



PROGRAMME MARKETING COORDINATOR ROLE DESCRIPTION

JOB TITLE: PROGRAMME MARKETING COORDINATOR

REPORTING TO: DIRECTOR OF STRATEGY AND PROGRAMMES

SALARY: £26,208 PER ANNUM – 40 HOURS PER WEEK (with regular salary reviews linked to performance)

LOCATION: HOME-WORKING. There will be a requirement to attend team meetings in Cambridge, London or another location for which travel costs will be covered.

OPPORTUNITY: This is a fantastic opportunity to join *Cause4* as a Programme Marketing Coordinator, supporting the delivery and marketing of our three public programmes delivered across the UK, including Arts Fundraising & Philanthropy, Heritage Compass Legacy, and the Trustee Leadership Programme.

ABOUT CAUSE4

Cause4 is a social business founded to support charities to achieve more and better.

Specialising in fundraising, income generation and programme development, we partner with charities, philanthropists and corporations that want to make change.

Founded in 2009, we are a social enterprise and one of the first certified B-Corporations in the UK. Provoking change is at the heart of our mission, and we bring together a range of expertise to work on some of the charitable sector's most pressing issues. Since 2009 we have raised over £70million for our clients.



Programme Design & Innovation

We design and deliver sector changing programmes and can support organisations from R&D through to the roll out of major initiatives.



Fundraising & Philanthropy

Our work ranges from crafting a fundraising Case for Support through to the development and implementation of complex fundraising campaigns.



Support & Advice

From our free strategy Power Hours to CEO coaching and Governance reviews, we provide a range of support to Executives, Leaders and Trustees.



Training

Our expert training ranges from the basics of fundraising to chairing a board. We deliver training, e-learning activities, and large-scale change management programmes.

Our values are:

- **Curious** – our culture seeks to foster ideas, encourage considered risk-taking and support creativity that will achieve the best results.
- **Ambitious** – we actively encourage partnerships and collaboration, supporting organisations to be open to change in a fast-changing environment.
- **United** – we put team-working and collaboration at the heart of all our work.
- **Straight-talking** – we are straightforward and honest, and our communications are simple and jargon-free.
- **Entrepreneurial** – we aim to develop dynamic and entrepreneurial business models that support sustainable and cost-effective programmes for charities.

ABOUT OUR PROGRAMMES

Funded by Arts Council England, the National Lottery Heritage Fund and the Clothworkers' Company, *Cause4* leads on the delivery of three large-scale, national, and public-facing programmes.

- [Arts Fundraising & Philanthropy](#): Arts Fundraising & Philanthropy's mission is to strengthen arts and cultural organisations' resilience and sustainability by transforming their fundraising knowledge, skills, and levels of success. It is funded by Arts Council England and is led by *Cause4* with consortium partners the University of Leeds. The Programme is regularly funded as an Investment Principles Support Organisation from 2023 to 2026.
- [Heritage Compass](#): Heritage Compass was a business resilience programme that supported 400 small to medium sized heritage organisations in England from 2020 to 2024. Delivering training, mentoring, peer learning, access to funding and resources, the programme enabled participating organisations to review their income generation, business planning, governance, and audience development. Following the programme's success, we are now running Heritage Compass Legacy, supporting the sector through a range of targeted activities until March 2025.
- [Trustee Leadership Programme](#): Trustee Leadership Programme is an award-winning programme that trains more than 500 people each year to become charity Trustees. An enriching career development opportunity, the course covers the key responsibilities of Trustees, governance and strategic planning, financial management and fundraising. It is funded by the Clothworkers' Company.

Cause4 is a fantastic training ground for individuals looking to enhance their careers, with employees going on to take up prestigious positions in renowned organisations, including Cancer Research UK, British Red Cross, the Cabinet Office, The Wellcome Trust, Fair Trade Foundation, Serpentine Galleries and many more.

DUTIES AND RESPONSIBILITIES

Marketing and Communications

As a Programme Marketing Coordinator you will play a lead role in marketing *Cause4*'s three core programmes:

- To meet all public-facing and bespoke training sales targets for our programmes through implementation of the marketing plan.
- To oversee and manage the day-to-day communications of our programmes, including managing our dedicated programme inboxes, liaising with participants, trainers and partners as needed.
- To lead the development of strategic marketing documents, thinking analytically and making recommendations to the Programme team.
- To set-up and publicise key events, projects and training opportunities on all programme websites and relevant platforms, including Eventbrite.
- To support with communications and marketing by curating social media content (SmarterQueue), programme newsletters (Mailchimp), graphics (Canva), and blogs.
- To support updating the website on a regular basis with support from the web designer and to be a coordinating lead and contributor in writing for key publications such as the digital Now, New and Next publication.
- To research and develop our audiences and networks, in line with our priority areas, regularly updating our databases to ensure key contacts are in place.
- To lead on the analytics of our marketing data, collating vital information from SmarterQueue, X, LinkedIn and Looker Studio.

