Marketing Communications Manager: Business Partnerships

Cowes, Isle of Wight

This is a newly created role in our Communications team to work with our business partners across all areas of the Foundation.

Background
The relationships we have built with our business partners have been key to the Foundation’s success; we target some of the world’s largest companies and work with them to transition to a circular economy business model. Our ambitious plans are to reach as many people as possible, including future professionals, using scaled marketing and communications strategies. The Marketing Communications Manager will seek to unlock opportunities within our business partner network to reach new audiences at scale.

Role and Responsibilities
Reporting to our Marketing Projects Lead you will:

- Propose communications and marketing strategies specifically focused on driving the circular economy message to the audiences of our business partners. The core objective is to engage with many more on the topic and to drive an increase in those engaging with the circular economy.
- Utilise our business partners’ stories to inspire change in the broader professional audiences that the Foundation is interested in connecting with.
- Develop and implement strategies to engage our business partners’ key audiences around the circular economy, including communications, events, social media and digital marketing.
- Work closely with the Business and Communications teams to uncover new opportunities and ideas.
- Manage and deliver campaign content to our business network relating to our business partner activities in the circular economy.
- Work with our social media team to agree approvals and sign-off related to social media content.
- Work with our marketing and comms teams in our partner organisations to track reach and engagement.
- Monitor the landscape and market trends, feeding insights into the design and delivery of campaigns.

Your profile

- You will be degree educated with a minimum of 5 years in a marketing and communications role with strategy / planning and operational experience.
- Strong background in relationship management in a corporate environment.
- Experience of working with external partners would be ideal.
- You will preferably have experience in circular economy or sustainability-related environments.
- Skilled in dealing with press and audience insights.
- Strong communication skills in English.
- Credibility and confidence to engage colleagues and partners at all levels.
What we do:

The Ellen MacArthur Foundation is an innovative not-for-profit organisation with a mission to accelerate the transition to a circular economy. The Foundation works with the world's largest organisations and the emerging innovators that are bringing a circular economy to life. If you would like to learn more about the Ellen MacArthur Foundation or the circular economy, please visit:

www.ellenmacarthurfoundation.org

Please apply with CV, covering letter and salary expectation to: Barbara Calland (barbara@ellenmacarthurfoundation.org)

Ellen MacArthur Foundation, 42 Medina Road, Cowes, Isle of Wight, PO31 7BX

Desired starting date: asap
Closing date: February 20th 2020
Salary package: Competitive within the charity sector and with generous holiday allowance, gym membership etc.
Location: Cowes, Isle of Wight