
UK

**Evaluation
Society**

Marketing and Communications Manager

Job application pack

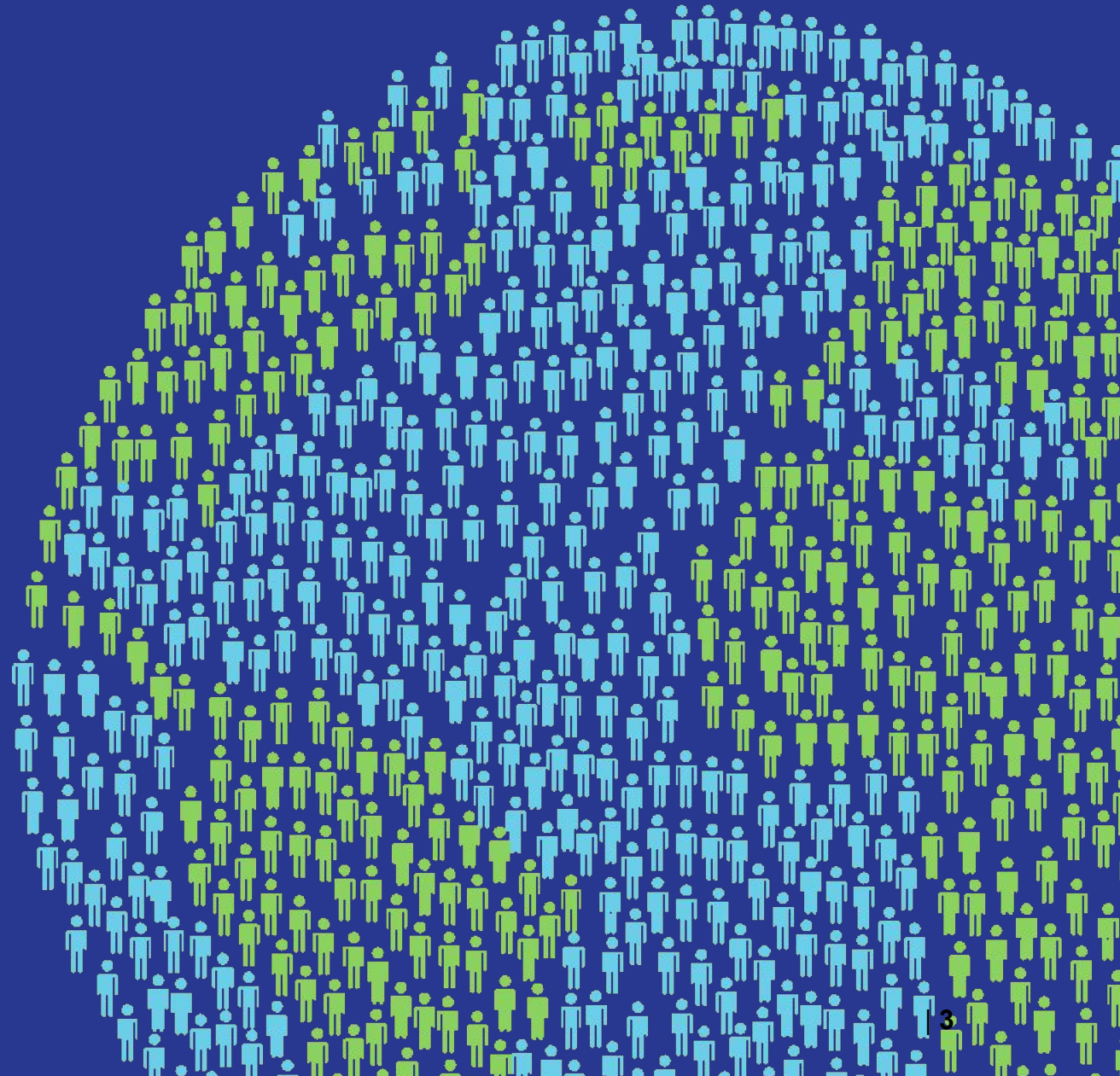
Welcome

The UK Evaluation Society was established in 1994 and is the principal organisation for professionals in the field of evaluation in the UK.

After a step-change in 2023, we are driving a new chapter for the organisation. This is largely being implemented through growth of our internal capacity.

We now have an exciting opportunity for an experienced Marketing & Communications Manager to work with our Executive Director and small staff team. This role will be varied and involve significant elements of the full range of marketing and communications activity, leading on campaigns to increase membership, grow our training and events programme and deepen our influence with government, academic, private and voluntary sector stakeholders.

Thank you for your interest in the UK Evaluation Society. We look forward to hearing from you.



About us: our mission and values

The UK Evaluation Society supports the future of evaluators by promoting and improving the theory, practice, understanding and utilisation of evaluation. On behalf of our members, we strive to:

1. Promote the value of evaluation and evaluative thinking in policy and strategy, service delivery, initiatives and programmes across sectors and funding environments
2. Strengthen all aspects of evaluation practice by clarifying and encouraging good practice across the evaluation life-cycle – including the commissioning, design and delivery, and use of evaluation.
3. Encourage and support innovation and change in evaluation practice and where appropriate, foster the adoption of new approaches and methods.
4. Protect and promote principles of equality, diversity and inclusion and
5. Ethical practice across the evaluation community.