Programme Coordination and Project Delivery

As part of the Programme team, you will also support with wider coordination and project delivery:

- To work closely with the Director of Strategy and Programmes to coordinate and support the delivery of all our programmes to achieve the outputs and outcomes agreed with our funders.
- To support with event management both online and face to face including providing technical support to participants on platforms for online training, driving all courses hosted on Zoom, and providing excellent customer service to all engaging with our work.
- To support evaluations through providing and analysing data to use in reporting to funders and stakeholders.
- To lead on programme administration and funder updates, including tracking key data on platforms including Arts Council Annual Survey, Julie's Bicycle, Illuminate and Salesforce.
- To support with the administration of programme activity by attending and writing minutes for key meetings, drawing up programme contracts, aiding with diary management, filing, liaising with key personnel, and conducting phone or zoom conversations as needed.
- To support with the financial administration of our programmes through invoicing and managing participant expenses.
- To take part in training and attending any networking events as required, including potential out-of-hours events such as our 3-day residentials, to represent *Cause4* externally when required.
- To contribute to *Cause4's* overall business development when required, and being pro-active in terms of personal development, working alongside the line-manager to build key objectives for growth within *Cause4*.

This is a remote (home) working role, with opportunities to meet with the *Cause4* team at regular events throughout the year in London, Cambridge, and other locations.

PERSON SPECIFICATION

To deliver the role, we'd expect you to have the following skills, experience and interests:

- Existing marketing experience in the arts, heritage or culture sectors, or an equivalent role where your skills can be transferred to the above responsibilities.
- An ability to work in a remote independent environment, taking initiative on tasks given, whilst also contributing to a growing team.
- Demonstrable commitment to *Cause4's* values.
- A broad understanding and interest in the arts, culture and heritage sectors in England.
- A thorough approach to attention to detail and exceptional writing skills with the ability to write in different forms and styles.
- An ambitious individual that is keen to develop knowledge and skills for future leadership roles in the cultural sector.
- IT literate with experience of working with Microsoft applications including Word, Excel, PowerPoint.
- Experience of database administration is also desirable, as is confidence in managing online platforms such as Zoom or Teams.
- Thrives on working to tight deadlines, and able to turn work around within a short time span where demands are liable to change at short notice.
- Excellent social skills, able to operate with diplomacy, tact and empathy.
- Ability to think laterally to maximise opportunities to promote the work of the organisation, with a commitment to tackling multiple priorities.
- Conscientious, positive 'can-do' attitude, and a team player who is also able to work independently and show initiative.
- Passionate commitment to the work of charities, and a strong awareness of sector potential in a challenging funding context.

BENEFITS

- Regular reviews and feedback, working closely with the Director of Strategy and Programmes to progress in your role against set objectives.

- An opportunity to fast-track your career in the arts and cultural sector, gaining an insight into all aspects of programme marketing, design and management.
- Remote working and fully flexible working options between 8am and 7pm (40 hours per week).
- An exciting opportunity to join a growing team and join us for team events, access to cultural activities, networking opportunities, skills development sessions, and more.
- Access to training courses to develop your skills, including (but not limited to) on Corporate Fundraising; Individual Giving; Trustee Leadership; Marketing, and Creative Enterprise.
- 30 days holiday a year inclusive of public holidays.
- Regular performance and salary reviews.
- Private pension, health benefits and death in service insurance.
- *Cause4* is invested in the wellbeing of its staff and has a dedicated Mental Health Champion, offers a generous health cash plan and counselling support.

Cause4 is a Gold Award holder for Investors in People and is an equal opportunities employer. We welcome applications from people of all backgrounds. Our definition of diversity encompasses responding to issues around race, ethnicity, faith, disability, age, gender, sexuality, class and economic disadvantage.

To apply, please send your CV, a Cover Letter or Cover Video (no more than 2 pages/video application no longer than three minutes), to Thomas Williams, Programmes and Development Manager thomas.williams@cause4.co.uk no later than 5pm on 7th February 2025.

Please include with your application a completed equal opportunity form downloadable from the website.

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