

# Curious Minds



## Job Description & Person Specification

Director of Relationships & Marketing

# Director of Relationships & Marketing

**Reports to:** Chief Operating Officer

**PAY BAND:** 8 - Senior Leadership Team (permanent)

**HOURS:** 35 per week (flexible or part-time options considered)

**SALARY:** £39,601 -£44,126 negotiable within range, based on experience

**BASE:** Wigan – hybrid working between home & office

**START DATE:** As soon as available

Curious Minds' vision is for a future where being creative and experiencing brilliant culture is a regular part of every child's learning and life. We work strategically across the North of England to tackle unequal access to creativity and culture for children and young people.

We have an exciting and rare opportunity to join our small but mighty team as our **Director of Relationships & Marketing**. This is a vital new role within a team of curious and skilled professionals, at a moment of great importance and opportunity as we approach a new chapter in our curious story.

We're looking for someone to bring expertise, experience and dynamism; who will use their marketing and relationship building expertise to drive uptake of our events, training courses, leadership programmes, consultancy and evaluation services. This is an exciting opportunity for the inaugural post-holder to shape a brand new senior role within a highly regarded charity.

The ideal postholder will be a strategic thinker with a compelling personality. They will have proven high-level marketing expertise and leadership experience as well as an unshakeable belief that a great cultural education can transform lives. A strong track-record of working within the education, cultural or children's services sectors would be advantageous but isn't a deal breaker.

Curious Minds is a great organisation to work for and we offer fantastic benefits of life assurance, pension and Medicash health cash plan. We're proud of our progressive policies on parental leave, menopause, inclusion and anti-racism, and environmental sustainability.

You'll be joining a dedicated, passionate and supportive team in a values-led organisation. This is a meaningful and rewarding opportunity to apply your expertise to ultimately make a positive difference for children and young people.

*N.B. We're offering this opportunity as a full-time permanent position. However, if you think you'd be perfect for this role but the terms laid out here won't work for you, we'd be happy to negotiate alternative options, including part-time, term-time only or job-share. Please don't hesitate to get in touch to discuss.*

# Job Description

## The Role in a Nutshell

The Director of Relationships & Marketing will lead on transforming our charity's approach to how we market our offers and build relationships with schools, the cultural sector and other agencies invested in improving learning and life-chances for children and young people.

This is a new and important role at a pivotal time for Curious Minds. We're looking for a dynamic leader who is inspired by our work and brings relevant expertise to identify and generate new relationships and strategic alliances, so that more people and organisations can benefit from collaborating with us across our range of programmes and services.

They will head up a small but mighty Marketing and Communications Team to develop and implement a Relationships and Marketing Strategy, with a specific focus on increasing uptake and demand for our courses, events and consultancy services nationally and internationally. They will nurture and strengthen existing partnerships and forge new ones, taking overall responsibility for ensuring impactful and efficient processes to meet engagement and income generation and diversification targets.

The ideal person may have developed their expertise anywhere, but they must bring recent knowledge of the education sector and a creative outlook.

This is an opportunity for an established expert to shape our organisational approach to how we promote our offers and services to make a vital contribution to the future of Curious Minds. This, in turn, will ensure that more and better cultural opportunities reach the children and young people who need them most.

## Why Curious Minds Needs This Role

Curious Minds is a long-established organisation embarking on a period of transition and transformation. We have recently entered a new relationship with our main funder, Arts Council England, as a [National Portfolio Organisation](#) and have been awarded [Transform](#) funding. This opens up exciting new markets and ways of operating, presenting new opportunities for us to widen our reach and secure our future.

We know our work is valued, wanted and needed by our stakeholders, who are mainly schools, cultural organisations and freelance cultural educators. We are proud of our existing programmes which have been honed over years of experience, and the high regard our work has earned us. We are also excited about new offers currently under development and the difference they could make to children and young people nationally.

However, we fully understand that our ability to continue our mission depends on our ability to engage new partners and market our offers more effectively. We currently have a significant and important window of opportunity to invest in establishing sustainable income sources through extending the reach of our services and offers to more places and into different sectors. The Director of Relationships & Marketing will be pivotal to achieving this aim.

## What You'll Be Doing

- Working as part of our Strategic Leadership Team, you'll lead on developing and implementing a Relationships and Marketing strategy, in line with organisational values and existing plans.
- Maintaining a particular focus on increasing demand and uptake of our traded services, taking responsibility for the generation and follow up of new leads and partnership opportunities.
- Providing high level leadership for our Comms Team and new Head of Fundraising, integrating organisation-wide communications needs into our marketing plans and approaches.
- Differentiating your approach for specific audiences and services, including a potential new membership offer.
- Leading the development, integration and use of the marketing and sales functions of our Salesforce CRM.
- Mobilising colleagues to generate marketing assets needed to increase income generation.
- Equipping our existing team with the skills to harness all potential income generation and diversification opportunities, including opportunities created when we move into our new base.
- Cultivating, developing and maintaining relevant key relationships, particularly beyond our existing regional and sector footprint.
- Overseeing an allocated budget, ensuring best possible use of charity resources.
- Tracking and analysing the effectiveness of actions, intelligently using data to improve results.
- Reporting to the Executive Management Team and providing evidence of impact and progress to our Board.

