



**COMMUNICATIONS AND
MARKETING LEAD
JOB PACK**

ABOUT US

“I created BUD to help Black and Global Majority leaders realise their true potential”

Georgina Wilson, BUD Leaders CEO


BUD is a London-based Black-Led social enterprise that is committed to promoting and ensuring inclusivity through the empowerment of leaders. We're on a mission to transform the landscape of leadership by building a bridge between corporates and communities to create a fairer society for race and gender.





We design our fun, engaging and informative workshops, consultancy and programmes to give people the tools needed to effect real change and leave legacies. We aim to build inclusive teams, and spaces, building a better sense of belonging, collaboration and collective intelligence.





***We are working towards
realising systemic change across
the board, bridging the large gap
between the corporate sector
and communities, taking ego and
power out of the equation, and
moving towards a fairer and
more equitable society.***

ABOUT THE POSITION

COMMUNICATIONS AND MARKETING LEAD

Reporting to: Chief Operating Officer

Location: London SE1

(Hybrid Working – Minimum 1 day per week in office and additional in-person meetings as required.)

Contract Type: Permanent

Salary: £35,000-40,000 PA (based on experience)

Working Hours: 4 days per week,
Monday-Thursday

**BUD Leaders is a four-day week organisation. This means that we work reduced hours (30) Monday to Thursday with no loss of pay.*

JOB OVERVIEW

Want to play a vital role in redressing inequity for Global Majority women? Join BUD Leaders, a Black led, female led social enterprise to build a fairer business world!

You'll join us at a crucial moment as we develop our bold new campaign, Challenge X2, to double the revenue of 2030 Global Majority women by 2030. To achieve this, we need to build a movement of changemakers among Global Majority entrepreneurs, large corporates, trusts, foundations and government bodies. We are looking for a **Communications and Marketing Manager**, who can tell our story, amplify our brand and maximise our channels to make this vision a reality.

You'll bring your experience in running successful marketing campaigns to the role, and you'll be passionate about supporter engagement. You'll love drawing on the latest trends in digital communications to make an impact. You'll draw on your creativity to protect and enhance our brand. You'll enjoy being part of a small dynamic team where your decisions and actions make a direct difference to the lives of Global Majority women.

This is an exciting time to join BUD Leaders as we look to expand our work, with a new campaign and new programmes. We are looking for someone who enjoys autonomy and has the drive and energy to make this role their own. Join us and you'll become part of an ambitious and empowered team.

As an equity and inclusive employer, we welcome all applications, but we would particularly welcome applications from Global Majority people (Black, Asian, Brown, Dual Heritage), those living with a disability, those from a neurodiverse group, or have another protected characteristic. We value the positive impact and diversity that your lived experience can bring to our organisation.

JOB OVERVIEW

ABOUT US

We were founded by our CEO, Georgina Wilson, who wanted to unleash the power of Global Majority female leaders in her community. Georgina saw that women who looked like her didn't have the same access to the skills, the tools, the networks and most of all the confidence to progress their ideas.

We want to see Global Majority women represented in leadership positions across society. We want their voices and ideas to be heard, their ventures to be funded, and their success to lift others up with them.

Our mission is to rectify the power imbalance evident in leadership across organisations in the UK.

Our strategy is clear: we work with Global Majority women-owned organisations to help them to address the systemic barriers to progression they are facing, and with large corporations, trusts and government bodies to increase diversity in their teams and throughout their businesses.

We do this through projects and programmes focused on leadership, organisational development, and systems change to address the causes of inequity. As a social enterprise, we direct 51% of our profits to elevating Global Majority women in business.

ABOUT YOU

You will have at least two years' experience in a similar role. You'll bring with you an abundance of ideas, techniques, and methods with you to help us grow. You will be someone who can think strategically. You'll enjoy using your creative flair, and will be passionate about using good copy and good visuals to tell our story.

You will be highly competent in social media/marketing, digital communications, copywriting and proofreading. You'll recognise the importance of accessible, inclusive communications.



