



Marcomms Manager – Job Description

Opportunity

RAW, an exciting new company on a mission to 'free the world from pointless plastic', is looking for an enthusiastic, self-motivated, passionate and proven Marketing and Communications Manager to join the small team on a part time basis to develop the brand and sales of its core product, stainless steel bottles. This is an opportunity to join a small team at the beginning of an exciting journey, with the potential to grow with the company.

About RAW

RAW stands for Realising Another World. It is a call to action to make the world a better place. Our goal is to free the world from pointless plastic. We wholesale high quality brand-able stainless steel drinks bottles to companies that want to make a difference. Promoting re-use is the most effective way to tackle wasteful plastic disposability and its associated ecological impacts. We are a social enterprise inspired by and created to support charity RAW Foundation's campaign work. Our core business is selling bottles and this role is central to this. Find out more online:

www.raw-bottles.org [website currently being built]

www.rawfoundation.org



Overview of role

As Marcomms Manager you will oversee the organisation's brand, image and presence both online, at events such as trade shows, and via all communications. You will ensure that the brand is presented with continuity, generate the materials required to promote and support sales, and deliver an existing marketing strategy against a timeline with the support of a Marketing Director, a sales Manager who will manage sales enquiries, client relationships, and fulfilment, and a CEO with brand experience who will act as the leading brand ambassador.

Acting as ambassador for RAW Bottles in the festival sector and beyond, you will drive awareness of RAW bottles and the core message of freeing the world from pointless plastic.

Specific areas of work:

- Presenting the brand
- Presence at trade shows and events
- Client events and meetings where necessary
- Managing the marketing budget
- Developing marketing materials to generate sales leads
- Producing press releases and copy
- Managing editorial / paid for content in print and online
- Managing social media channels – Twitter, Instagram, FB, LinkedIn
- Generating ideas and content for website and social media
- Supporting partners/stakeholders with assets and copy and monitoring consistency of communications
- Developing marketing ideas and plans on an ongoing basis
- Effective monitoring and evaluation

In the first 3-6 months you will be delivering an existing Marketing Strategy and timeline, but will be encouraged to contribute ideas. All social channels are set up and a website freshly launched. Analytics and tweetdeck (or equivalent) will need to be set up as part of the role.



Person Specification

Personal Attributes:

We are looking for an enthusiastic, dynamic and self-motivated person with a solid track record in marketing and sales who is passionate about RAW's mission. A keen working knowledge of social media management and strategy is essential, and demonstrable experience of developing and delivering strategies and effective reporting and evaluation. We want to work with someone who enjoys engaging with people, and is driven by a passion for making the world a better place. This is an opportunity to join a dynamic and committed small team at the beginning of an exciting journey, with the potential to grow with the company.

Skills & Experience

Essential Knowledge and Skills	Desirable Knowledge and Skills
<ul style="list-style-type: none">○ Experience of budget management○ Prior experience of managing multiple social media channels○ Excellent administrative, organisational and time management skills, and the ability to self-manage○ Excellent copy writing skills as well as presentation and oral communication○ Fully computer literate (Microsoft Office package or equivalent, cloud computing systems such as Dropbox)○ Excellent grammar and proofreading skills○ UK driving license○ Understanding of google analytics○ Stakeholder Management○ Press releases and management	<ul style="list-style-type: none">○ Graphic software/image manipulation (e.g. Adobe graphics suite)○ Familiar with project management software○ Access to a vehicle (infrequent) to attend trade shows○ Prior experience of Wordpress web content management○ Prior experience of using social media scheduling software to schedule multiple channels in advance○ Understanding of SEO and techniques to optimize online page rankings○ Planning and execution of paid & organic social media campaigns○ Finding and interacting with influencers

This is a role for someone who can confidently self-manage a wide brief without losing the detail as part of a fun, experienced and committed team who want to make a positive contribution to the world.



Terms

6 month freelance consultant contract with a view to continuation or employment

1.5 days a week average (6 days per month)

Flexible working arrangements: Based in Bristol (office space provided but must provide own laptop). Some home and occasional away-working.

£150 per day

Start date: 1st October or as soon as available (online brand launch date scheduled for Tuesday 25th, and first essential dates of work are 17th and 18th October)

Application Details

Please email CV with references and a short cover letter (no more than 300 words), detailing why you are interested in the role, relevant experience and links to any projects/work to info@raw-bottles.org by midnight on Wednesday 19th September.

All applicants will be notified and requests for interview made by end of the working day on Monday 24th

Interviews will be held in Bristol on **WEDNESDAY 26th SEPTEMBER**.

N.B Please indicate that you are available for interview on the date specified in the cover letter and confirm whether you can begin on 1st October, and of not the soonest date you are able to commence.

RAW Ltd operates under UK Employment Law and will require evidence of your right to work in the UK at interview stage, if reached.

Essential queries can be made to info@raw-bottles.org