## Things We Expect All Curious Minds Staff to Do

- Undertake other relevant duties deemed necessary by the Executive Management Team.
- Actively seek out opportunities for development and income generation.
- Read, understand and adhere to Curious Minds' policies and procedures.
- Stay up to date with key developments in your specialist area and creative and cultural education generally.

# Person Specification

## Skills & Competencies Needed To Do This Job

- Participate in team-meetings and development days.
- Regularly update the CRM.
- Be willing to travel across the region and occasionally further afield, occasionally working evenings and weekends.
- Represent Curious Minds at regional and national meeting and events.
- Follow Curious Minds' 7Cs behaviours in all areas of your work.

### You need to care deeply about ...

- Curious Minds' vision and mission, and for its work and people.
- Meeting the needs of schools, cultural organisations and other stakeholders.
- Inclusion, diversity and anti-racism and fairness.
- Improving the lives of all children and young people through cultural education, especially those facing challenge or disadvantage.
- Upholding high standards of accountability and transparency.

### You need to be ferociously curious about...

- The needs of the education, cultural and wider children's services sectors.
- Embracing new and innovative ways to reach potential clients and customers.
- Identifying and developing new relevant markets for our traded services.
- Brokering unusual alliances and partnerships.

### It is essential you can demonstrate that you are capable and confident to:

- Take the lead and set an effective marketing and sales strategy.
- Lead on the implementation of that strategy through excellent project and people management skills and effective use of resources.
- Apply a deep and practical understanding of educational sales.
- Understand the nuances of marketing and sales within the charity sector.
- Be an effective and inspiring line manager, skilfully getting the best from those you work with.
- Collect and analyse data to improve performance.
- Embrace and utilise technological innovation.
- Be organised yet flexible, able to manage competing demands on time and resource.
- Produce written and verbal reports to colleagues, funders and trustees.

### As a member of the Senior Leadership Team you will also be competent to (or be willing to learn to):

- Advocate powerfully for the work of Curious Minds and the cultural education sector.
- Think, plan and act strategically to effect real and long-term change.

- Nurture, establish and grow relationships with key partners across a wide range of sectors and places.
- Uphold, apply and develop Curious Minds' ethos and organisational culture – underpinned by the 7Cs.
- Keep your specialist knowledge up to date.
- Work with integrity to meet the genuine needs of our stakeholders, always ultimately contributing to our charitable purposes.

# The 7C's Behaviour Specification

Attitude	Behaviour
<p><b>We are Curious</b></p>	<ul style="list-style-type: none"> <li>• I look for opportunities and solutions (e.g., for income generation and organisational development)</li> <li>• I am open to new ideas, come up with new ideas and am willing to try new things.</li> <li>• I aim for best practice and, whenever possible next practice in my area of work to be a trailblazer.</li> </ul>
<p><b>We are Courageous</b></p>	<ul style="list-style-type: none"> <li>• I accept and deliver challenge, especially concerning diversity, inclusion, quality and relevance.</li> <li>• I am willing to be challenged about my own work and to challenge others where I can offer positive solutions for change.</li> <li>• I am ambitious for myself and for the organisation, am proactive and take the initiative. I don't just talk about it, I do it!</li> <li>• I am comfortable with complexity; willing to start the journey without a map.</li> </ul>
<p><b>We Celebrate</b></p>	<ul style="list-style-type: none"> <li>• I celebrate my own and my colleague's success, whether little or big.</li> <li>• I am a strong ambassador for Curious Minds, proud of the brand and promote it widely.</li> <li>• I am a strong ambassador for arts and culture for children and young people and celebrate their successes too.</li> </ul>
<p><b>We Collaborate</b></p>	<ul style="list-style-type: none"> <li>• I'm not just a sole trader, I am aware of the impact I have, and can have, on others' work and actively contribute to the success of my colleagues.</li> <li>• I communicate well and am present at team meetings and contribute meaningfully to team discussion and planning.</li> <li>• I am committed to enabling creative collaboration and work positively towards this goal.</li> </ul>
<p><b>We Care</b></p>	<ul style="list-style-type: none"> <li>• I am respectful, courteous and aware of the impact my actions and emotions have on others. I express my feelings and control my emotional response appropriately.</li> <li>• I care about children and young people and believe in the value of arts, culture and creativity.</li> <li>• I value resources, financial and physical and use them wisely keeping in mind issues of equality, accountability and transparency</li> </ul>
<p><b>We are Conscientious</b></p>	<ul style="list-style-type: none"> <li>• I plan my workload to manage my time and achieve my goals.</li> <li>• I come prepared to meetings and think before I speak/act.</li> <li>• I deliver on my commitments, give attention to detail, arrive on time, present myself professionally, meet all deadlines and respond promptly to all enquiries.</li> <li>• I am reflective and reflexive and willing to adapt.</li> </ul>
<p><b>We are Credible</b></p>	<ul style="list-style-type: none"> <li>• I am honest and truthful.</li> <li>• I know my stuff and keep up to date with latest developments. I say when I don't know something and am willing to learn.</li> <li>• I am confident and professional, knowing when to speak and when to keep quiet.</li> </ul>