

JOB TITLE: Marketing Manager

REPORTS TO: Director

LOCATION: London, Farringdon

LENGTH OF CONTRACT & HOURS: Part-time, 21 hours (0.6FTE), days and hours flexible

SALARY: £35,000 pro rata

HOLIDAY: 25 days (increasing by 1 day for each year worked, up to a maximum of 30 days) plus bank holidays (pro rata)

BACKGROUND

The Donor Conception Network is a charity offering support to families (and prospective families) who are using a donor (egg, sperm or embryo) to conceive their children.

This is a really exciting time for the charity and a great moment to join us as we build on our 30th Anniversary last year. We recently launched a new website that has upgraded our online presence, giving you a great new platform to utilise as part of raising awareness of our services and resources. You'll be working with our excellent digital consultant who knows the charity very well and can support you in delivering your goals. We have great plans for the next few years as part of our strategy, aimed at growing and extending our services and reach. We're keen to find someone looking to use their marketing skills and experience to be part of that growth and development as well as contribute creative ideas.

THE ROLE

We are looking for someone to lead our marketing and communications strategy which will enable Donor Conception Network to grow its membership base, raise its profile and develop its other income sources. As marketing manager, you will work to improve and extend our communications with our stakeholders to increase visibility and awareness of the Network's unique offer and its value. This is a hands-on role, and you will have the support of our current digital consultant.

The marketing manager is responsible for creating and delivering a cohesive marketing and communications strategy that:

- Grows membership, book sales and event bookings;
- Improves communications with our stakeholders to increase visibility and awareness of the Network's unique offer and value. This includes traditional offline channels but also across our digital platforms too, including Google, social media and email;
- Raises the profile of DCN, strengthens our brand and cements our position as the leading voice for the donor conception community;

CORE DUTIES

- Marketing and communications strategy: create and deliver a marketing and communications strategy including an annual plan and tactics delivery;
- Social media: develop a social media strategy that integrates with the overarching marketing plan.
- You will work with the digital consultant to execute this strategy, ensuring it aligns with our organisational goals and strengthens our brand presence.
- Website content management: ensure the DCN website is an effective and persuasive marketing tool. Assess options for additional functionality, and ensure content remains up to date.
- Brand and reputation management: use marketing and communications tools and opportunities to ensure the DCN brand is well known and respected in the fertility space
- Media and PR: maximise relevant opportunities to promote the Network and raise awareness of, and interest in, our organisation.
- Metrics: put in place tools and metrics to help us quantify the success of the above marketing strategies.
- Assist in other areas as needed, including at our events.

PERSON SPECIFICATION

- Excellent written and communication skills
- A motivated self-starter, able to juggle a varied workload and see projects through to completion
- Ability to work independently
- At least 5 years in a relevant role
- Digital, social media and website skills and experience
- Attention to detail
- Interest in the subject of donor conception
- Comfortable working with a small team in a small office

DESIRABLE BUT NOT ESSENTIAL

- Educated to degree level or similar
- Having an understanding of infertility and/or families created with help of some kind (eg adoption/IVF/donor conception)
- Able to demonstrate a sensitive approach on sensitive issues
- Press/PR experience

WHAT WE CAN OFFER

We can offer flexibility in days and hours. The office is in a great location in central London, with lots of local amenities and good transport links. We offer hybrid working, although we'd need you to be in the office at least 1 day a week. We are a small, dedicated team and the office environment is really friendly and supportive. The work we do is always interesting and hugely valuable and rewarding. This is an exciting time for DC Network as we continue growing and evolving, building on the success of the last 30 years. Join us!

THE DONOR CONCEPTION NETWORK

The Donor Conception Network is a charity offering support to families (and prospective families) who are using a donor (egg or sperm) to conceive their children.

Our vision is a society where a climate of openness and understanding about donor conception enables people considering it to make informed decisions and helps build families who are confident, accepted and have a secure identity. Our mission is to deliver high quality, non-judgemental and inclusive support and information to would-be and current parents and their children to enable them to navigate the often complex and individual journey of donor conception.

We are a pioneering parent-led and child-centred organisation and a trusted authority on the social and emotional aspects of building or expanding a family using donor conception. We are at the forefront of the donor conception movement, bringing our experience and the voices of our members to inform professionals, practitioners and policy makers in the UK and worldwide.

TO APPLY

Send CV and covering letter to enquiries@dcnetwork.org . In your covering letter please let us know how you fit the skills and experience requirements as well as what has drawn you to the role. We will be asking for two references, one professional and one personal, and you can provide these on your application or later once your application has been processed and responded to. If you would like to discuss the position before applying, please email our Director, Nina Barnsley nina@dcnetwork.org.

DEADLINE: Thursday 12th December 2024 but we will be assessing applications as they come in and may bring the deadline forward.

INTERVIEWS: Shortlisted candidates will be interviewed and interview dates are provisionally scheduled for 17th and 19th December 2024 with a start as soon as possible.

No agency calls please

www.dcnetwork.org

UK Charity number 1041297