



Job Application Pack

Marketing Executive

April 2022



MANCHESTER PRIDE

Manchester One / 53 Portland Street / Manchester / M1 3LD / United Kingdom
T: +44 (0)161 831 7700 / Email: info@manchesterpride.com

VAT number: 915888380 Company number: 4671318 Registered Charity no: 1117848

Dear Applicant,

RE: Joining The Team at Manchester Pride

Thank you for showing an interest in joining the team here at Manchester Pride.

To help you with your application, please find attached some further information about our charity and a detailed specification for the role of Marketing Executive.

The recruitment process includes two stages – the submission of your CV and covering letter, followed by a face to face interview (either via video call or in person - subject to advised restrictions at the time of interview) at which you will be asked to present your response to a brief which will be outlined to shortlisted candidates.

Throughout the process we may opt to include a third stage either with an informal telephone conversation or further formal presentation based interview.

To kick things off, you will need to submit your application either via email or post. The deadline for applications is Friday 29th April 2022. Details of where to send your completed application form can be found in the notes.

If you have any questions about the process or would like an informal chat about the role, please do not hesitate to contact our Executive Assistant, Sarah Carr at sarah@manchesterpride.com, stating the role title in the subject heading.

Best of luck with your application.

Lizzy Holroyd

Senior Marketing & Communications Manager

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About Manchester Pride

Underpinned by an exciting post pandemic strategy, Manchester Pride is a multi-million pound turnover not-for-profit organisation committed to creating a city - and a world - where people are able to live and love free from discrimination.

We campaign for equality; challenge discrimination; create opportunities for engagement and participation; celebrate lesbian, gay, bisexual, transgender and queer plus life; and fundraise to enrich and empower LGBTQ+ organisations, charities and communities in Greater Manchester.

We are most famous for our annual programme of Lesbian, Gay, Bisexual, Trans, Queer and Inclusive (LGBTQ+) events in Greater Manchester which each year bring more than 200,000 people together to celebrate queer life.

Our programme includes the annual Manchester Pride Conference, Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), our year-round calendar of LGBTQ+ Arts & Culture, Superbia, our Community Engagement projects including Youth Pride MCR, our All Equals Charter which supports businesses and organisations in recognising and challenging discrimination, and our flagship event, Manchester Pride, over August Bank Holiday weekend.

Our events and community focussed initiatives are at the heart of our pandemic recovery strategy, which seek to reimagine our programme to deliver an internationally acclaimed and significantly enhanced experience for users befitting a city at the heart of the Northern Powerhouse.

To find out more about our events and initiatives check out our [website](#).

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Our Vision:

A world where LGBTQ+ people are free to live and love without prejudice.

Our Mission:

We are committed to improving the lives of LGBTQ+ people. We are part of a global pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

Our Values:

Inclusivity: We believe that everybody has a contribution to make regardless of any differences and in particular respect of their protected characteristics.

Empowerment: We believe that everybody should be supported to have the confidence and opportunity to live the way they want.

Togetherness: We believe that great things can be achieved through working with individuals, organisations and communities

Our Goals:

- Stage an annual world class celebration of LGBTQ+ life in Greater Manchester
- Maintain the position of the festival on its international platform, acting as a beacon for LGBTQ+ equality in Greater Manchester and throughout the world.
- Educate people on LGBTQ discrimination and take steps to reduce it
- Help the people of Greater Manchester and beyond to recognise, understand and challenge discrimination against LGBTQ+ people.
- Raise awareness and support for LGBTQ+ mental health
- Partner with third party organisations to deliver a programme of work designed to support the mental health and wellbeing of LGBTQ+ people in Greater Manchester
- Support grassroots projects and initiatives that encourage the wellbeing of LGBTQ+ people in Greater Manchester
- Make packages available to provide essential support for projects and initiatives aimed at improving the lives of LGBTQ+ people in Greater Manchester
- Increase representation for further marginalised sectors of LGBTQ+ communities
- Partner with third party organisations to deliver a programme of work designed to increase visibility and support the issues faced by further marginalised LGBTQ+ communities in Greater Manchester.

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Role Description:	Marketing Executive
Salary:	£22,000-£25,000 per annum (F/T, 12 month contract)
Reports To:	Senior Marketing & Communications Manager
Place of Work:	Manchester City Center (includes flexible home working)

Job Purpose

Supporting the Senior Marketing and Communications Manager and Digital Content Producer in the successful delivery of charity campaigns.

