



MINISTRY OF STORIES

159 Hoxton Street
London N1 6PJ
+44 (0) 20 7729 4159
info@ministryofstories.org

www.ministryofstories.org
www.twitter.com/mini_stories
www.facebook.com/ministryofstories

Company No. 7317370
Registered Charity No. 1138553

JOB DESCRIPTION: Freelance Marketing Manager (maternity cover)
2 days/week, 10 month contract

Freelance contract: 2 days per week commencing w/c 15 July 2019 to w/c 25 May 2020

Fee: Up to £135 per day / £12,420 for contract (92 planning and delivery days)

Flexible role: Preferred days and delivery locations open for discussion

Closing date for applications: Wednesday 19 June 2019 (midday)

Interview date: Thursday 27 June 2019

Do you have vim and vigour? Can you communicate with clarity, flair and attention to detail?
Will you help reach our audiences effectively?

[Ministry of Stories](#) (MoS) exists to champion the writer in every child. We are a creative writing charity that supports and inspires young people aged 8-18 across east London. We believe that the best way for children to acquire skills and realise their potential is through the joyful discovery of stories and the development of their imaginations.

To achieve this, we run writing clubs that are free to children in our local community and explore all forms of writing. We also create partnerships with primary and secondary schools in Hackney, Tower Hamlets and Islington to bring creative writing into their classrooms after school.

Our community writing clubs are hosted behind the secret door of [Hoxton Street Monster Supplies](#), purveyors of household items for every imaginable monster, where all proceeds from the sale of tinned fears and impacted earwax help to fund the work of Ministry of Stories.

Over the past year, we have also begun training other organisations across the country to deliver 'Ministry inspired' projects to children and young people within their own communities.

Ministry of Stories was founded in 2010 by author Nick Hornby, Lucy Macnab and Ben Payne and has since supported thousands of children through creative writing workshops and special attention-grabbing projects. Our work is led by a team of writing programme leaders, and supported by an incredible pool of over 200 volunteers, who provide our young writers with weekly one-to-one mentoring and encouragement.

Under the leadership of our new Director and heading towards our 10th birthday, this is a great time to join the team and make your mark across the breadth of our marketing and communications work.

About the role

Our current freelance Marketing Manager is going on maternity leave and we are looking for a talented individual who can deliver the key projects we have planned for 2019/20. The lead project is a significant website refresh, already in progress, ensuring major improvements across our fundraising, programme and volunteering pages. The project is being supported by an external project manager, and you will be required to have weekly contact to drive the project, write and source new and updated content for the site, as well as ensuring the user experience, audience, tone of voice, brand guidelines and budget are all met.

You will also lead and champion our master communications plan and ensure this is an integral part of our long-term programme and fundraising planning. New tasks will include working closely with our senior managers and wider team to plan the marketing and communications aspects of our 10th Birthday celebrations. This will require you to build new contact lists for local and national press, lifestyle publications, industry press and social media influencers to secure coverage at key moments throughout 2020. You will work closely with the fundraising team to maximise our use of high-profile author ambassadors.

Working closely with our Art Director and volunteer designers, you will commission and coordinate all design and print work for Ministry of Stories - which we use to recruit schools and volunteers, encourage donations and showcase our work. If you bring existing design skills to the role, you will be able to utilise existing templates or your own creativity to carry out simple design work for the team. You will lever support from the wider team to help to maintain and grow our profile via social media, and continue to create good blog and news story content.

Your project management skills are key to your success in this role. You will be a motivated and experienced marketing specialist, with a creative and flexible approach. Able to write with clarity and adapt your tone of voice for a range of different audiences, you are a skilled communicator, able to build strong internal and external working relationships. You can manage and prioritise a varied workload, and quickly understand a brand and its opportunities. You are supportive and challenging to help your colleagues plan and make decisions about their design and marketing requirements.

This role will report directly into the Deputy Director at Ministry of Stories and will work closely with colleagues across all areas of our work, including fundraising, programme and volunteering.

Key priorities of the role

Website and Digital

- Develop and deliver content for the website refresh.
- Lead all contact and planning with our external project manager.
- Coordinate social media activity, working with staff and volunteers to generate content.

Press and Media

- Identify potential PR spikes throughout the year, including our 10th Birthday, working with senior managers to capitalise on opportunities and lead all work to maintain and develop on our master comms plan.
- Create an active bank of new press, industry and lifestyle contacts to support Ministry of Stories and Hoxton Street Monster Supplies to achieve effective external coverage.
- Respond to press and media enquiries and draft and upload media releases, approve partnership media releases, with sign off from Director and/or Deputy Director.
- Report quarterly on progress against comms plan for the board of trustees.

Design and Print

- Centralise and coordinate all Ministry of Stories design, print, film and photography requirements.
- Managing all contact with Art Director and volunteer designers, allocating them to MoS print projects, ensuring staff are following best practice and keeping to budget, facilitating amends from Art Director and senior management.
- Where possible, carry out small design projects as required.

Marketing and Audience Development

- Support volunteer recruitment through advertising.
- Support team in fundraising communications.
- Support Hoxton Street Monster Supplies in Halloween and Christmas promotion.

Person specification

Essential

- Proven success at leading marketing activity for a creative, educational or social enterprise organisation.
- Excellent project management skills, organised and methodical, with a keen eye for detail and ability to meet deadlines.
- Experience of leading a website refresh project, including coordination of internal team for content.
- Experience of developing and coordinating an effective press contacts list and leveraging it to deliver results (print, online, local, national, industry/sector specific).
- Experience of developing and delivering a master communications plan, informed by organisational priorities and programme delivery.
- Excellent communication, copywriting and editing skills.

Desirable

- Experience of commissioning and managing design, photography and/or film work, including volunteers and pro-bono designers
- Experience of designing printed and digital materials using Creative Cloud for In Design, Illustrator and Photoshop
- Experience of marketing for fundraising and/or volunteering, including facebook advertising
- Creative and innovative approach to social media to support fundraising or Hoxton Street Monster Supplies with any social and/or email campaigns
- Identifying and exploring partnership opportunities with a view to reciprocal marketing
- Budget management skills

To find out more and to apply, please complete and return our application form or send a CV and a covering letter which addresses the person specification with examples. Please also ensure you return a completed diversity monitoring form. All forms available through [our website](#).

Applications should be sent to jobs@ministryofstories.org by Wednesday 19 June 2019 (midday). Interview date: Thursday 27 June 2019.