



RECRUITMENT PACK

MARKETING MANAGER

EOA
MAY 2022

CONTENTS

1. Welcome from James de le Vingne

2. Role summary

3. Employee Ownership

4. Who we are - The EOA

5. Who we are - Our people and culture

6. Role details

7. Key activities

8. About you

9. How to apply

1. WELCOME FROM JAMES DE LE VINGNE

Thank you for your interest in the Marketing Manager role. This is an exciting position in our dynamic and growing organisation, which builds on our longstanding work to unlock the potential of people, business and the economy through employee ownership.

The EOA is the 'go to' place to develop good employee ownership. A 550+ corporate membership association, we support businesses of all sizes and from all sectors to become employee owned and then to develop and thrive as employee-owned organisations.

For founders or owners exploring employee ownership, or leaders and managers developing their employee-owned businesses, the EOA facilitates connections and conversations with a diverse community of members from employee-owned businesses and with professional advisers to learn, share best practice and champion good news stories.

Together with our members, the EOA is embarking on an ambitious new strategy that looks to seize the political, cultural, and digital opportunities in front of us to sustain the continued growth of the EO community. This growth will deliver greater corporate diversity and economic resilience across the UK, positioning EO businesses as a mainstream solution to our economic recovery and long-term future.

And this is where you come in. The Marketing Manager will be responsible for developing and delivering strategy that maximises the commercial opportunities created by connecting prospective and existing members to our growing portfolio of content and mix of digital and in person engagement opportunities.

I wish you the very best of luck with your application.



James de le Vingne,
Chief Executive of the EOA

2. ROLE SUMMARY

CONTRACT Permanent

HOURS 37.5 hours per week, will consider flexible working

LOCATION Flexible, with regular travel to EOA offices in East Yorkshire

SALARY £40K + 7% pension and 30 days leave (+ Bank Holidays)

REPORTS TO Head of Membership

LINE MANAGEMENT None at present

APPLICATION DEADLINE June 19th 2022, interviews expected w/c 27th June

3. EMPLOYEE OWNERSHIP

Evidence shows that employee ownership as a succession or growth plan, through offering employees a meaningful stake and a say, engages and empowers them to drive performance, while rooting sustainable, good jobs in regional economies.

Employee-owned businesses benefit from unlocking the potential of individuals and uniting them behind a common purpose, sharing both responsibility and reward. This in turn unlocks the potential of the business to be more innovative, more resilient, and increase productivity and performance.

The employee-owned business sector has seen unprecedented growth over the past three years, with more than 250 new employee-owned businesses in the UK in the 18 months from 2020 to June 2021. These businesses exist across a range of sectors including, manufacturing, construction, wholesale and retail, information and communications, health and social care, among others. The recent 30 per cent growth in the sector has been seen as a perfect storm of increased awareness, a sharper focus on succession brought about by the pandemic and - through the ESG agenda - greater focus on how people are impacted by business. In a recent survey, over 70 per cent of EO businesses saw EO as a socially responsible business model.

The sector is growing because it offers a succession solution that sustains the values, culture and ethos of the business, as well as employment for future generations. It makes businesses independent and able to make decisions and invest over the longer term, making them more resilient to shocks and challenges. It is also credited with supporting with recruitment and retention, making it well suited to the challenges of 21st century management. It currently contributes more than £30 billion to GDP, adding to the diversity of Britain's economy through offering a vibrant and different model for achieving business success. Last year, approximately 40,000 jobs were sustained or created by EOT businesses and 60 per cent of employee-owned businesses paid a dividend to their employee owners, despite 78 per cent of the sector feeling detrimental effects of the pandemic.

4. WHO WE ARE - THE EOA

As the 'go to' place for employee ownership in the UK, the purpose of the Employee Ownership Association is to unlock the potential of people, business and the economy through employee ownership. We are a responsible, inclusive and growing membership organisation with an insatiable appetite to:

- **Realise the potential of employee ownership.**
- **Deliver unrivalled value for our members and their employee owners.**
- **Champion the benefits of employee ownership.**
- **Grow the size of the sector.**

Most businesses that are moving into employee ownership or want to maximise the success of their employee-owned business are members of the Employee Ownership Association.

Now in our 43rd year, the EOA is a not for profit and politically independent organisation that works in close partnership and builds strategic relationships with its members to champion, promote and provide insight into the business case for employee ownership. Members benefit from unique learning, networking and trading opportunities across the network of diverse companies of all sizes and sectors.

- We support our members to explore, transition to, and develop as employee-owned businesses.
- We connect our members with learning and with each other to share best practice and support them to celebrate and champion their EO success stories.
- We represent the sector and campaign for the right policies and environment to grow and sustain employee-owned businesses.

5. WHO WE ARE - OUR PEOPLE AND CULTURE

Modest in size but with big relationships, we are a team of ten staff based at a new HQ. Our stakeholders include the Board, President, Trustee Members, Membership Council, Specialist Advisors, and all of the member businesses as well as various member groups, prospective new members and the wider business community in general. The annual turnover of the Employee Ownership Association is £0.75 million.

