

## Job Advert | P/T Marketing Manager

<b>Job Title</b>	Marketing Manager
<b>Hours of work</b>	21 hours per week 3 days @ 7 hours per day
<b>Salary</b>	FTE Salary: £37,500 - £42,500 pro-rata DOE
<b>Holidays</b>	33 days per year pro-rata
<b>Location</b>	UK home-based with occasional requirement to travel

### About Ten Ten

For over 15 years, Ten Ten has been supporting the mission of Catholic and other Christian-faith schools and organisations through workshops, theatre events, film production, online resources and programmes of study.

Our name comes from the Scripture passage John 10:10 when Jesus said, "I have come that they may have life, life to the full." Through storytelling, education programmes and media content, we aim to help children and young people to 'live life to the full': enabling school communities to grow in faith, love, understanding and compassion.

A family-run, award-winning organisation, the Ten Ten team is growing and we are looking for passionate and dedicated people to be part of our mission. Please take a moment to read our document, [Working for Ten Ten Resources](#).

### Job Summary

An exciting opportunity has come up for the role of **P/T Marketing Manager** for Ten Ten Resources.

The successful candidate will plan, oversee and implement a marketing strategy to introduce, renew and cross-sell products and services to our core market, ensure high retention rates, increase the market share, and develop customer value. The Marketing Manager will also contribute to influential decision-making on future developments through conceiving, researching and planning new products and services to bring to a wider market.

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We are looking for an experienced marketing professional with a particular understanding of our niche market, UK Catholic schools, and the knowledge and experience to develop new territories (beyond the UK) and markets (Catholic parishes and other Christian-faith contexts).

This is a home-working role requiring occasional travel to team meetings.

## Role Responsibilities

**Develop Marketing Strategy** | You will develop marketing strategies based on a brief set out by the directors/CMO. We are looking for someone with excellent project management skills who can set realistic deadlines and meet them.

**Team Collaboration** | You will call upon the services and skills of our core team (including the writing team, video content creators, graphic designers, office manager and digital editor) to support the overall marketing endeavours.

**CRM** | We use Less Annoying CRM for our contact management, which is integrated with our WordPress members system. You will be able to run reports, analyse data, set up marketing pipelines and integrate segments with our email marketing tool.

**Email Marketing** | We use Mailchimp and have a contact list of 15,000+. You will harness the power of our e-marketing tool, including tagging/segmenting contacts and setting up effective user journeys for maximum impact.

**Direct Mail Marketing** | Utilising the skills of our Graphic Designer and Office Manager, you will execute a mail marketing strategy to optimise the marketing drive.

**Website Marketing** | Utilising the skills of our Staff Writers (for blogs), Video Content Creator and Digital Editor, you will ensure that the website provides a coherent message and call to action for all relevant user journeys.

**Social Media Marketing** | You will devise, schedule and implement a social media strategy for the marketing outreach, drawing on the skills of the core team as part of your work.

**Writing Copy** | For all of the above, you will be an excellent copywriter, producing written material that is empathetic with the mission, values and products produced by Ten Ten Resources.

**Manage Marketing Budget** | To fulfil the mission of this role, you will manage a marketing budget to pay for external resources, and a time budget to utilise the services of the core team.

**Achieve KPIs** | You will achieve KPIs as set by the directors.

## Skills and Experience

### Essential Skills and Experience

- Demonstrable understanding of the niche market we work in (Catholic schools), the programmes we produce (Relationships and Sex Education, and prayer resources for schools) and the niche markets

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we are exploring (Catholic parishes and Church of England schools).

- Excellent organisational skills.
- Excellent copywriting skills
- Exemplary producer and executor of marketing strategies and campaigns.
- Accomplished in collaborating with a creative team to deliver marketing materials to budget and deadlines.
- Well-developed skills with CRM systems, email marketing and direct mail marketing.
- Well-developed skills in social media marketing and website presence.
- Ability to manage marketing budgets.

### **Desirable Skills and Experience**

- Experience in organising team collaboration on Trello

### **Person Specification**

We are looking for a team player who will join our small, high-functioning team. As a remote worker, you will be self-motivated and disciplined with your time and efforts, at the same time as building strong relationships with colleagues through video conferencing and in-person meetings. The founders and the staff are passionate about the work of Ten Ten; we are looking for someone who will also get a spark about our mission and want to be part of the team.

### **Personal Qualities**

- Passionate about seeing children, young people, teachers and parents 'live life to the full' (John 10:10).
- Ability to maintain high standards of ethics, integrity and professionalism, both internally and through communication with clients.
- First-rate personal attributes of drive, empathy, energy, integrity, adaptability and responsibility.
- Capacity for self-reflection, humility, and a commitment to accountability, learning and personal growth.
- Able to self-motivate and work remotely.
- Able to travel and occasionally work away from home.

### **Terms and How to apply**

This is a remote position for a UK-based employee working 3 days/21 hours per week.

The full-time equivalent salary range is £37,500 - £42,500. This will be pro-rated.

The package also includes an employer's contribution to a pension plus the FTE of 33 days holiday per annum (pro-rated) and other benefits.

### **How to apply**

The deadline for applications is Friday 31 March 2023.

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Applications should be sent by email FAO Martin & Clare O'Brien to:  
**[recruitment@tentenresources.co.uk](mailto:recruitment@tentenresources.co.uk)**

Your application should comprise:

- A cover letter of no more than one and a half pages, outlining your motivation and relevant experience for the role.
- A CV, including educational and professional qualifications and a full employment history
- Daytime, evening and/or mobile telephone numbers and personal email address.

After the application deadline, a selection of candidates will be invited to interview via Zoom.

Finalist candidates will be invited to a face-to-face meeting with the Selection Panel in London.

Thank you for your interest in the work of Ten Ten Resources. Please do not hesitate to get in touch with us using the above email address should you have any questions regarding this appointment process.

For more information about Ten Ten Resources and our story, please see our website:  
**[tentenresources.co.uk](http://tentenresources.co.uk)**