Main Responsibilities

- Support the implementation of marketing campaigns in-line with the marketing strategy.
- Work closely with the events team to understand event marketing requirements.
- Work closely with the engagement team to ensure campaigns are aligned with the engagement strategy.
- Manage the development and production of marketing collateral.
- Financial admin and budget tracking.
- Act as a brand ambassador.
- Support in brand guardianship, ensuring consistency across all brand collateral.
- Work with external agencies to ensure the timely delivery of targeted campaigns within budget.
- Assist with the management of media, marketing, PR, social media.
- Support the Partnership Manager with management of commercial relationships working closely with partners to ensure their needs and objectives are met.
- Oversee the management of the website and all social media channels and respond to users when required.
- Be proficient in using analytical tools such as Google Analytics in measuring campaign success.
- Compile monthly reports to monitor the effectiveness of marketing campaigns.
- Produce content for and manage direct external communications.
- Support the Digital Content Producer in their day to day role.

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Other

- Actively learns and stays up to date with developments in areas of expertise and meet the changing needs of the job, team and organisation by taking part in regular appraisals and learning activities.
- The above list of duties is indicative only and not exhaustive. The successful candidate will be expected to perform all such additional duties as are reasonably commensurate with the role.
- Please take note that due to the nature of our work, the flexibility to work outside normal office hours will be required.

Person Specification

- A minimum of two years demonstrable experience in a similar role
- Thorough understanding of the marketing mix
- Ability to work to strict deadlines, prioritise tasks and manage demanding workloads
- Capacity to work on multiple projects simultaneously
- Excellent communication and interpersonal skills
- Excellent written communication skills for producing high quality content
- Experience in planning and buying media
- Creative skills for contributing to new and innovative ideas
- Attention to detail and accuracy
- Highly organised with a positive and proactive approach to work
- Excellent reporting and presentation skills
- Excellent time management
- Proficient in IT with comprehensive knowledge of existing and emerging social media platforms
- Understanding of the core aims and objectives of Manchester Pride
- Understands Manchester Pride's values and their application to this role
- Has an appreciation of the work of Manchester Pride
- Excited by the possibilities presented by marketing
- Committed to providing a high standard of work and continuous improvement
- Appreciates the value of diversity

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- Has a proactive approach to addressing challenges
- Committed to continued learning and supporting the learning of others
- Willing to accept responsibility and opportunities appropriate for the role
- Has a flexible approach to their role and to change

Desirable

- Educated to degree level or similar
- Qualification in marketing or related field
- Knowledge and experience of working within the events / entertainment sectors
- Understanding of commercial partnerships and co-promotional activations
- Ability to remain calm in crisis
- Full UK Driving license

Interested candidates should apply by sending a full, current CV and a covering letter outlining why they are right for this position by email to Sarah Carr at sarah@manchesterpride.com for the attention of Lizzy Holroyd, Senior Marketing and Communications Manager. Please also complete and attach the equal opportunities monitoring form which will be anonymised.

Applications will close on Friday 29th April 2022 at 6pm.

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Equal Monitoring Form

Manchester Pride is committed to supporting the principle of equal opportunities and operates a robust Equality Opportunities Policy. To help us to monitor the effectiveness of this policy, we request you to fill out this form. This form will be detached and kept separate to your application, and the information held herein will be kept securely and used for analysis purposes only.

Please tick one box in each section.

Monitoring Ethnicity

Ethnic origin is not about nationality, place of birth or citizenship. It is about colour and broad ethnic groups. UK citizens can belong to any of the groups indicated.

How would you describe your ethnic origin?

ASIAN OR ASIAN BRITISH	
Bangladeshi	
Indian	
Pakistani	
Other Asian (please specify)	
BLACK	
Black African	
Black Caribbean	
Black British	
Black European	
Other Black	
WHITE	
White Eastern European	
White British	
White Irish	
White Western European (non-British)	
Other White	

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CHINESE OR CHINESE BRITISH	
Chinese	
Chinese British	
DUAL HERITAGE	
White and Black Caribbean	
White and Black African	
White and Asian	
Other Dual heritage	
OTHER	
Other Ethnic Background	
PREFER NOT TO SAY	
Prefer Not to Say	

Age

Which age category do you fall into?

Under 21		22 – 35		36 - 45	
46 – 55		55 +		Prefer Not To Say	

Disability

A disabled person is defined in law as someone who has an impairment that has a substantial and long-term effect on a person's ability to carry out normal day-to-day activities.

Do you consider yourself to have a disability or long-term health condition?

Yes		No		Prefer Not To Say	
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Gender

Please select below:

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Man (inc trans man)		Woman (inc trans woman)	
Non-binary		In another way	

Is your gender identity the same as you were assigned at birth?:

Yes		No		Prefer Not To Say	
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Sexual Orientation

Please select below:

Gay or Lesbian		Bisexual or pansexual	
Heterosexual or straight		In another way	

Marketing Screening

Where did you hear about this position? (Please tick where appropriate)

Website (Please specify)		Word of mouth	
Other (Please specify)			

Please submit your application by email to sarah@manchesterpride.com, inserting the role title in the subject heading, or by post (marked as Private & Confidential) to:

Marketing
Manchester Pride Limited
Manchester One
Manchester,
M1 3LD

No later than Friday 29th April 2022 at 6pm.

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