



5th Floor
Dean Bradley House
52 Horseferry Road
London
SW1P 2AF
www.vinspired.com

March 2010

Dear Applicant,

Thank you for your interest in the position of Marketing Communications Manager with **v**. This post is key to **v** creating awareness and positive understanding about volunteering, particularly within our target audience of young people aged 16 to 25.

We are a unique charity launched in May 2006 with one clear aim, which is to inspire a new generation of young volunteers. We want to create a culture where it is natural for young people to volunteer.

It is crucial that everyone working in the charity shares our commitment to the principles of the Russell Commission report, which recommended, amongst other things, that young people should be involved at the heart of the charity's decision making processes. We do this by involving **v20** our Youth Advisory Board of 20 young people aged 16 – 25 from across England in all aspects of our work. They work in partnership with us to revolutionise youth volunteering. It is the job of everyone in the organisation to harness their energy, enthusiasm and commitment and translate it into action. We are guided in our strategy by our board of trustees which encompasses a rich blend of talents from business and the VCS as well as four members of **v20**, under the Chairmanship of Rod Aldridge.

Our website contains background information on **v**, which you may find useful:

- [Introduction to v](#)
- [Our history, including more information about the Russell Commission](#)
- [Information about v20 – v's Youth Advisory Board](#)
- [Details of v's Board of Trustees](#)
- [Information about our Supporters](#)

To apply for the position of **Marketing Communications Manager**, please:

- Read the job description and person specification (in this document)
- Complete the application and recruitment monitoring form (downloaded separately)

Please note that completed applications should be sent to our Recruitment Consultants, WJP Floyd Ltd at **1 Gunpowder Square, Fleet Street, London EC4A 3EP** or by email to: v@wjpfloyd.co.uk by **noon on Monday 29 March at the latest**.

As a charity we endeavour to keep our costs to a minimum and therefore will only contact candidates selected for interview. If you have not heard from us within **14 days** of the closing date, please assume that on this occasion, you have not been successful.

Thank you once again for your interest in **v**. I wish you every success with your application.

Kind regards,

TERRY RYALL
Chief Executive



Russell Commission Implementation Body, a company limited by guarantee
Registered in England 5639682. Registered charity no: 1113255



Job Title: Marketing Communications Manager (Maternity Cover)

Duration: 10 months contract

Accountable to: Director, Marketing & Communications

Job Summary: To be responsible for marketing activities, awareness campaigns, promotions, partner activities, campaign evaluation, research and brand guidelines.

Specific Duties:

- In conjunction with the Marketing & Communications team, develop, agree and implement the charity's communications strategy and plans.
- Develop and implement innovative and effective Marketing campaigns to raise awareness, increase understanding and engage young people in volunteering.
- Manage relationships with external Marketing, Media, Web, Research and other agencies to deliver against the charity's communications plan.
- Maximise the marketing potential from the charity's sponsors and partners, particularly where they are media – related organisations.
- Maximise the marketing potential from working with grant and matched fund recipients.
- Act as a 'shared service' within the charity, providing members of staff with marketing support, advice and guidance.
- Maintain, update and support the implementation of the charity's brand guidelines – internally with staff members and externally with suppliers, partners and other agencies.
- Deploy all aspects of the marketing mix, including internet, new media, direct marketing and viral marketing techniques.
- Develop and maintain the charity's Customer Relationship Management system.

v Youth Led approach

One of the factors which makes v unique is that we are 'led by the cares, interests, passions and beliefs' of young people. We are supported by a Youth Advisory Board called v20 which provides input to and involvement with our operations. The post holder will be expected to understand youth involvement – its benefits and barriers and be an advocate for youth involvement for the organisation.

Confidentiality

The postholder will have access to confidential information and is expected to ensure that the highest level of confidentiality is maintained at all times.

Safeguarding

The postholder will be required to consent to undergo a Criminal Records Bureau check.

v Team approach

v operates as a small commissioning body which has a relatively small number of permanent staff, working with external agencies to deliver against its objectives. As part of this philosophy, the **v** Marketing and Communications team works closely with other staff groups to provide a centre of competence in these disciplines, and also a 'shared service' where our work is 'commissioned' in support of other groups.

The ability to work comfortably and effectively in a small team environment of this type is a key requirement of the role.

Marketing Communications Manager (Maternity cover)

Requirement	Essential	Desirable
Education	<ul style="list-style-type: none"> Graduate. 	<ul style="list-style-type: none"> Marketing Specialism. Professional Marketing qualification.
Experience	<ul style="list-style-type: none"> Proven B2C marketing experience. Agency briefing and management. Digital / online media. 	<ul style="list-style-type: none"> Target audience 16 – 25 year olds. Charity or not for profit sector.
Skills	<ul style="list-style-type: none"> Excellent oral and written communication. Organisation skills. Presentational skills. Managing budgets. Reporting & evaluation. 	<ul style="list-style-type: none"> Research techniques. Viral marketing. CRM.
Knowledge	<ul style="list-style-type: none"> IT literate (MS Office). Database management and use. E-marketing / internet. 	<ul style="list-style-type: none"> Working knowledge of Adobe Photoshop / Illustrator / InDesign.
Personal attributes	<ul style="list-style-type: none"> Able to deal confidently with people at all levels. Able to work on own initiative. Able to motivate people and generate enthusiasm. Able to work in a small team. Practical understanding of diversity and experience of applying its principles in the workplace. Proven anti-discriminatory practice. 	

Outline Terms and Conditions:

Salary: c. £32k per annum

Contract: 10 months Fixed –Term, with potential to become permanent

Hours: 35 hours a week

Holiday: 30 days a year plus public holidays

Pension: v operates a Stakeholder pension scheme, into which it pays a contribution equivalent to 9% of basic salary

Location: v is based at 5th Floor, Dean Bradley House, 52 Horseferry Road, London SW1P 2AF.