**Lamplight Marketing and Communications Manager**

**Lamplight is seeking a new full-time Head of Marketing and Communications to join our busy and friendly team. You will help us tell our story.**

**Our charity customers gain clarity and increase their impact by using Lamplight. We transform their digital lives, helping them to organise their information and increase their positive influence on the world. We need you to help us share this story more widely, and bring these benefits to more charities.**

**You’ll join our small team, working from home, or in our office in Liverpool (when it re-opens). We aim to provide an inclusive, supportive work environment that allows you to balance your work with your life. We’re working to build a team that reflects the rich diversity of the UK and are keen to welcome the new outlooks and insights you bring.** The salary for this post is between £28,200 and £32,200 with 28 days holiday, reporting to the Head of Community.

Lamplight is a database specifically designed for charities so that they can record, monitor and report on their services and users. We’ve been working with charities that deliver a wide range of services to all sorts of different people all over the country for over 15 years and have around 600 customers.

We think it’s a great story. But we’re not always good at telling it – we never seem to have the time. And so there are thousands of charities struggling with outdated systems that work against them because they don’t know about Lamplight, or don’t see how it can work for them. We’re looking for our storyteller – someone who can bring the difference Lamplight makes to life. You’ll take the work we’ve done so far and build up a plan that you can then implement. Your words will bring clarity to our story and resonate with charities. They’ll find their way out of the fog of bad systems and gain greater clarity and impact.

We have introduced the StoryBrand framework and as a team have spent some time refining our core story and language. We now need to implement this work – through a re-vamped website; through social channels; through email; and by talking to people that want to know more.

We are also starting to try and introduce a StoryBrand approach to our other communications and services, but lack the time and expertise. You’ll help us with these other materials too that are used in our implementation and training services.

**The role**

We were tempted to call this role ‘Storyteller’. The StoryBrand approach to marketing communications resonates with us and we’ve done a fair amount of work, with some external support, to identify and refine our overall story. But we don’t have the capacity to implement it. This new role is to tell this story.

You will be responsible for:

* The re-design of our public website and its on-going maintenance, including working with external designers as required
* Preparing email copy and design input for the various part of the customer journey, from initial enquiry to completed implementation
* Developing other marketing materials, for example lead generators; introductory videos; blog posts etc.
* Writing, designing and sending customer email newsletters
* Hearing what our audiences are saying, feeding that back to the rest of the team, and helping us to respond to it

You will work closely with other members of the Community Team to develop our social media presence. You will also support the sales function, carrying out some demos with potential customers to help them understand how Lamplight can support their work.

As time goes on you will be able to develop new opportunities and methods for us to communicate with potential customers, and to take ownership of our marketing strategy.

You will also be actively involved in shaping the on-going development of our products, drawing on your experience with Customers. We are a relatively small team so there will be other tasks from time to time that don’t fit neatly in a job description.

**What are we looking for?**

**You will:**

* be a story teller. Your words will help our customers see their heroic journey towards greater clarity and more impact unfold before them; and introduce Lamplight as the guide they need to get there.
* understand the StoryBrand framework and how to use it in different areas of our business.
* be able to communicate effectively in different mediums – tweet, email newsletter, long-form blog post, in person.
* have empathy for the challenges in leading a small charity.
* have a good eye for clean design that supports the story.
* comfortable working as part of a dispersed team from home or from our office (subject to Covid guidelines).

**Ideally**

* You have some understanding of how databases work.
* Good at Wordpress, SEO, analytics.
* You’ll have experience of the voluntary sector, as a service user, volunteer, employee or trustee.

You’ll be careful to make sure that our services and communications are inclusive and accessible to all, taking into account the different backgrounds, skills and understandings of our customers.

We are a relatively small team so there will be other tasks from time to time that don’t fit neatly in a job description.

**Hours per week:** 37.5 hours (Mon – Fri 9 a.m. – 5 p.m.)

Although this is advertised as a full-time 9-5 role, many of us work different patterns and we will try to accommodate different arrangements if you need them, for example compressed hours, different core hours, or additional leave entitlement to cover school holidays etc.

**Location:** Either from home, or from our office in Liverpool (currently shut due to Covid-19, so you will need to be able to work from home for the time being).

**Your development:** We will provide full training in Lamplight, and also offer other opportunities for learning and development on an on-going basis.

**Team:** You’ll report to the Head of Community, joining a team of five. This is a new post due to our expansion.

**Salary:** £28,200 - £32,200, depending on experience.

**Leave:** We offer 28 days holiday per year plus public holidays.

**About Us**

Lamplight is a database specifically designed for charities to record, monitor and report on their services and users. It helps them keep track of the work they do and the impact that it has. We currently have over 500 customers who deliver a wide range of services – youth services, volunteering, housing, social services and supporting victims of violence and abuse, to name but a few. Our focus is always on helping customers to make a real difference in the work they do.

We are a small but growing team of 15. We are largely home-based across the UK with an office in Liverpool. We serve a widely diverse community of users, and we value their different voices and experience.

We're committed to inclusion and equal opportunities and to providing our employees with a work environment free from discrimination in which all can thrive. We recognise and value the benefits of a diverse workforce and we are seeking applications from people of all backgrounds. If you have accessibility requirements and would like information in a different format, email: jobs@lamplightdb.co.uk to make alternative arrangements.

We are a [Mindful Employer](http://www.mindfulemployer.net/) and seek to support the mental wellbeing of our staff.



**Our Values**

Our core principles are a guide of how we behave:

• Integrity: we work honestly and have an open work culture.

• Friendliness: we work to build strong relationships with our clients, partners and have a work environment that is friendly and relaxed.

• Knowledge: we are rooted in the sector and our involvement and previous experience in the sector means we can relate easily to our customers and deliver value. The customer is always at the heart of our decisions.

• Accessibility: we are flexible and work to provide a system that is widely available to all.

• Quality: we provide a supportive environment and adopt easily understandable language ensuring the system is easily understood by users.

**To Apply**

Please apply via our recruitment site <https://www.lamplightdb.co.uk/join-us>. Feel free to contact Matt Parker on [matt@lamplightdb.co.uk](mailto:matt@lamplightdb.co.uk) if you'd like to find out more first, or if you need to apply in a different format.

We will ask you to answer around six competency-based questions that aim to reflect the sorts of things that the job involves. You’ll complete this online, along with contact information and demographic questions. Your responses are then anonymised, and after the closing date, the selection panel will review and score your responses alongside all the others. Total scores are calculated, and the panel will select the candidates they’d like to meet at interview. Only once that decision is made are the panel able to see your name and contact details. We’ve adopted this methodology from Applied (<https://www.beapplied.com/applied-sift>). So please don’t just send us a CV!

We do this because we accept that we are not always aware of the unconscious biases that shape our decisions. By removing some of the information that may trigger those biases we can focus on your responses and your suitability for the role. We introduced this as part of our work to improve our approach to equality and diversity, including staff training, reviews of products and services, and our internal processes.

The closing date for applications is 10am on the 10th May 2021. Interviews will last around an hour and be held on the 17th and 19th of May, on Zoom (please let us know when applying if this will be difficult).