience in supporting stakeholders within an organisation with sales and marketing activity.
- Happy to be hands on and to support others to get things done.

Desirable

- Experience in charity sector, public sector or social enterprise.
- Experience of line management.
- Experience of managing external agencies.
- Experience of building a marketing team and approach within a small to medium enterprise.

Benefits

- Laptop and mobile phone provided for work purposes
- Open to flexible working arrangements
- Cash health plan
- Generous pension scheme
- Employee assistance programme
- 25 days' annual leave plus bank holidays (pro-rated for part-time) & additional days at Christmas
- Paid volunteering time
- Opportunities for personal development

At Outcomes Star, our people are our greatest asset, and we are committed to creating a happy, healthy and purposeful work environment in which everyone is supported and empowered to do their best work. We strongly encourage candidates of diverse backgrounds and identities to apply. Each new employee is an opportunity for us to bring in a unique perspective and strengthen our team, and we are always eager to further diversify our organisation.

Our Values

We are invested in the future

We are committed to the growth and success of ourselves, our colleagues, Outcomes Star and the people we serve. We genuinely care about one another and our social mission.

We believe in positive change

We believe that everyone is capable of positive change. We believe change should be embraced intentionally through continually learning and development.

We are respectful listeners and doers

We value diverse perspectives and experiences. We listen with respect and empathy. We take pragmatic action and share our learnings.

The behaviours that support us to uphold our values are:

- kindness

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- building trusting relationships with each other and the people we serve
- treating everyone as equals
- communicating with clarity
- being professional; reliable, responsible, respectful
- acting transparently, with integrity and honesty
- applying common sense and finding practical ways forward

How to Apply:

We do not accept CVs because we blind screen applications to attempt to remove unconscious biases in our shortlisting. Please complete our online application form which will ask you about your experience and how you are suitable for the role. You can [view the questions before completing the form](#). We want to hear how your values align with ours and how you will complement our team so please use the form as an opportunity to introduce yourself to us.

Deadline for applicants: Midnight Sunday 23rd March

First interviews: In person on Thursday 3rd April, near London Victoria station. We will reimburse your travel.

Second interviews: Online, Friday 4th April PM (this is a short, informal chat with some of the team).

Please contact Gemma Cranmer, the HR Manager, at hr@outcomesstar.org if you have any questions about the role or require any adjustments in the recruitment process.

STRICTLY NO AGENCIES