We're committed to inclusion, equity and diversity in all its forms, and value all voices and perspectives. Our members include evaluation professionals, practitioners and commissioners from national and local government, the research community, consultancies and the voluntary sector.

Why join the team and take on this role?

Why support the evaluation profession?

It is a pivotal time for the profession and the Society, which has big ambitions to support the effective growth of the profession.

Why join the team?

You'll be joining a new and fast growing team, which is dynamic, people-centred and innovative in its nature. As the engine-room of the Society, the team will be at the forefront of shaping and operationalising the Society's activities - in close collaboration with the Board of Trustees.

Why take on this role?

This role will play a key part in the growth of the Society's membership, training and events, underpinning the development of the evaluation profession.



Why join us?

About the role



Title: Marketing and Communications Manager

Contract: Permanent, part-time

Hours: 4 days a week (30 hours, based on a 7.5 hour working day) subject to successful completion of a probationary period of three months

Salary £45,000 FTE per annum (£36,000 pro rata)

Location: Remote within the UK, with occasional travel to support our events and annual conference

Day-to-day management by: Executive Director

Job description

RESPONSIBILITIES

- Lead the development and manage the delivery of UK Evaluation Society's marketing strategy and campaigns, that drive awareness, engagement and conversion with key audiences
- Lead on audience development and acquisition, ensuring meaningful insights about the success of campaigns that are fed into future campaigns
- Work with the team at UK Evaluation Society to develop, brief and deploy key campaigns and messaging across the year, ensuring results are measurable.
- Manage every element of day-to-day marketing activity, to include brand stewardship, social media, digital (SEO, digital PR, Google Ads etc), photography, design, PR, media, sponsorship and advertising
- Identify key partnerships and opportunities with other organisations to drive sponsorship and acquisition
- Manage the design and production of marketing materials as needed
- Support the wider UKES team to deliver digital marketing activity, including the management of external design, web and creative agencies
- Stay up to date on industry trends and emerging marketing techniques to identify new opportunities
- Monitor, evaluate and report back on key performance indicators of all marketing activity, including monthly impact reporting and maintaining a budget.
- Working alongside the President, Council and Executive Director, enhance and maintain brand identity, tone of voice, and messaging across all channels, including core assets and campaigns.
- Managing input and content from the staff team, Executive Director and Council members, create regular, engaging content that grows the audience across all website, social media and email platforms
- Support the President, Council and Executive Director with media interviews and at relevant events and meetings across the private, public & voluntary sectors, ensuring that UKES promotes a consistent message via all of its representatives

Person specification

EXPERIENCE & KNOWLEDGE

- Experience in a social science or science organisation, or strong knowledge of evaluation
- Experience managing organisational marketing, including budget setting & income generation
- Experience leading the development, implementation and evaluation of marketing activity, strategic plans and campaigns, to meet specific objectives, including engagement and acquisition of target audiences.
- Experience with complex campaign planning, from both a creative and a reporting/data management perspective.
- Experience in running social media campaigns, reporting and campaign analytics.
- Experience of creating marketing materials using graphic design tools
- Passion for and experience of developing a range content for different audiences and channels (such as videos, infographics, blogs, social media posts).
- Experience of working with internal staff to disseminate messaging
- Track record of stakeholder management at senior levels
- Experience in building business and strategically rewarding partnerships
- Knowledge of platforms used to send out mass mailings

We are committed to building a diverse, inclusive and authentic workplace. If you are excited about this role, whatever your background, we encourage you to apply.

Person specification

SKILLS & ABILITY

- Outstanding written and oral communication skills, with exceptional attention to detail and experience of communicating effectively with a broad range of internal and external stakeholders.
- Excellent organisational skills and ability to manage several projects at one time from concept to completion
- Ability to create and deliver presentations to a range of different audiences
- Excellent time management skills and ability to work to deadlines
- Highly computer literate with experience of MS Office, digital platforms, mass mailing software, LinkedIn etc.
- Influencing skills at all levels with the ability to maintain and extend stakeholder relationships
- Creative thinker who is quick to spot and respond to opportunities
- Ability to interact with a wide variety of people in different circumstances, to establish long-term partnerships
- Commitment to UKES values and to an environment that promotes equity and values diversity

DESIRABLE CRITERIA

- Experience of working in a membership organisation
- Relevant experience in PR, journalism or digital communications, dealing with media
- Copywriting, editing and proofreading experience framing strong, compelling copy in publications
- Experience of brand management and setting brand guidelines

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Holiday Entitlement: 25 days pro-rated for part-time employees, plus public holidays

Pension: Up to 10% employer contribution to annual salary.

Home-working expenses: Given the remote nature of our work, the Society will provide an appropriate contribution to home-working expenses.

How to apply

In order to be considered for this role, please submit the following:

- **A covering letter** - detailing why you are interested in applying for this role and how your skills/knowledge/experience meet the requirements of the person specification
- **A CV**
- **Contact details of two professional referees** (we will only contact them after interview).

We value diversity and are committed to creating an inclusive culture. We actively encourage applications from people of all backgrounds and cultures.

Applications should be sent directly to the Executive Director of the Society at - nick.posford@evaluation.org.uk by **Monday 15th April at 10am**.

Shortlisted candidates will be invited to interview in the **w/c 22nd April**

If you have any queries or would like to discuss the role, please don't hesitate to contact Nick for an informal chat.

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Thank you!

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