THE ROLE

The successful candidate will join a dynamic, fast-paced team, and so aspects of the job description may change as the programmes evolve. The following list of duties is not exhaustive, and we work collaboratively as a team to support each other in our roles

STRATEGY

- Create and run our marketing and communications strategy to speak about our work and build a movement to redress inequity for Global Women.
- Own and establish BUD Leaders' brand identity, including our visual identity, tone of voice and messaging.
- Manage the brand identity of our founder to demonstrate her thought leadership in our sector and boost BUD Leaders' profile.

COMMUNICATIONS & MARKETING


- Design and deliver impactful marketing plans to promote our activities, including market research, sales collateral and advertising.
- Coordinate our content plan for all our communications to tell the BUD Leaders story and showcase our work.
- Create engaging website, newsletter and social media content, with confident use of our brand assets, video and photography.
- Identify and create PR moments to tell our story to national, regional and trade press.
- Analyse and scope news relating to our work, identifying opportunities for to engage and influence.
- Act as an ambassador for BUD Leaders at events and networking opportunities.
- Build impact stories from our various projects throughout the year to inspire other businesses/clients and to support funder reporting and marketing and communications initiatives.
- Work closely with the COO to best utilise our content management system to deliver the communications and marketing strategy.
- Manage the marketing budget and deliver effective campaigns with a return on investment.
- Monitor, measure and report the effectiveness of all marketing/communications activity using analytics to develop actionable insights for our work.
- Ensure that our messaging and branding is aligned across our digital platforms and social media channels including our skill sharing platform.

PERSON SPECIFICATION

ESSENTIAL CRITERIA

- Minimum of two years of experience in a senior marketing or comms role.
- A demonstrated track record of building and managing marketing campaigns and/or engagement strategies.
- Experience of developing and running business to business and business to consumer campaigns.
- Experience of creating high quality content for social media
- Excellent verbal and written communication skill, to include copywriting and proofreading skills.
- Possess strong leadership skills and presence when representing BUD Leaders internally and externally.
- Understanding of brand protection and growing value in a brand.
- Working knowledge of IT online programmes needed to deliver responsive, effective communications.
- Understanding of using communication evaluation and insights to shape strategic and operational plans.

DESIRABLE CRITERIA

- Digital comms experience, e.g. back-end web design (the role may include overseeing aspects of our skill sharing platform/webpage).
 - Project management skills and/or working in project based organisations.
 - Hands-on experience with web content management tools, like WordPress.
 - Proficiency and knowledge in MS Office, SEO and Google Analytics
 - Experience of sponsorship and licensing.
 - Experience of dealing with media (PR).
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BENEFITS PACKAGE

SUPPLEMENTARY BENEFITS

- Hybrid working: Minimum 1 day per week at our London office, plus any additional in-person meetings/events as required.
- Flexible Working Patterns scheme.
- 23 days annual leave - including bank holidays and Christmas shutdown.
- Birthdays off
- 1 additional day of leave per year of service (up to 8 days max)
- Generous staff training budget.
- Pension scheme: 3% employer contribution.
- 2 paid 'wellbeing' days per year.
- Health Assured Service: We offer all our staff access to the Health Assured health and wellbeing service.

At BUD Leaders, we seek to be authentic by practicing what we deliver as an organisation. Therefore, collective intelligence is sought, sharing ideas and decisions across the team through weekly team meetings and regular learning opportunities are made available depending on desires. We collectively consider our broader strategy, examine, and share learning across our projects, and explore how we might develop our work and our existing offering to clients.

We believe in paying our team fairly and are committed to promoting equality of opportunity for all staff and welcome applicants from all backgrounds. We aim to create an inclusive working environment in which all individuals can make the best use of their skills and are enabled to thrive.

We welcome applicants of all backgrounds and circumstances and are happy to discuss individual working requirements.



HOW TO APPLY

To apply for this role, please send a CV (max 2 pages) to **hello@budleaders.org** and write a short accompanying statement, answering the following 2 questions:

1) Why do you want to work for BUD leaders? (300 words max)

2) What relevant skills and experience could you bring to this role? (300 words max)

We will be accepting applications until 5pm on **Sunday 12th May 2024**

Initial interviews will commence from **w/c Monday 13th May 2024**

We regret that our small team may not have capacity to individually respond to unsuccessful applicants.

Want to chat to us about this role?

If you want to chat about the role further, you can contact the recruitment team directly by emailing

jennifer@budleaders.org



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