In pursuit of our purpose to unlock the potential of people, businesses and the economy through employee ownership we are:



BOLD

We are growth-minded and challenge conventional thinking to drive better business.



INSPIRING

We evoke passion for and influence interest in Good EO.



COLLABORATIVE

We nurture relationships and develop networks to achieve mutual goals.



CARING

We make business personal and empower others to succeed.

6. ROLE DETAILS

The EOA Marketing Manager will create and deliver a strategy that will help us to maximise commercial opportunities, develop our pipeline of members and help to retain current members, while making sure marketing activity stays aligned to the values of our purpose-led association.

We are looking for a target-oriented strategic marketer who can help deliver on our new strategy to deepen our relationships with our members with scope to shift our B2B business model to a B2B2C one.

The Marketing Manager will work with the Membership Function, Events Manager, and Communications and Policy Function to best understand their needs of members and employee owners and how to reach them with the relevant parts of our proposition.

This will include working with the membership function to develop the insight, forecast trends and behaviours of employee-owned businesses at different stages of their evolution, to inform the promotion and sale of our services and products, our learning courses, as well as develop the attendance and engagement in our events and content.

You will optimise, develop and deliver our channels and tactics to reach members and stakeholder partners, as well as those we seek to influence through our public relations and public affairs strategy, coordinating the content created by other team members.

Your strategy will help us to best plan for a highly personalised digital first service as part of our planned transformation strategy, which will include a new digital member platform and CRM. It will build on our mapped 'moments of truth' for our members at different stages of their relationship with us.

As the role and the EOA develops you will spot, shape and support opportunities to sponsor EOA products, services, events, and channels as we deliver on the digital aspect of our transformation programme.

7. KEY ACTIVITIES

- Analysing and forecasting market trends relating to succession and employee ownership.
- Generating new business leads.
- Increasing brand awareness and market share.
- Coordinating and delivering marketing strategies with the membership function, product manager, operations and finance team and corporate communications team.
- Overseeing and delivering branded collateral, advertising, and promotional campaigns.
- Evaluating and optimising marketing strategies and contributing to pricing strategies.
- Managing and delivering marketing of all EOA events and learning courses to members and wider sector to engage them in activity and achieve target sales/attendance.
- Marketing the annual conference to attract target sign up attendance and deliver marketing materials, audio visual requirements to support the event.
- Work with the communications function to coordinate content across our channels and measurement the impact of those communications.
- Preparing and presenting quarterly and annual reports to senior management.
- Keeping informed of marketing strategies and trends.
- Managing marketing budget and ensure expenditure is in line with budget.

8. ABOUT YOU

To excel in this role, you will be comfortable collaborating with a wide range of stakeholders and confident using your reports and analysis to influence activity.

This role is essential for driving both engagement and sales performance. You will thrive on spotting issues and opportunities and developing solutions, involving others, and presenting your recommendations to senior leaders.

Ideally, you will be both purpose and results driven and able to plan well ahead to deliver marketing channels and insight to help drive activity.

KNOWLEDGE AND EXPERIENCE

- You will have 8+ years' experience in a marketing environment or are an experienced senior marketing executive ready for your step up to manager.
- Experience of working for a membership organisation, not for profit or charity is desirable, but not essential for the right candidate.
- You may have a degree in a marketing related subject, vocational qualification relating to marketing or evidence of some key projects that have delivered impressive results that demonstrate your marketing skills.
- Experience in leading key projects including managing budget and resources.
- Extensive knowledge of marketing strategies, channels, and branding.
- Demonstrable experience of managing website content, SEO, and web page design, using HTML, as well as experience of CSS and JavaScript being desirable but not essential.
- Demonstrable experience of managing social media channels including LinkedIn, Twitter, Facebook, and YouTube.
- Strong data manipulation and insight presentation skills and record keeping using Word, Excel, CRM, Mailchimp, Survey Monkey or equivalent.
- Exceptional analytical skills and experience of using channel monitoring tools including Google Analytics.
- Experience of creating and delivering regular insight and forecasting reports for decision makers.

PERSONAL ATTRIBUTES

- Superb leadership, communication, and collaboration abilities
- Exceptional analytical and critical thinking skills
- Strong time management and organisational abilities
- Confident and able to inspire others through sharing insight and forecasts
- Purpose and results driven as part of a team
- Curious with a strong commercial and enterprising spirit

9. HOW TO APPLY

The EOA commits to recruiting to from a diverse range of backgrounds and welcome applications from under-represented groups. We recruit on both skills and fit with the values of the EOA as a purpose-driven organisation.

ALL CVs/ APPLICATIONS WILL BE MANAGED VIA FRANKIE PARKER AT ELEVATION RECRUITMENT GROUP FOR MORE INFORMATION PLEASE GET IN TOUCH ON 01709723248 OR FRANKIEP@ELEVATIONRECRUITMENT.COM

Please note this vacancy is being handled exclusively by Elevation Recruitment Group. Any third party applications will be forwarded to and managed by Elevation Recruitment Group.