



## **Job Application Pack**

### **Marketing Officer – Ceremonies**

**Deadline for Applications:** 17:00 Monday, 13 February 2023

**Role type:** Full-time position, 1 year fixed term contract. We are open to considering flexible working patterns for this role, and can discuss with shortlisted candidates at the interview stage. *There may be the infrequent requirement to work at the weekend with time off in lieu.*

**Location:** Humanists UK offices, London EC1. We operate a hybrid working approach. This role will require regular presence at our London office (minimum of once every six weeks)

**Reports to:** Director of Ceremonies

**Salary:** up to £35,000 pa

**Other benefits:** Interest free bicycle or season ticket loan; 8% matched pension contributions; BUPA Annual health screening; 25 days annual leave, Birthday leave; Health Assured Employee Assistance Programme.

*If you require any reasonable adjustments or special accommodations at the interview, please let us know, and we will be happy to arrange these.*

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 37 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for a Marketing Officer - Ceremonies.

### **Is this the right position for you?**

Are you excited about helping families and couples mark the most important moments in their lives in a memorable and meaningful way? Could you promote our non-religious humanist ceremonies to our partners in the funeral, wedding and early years sectors? And support our network of more than 550 trained and accredited celebrants to raise awareness of their services in their communities? We're looking for a creative, organised and experienced marketer to join our Ceremonies team at an important time, as we launch a new brand identity for Humanist Ceremonies and increase our consumer-targeted communications.

Working closely with the Director of Ceremonies, you will drive the marketing activity in both digital and traditional spaces to tell more people about humanist funerals, weddings and naming ceremonies and the work of our celebrant network. Our ambition is that more non-religious people choose a humanist ceremony for the milestone moments in their lives.

You will support development and implementation the annual marketing plan, including:

#### **Consumer communications**

- Creating and delivering trade and consumer ads and advertorials (print and digital), commissioning design as required; negotiating best rates

#### **Partner relationships**

- Nurturing and supporting our relationships with our industry partners in the funerals, weddings and early years sectors

#### **Social media**

- Planning, developing and managing the social media calendar, including campaigns and 'paid for' as well as 'always on' activity

#### **Website**

- Maintaining accurate and up to date content on our Humanist Ceremonies website

#### **Recruitment for celebrant training programmes**

- Promoting our Humanists UK Celebrant Training courses, as required

#### **Analysis, reporting**

- Activity/ROI analysis for social media, campaigns, marketing initiatives and website; regular reporting.

You will be committed to promoting our ceremonies to non-religious people, and have a Chartered Institute of Marketing qualification (or similar).

If this sounds like you, please email us your **updated cv with a covering letter detailing how you match the person specification on page 9 & 10.**

CV and covering should be returned electronically by email with the subject 'Marketing Officer - Ceremonies' to **recruitment@humanists.uk by 17:00 Monday, 13 February 2023.**

### **Shortlisting and interviews**

*Please note we reserve the right to interview candidates on a rolling basis, as we are keen to appoint someone as soon as possible.*

Candidates short-listed for interview will be notified by **Thursday, 16 February** and I regret that we do not have the resources to inform other applicants that have not been shortlisted.

Interviews for shortlisted candidates will be held on **Tuesday, 21 February** at our offices at 39 Moreland Street, London EC1V 8BB. Candidates will be asked to prepare a short presentation for the start of the interview.

If you have any questions about the post, please feel free to contact the recruiting manager Deborah Hooper, by email on [deborah.hooper@humanists.uk](mailto:deborah.hooper@humanists.uk) - they will be very happy to talk more about the role with you.

Best wishes and good luck,



**Ann-Michelle Burton**, Head of People

## More about Humanists UK

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 100,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group. Our network of more than 560 trained and accredited celebrants conduct highly bespoke funerals, weddings and naming ceremonies throughout England, Wales, Northern Ireland and the Channel Islands, attended by over a million people each year.

## Our Guiding Values

At Humanists UK, we strive to embody our values not only in our outward-facing work, but in how we relate to each other in our working lives. We want these values to inform and shape our approach to our own personnel, which is why we've developed our very first People Strategy in 2021, informed by our Guiding Values.

As well as being dedicated to high standards of professionalism, Humanists UK people are:

- **Helpful** – through collaboration and a strong sense of team, we empower each other's best work
- **Curious** – we continually strive to develop our expertise, remaining open to change and outside influence for the common good of our cause

- **Broadminded** – we value and embrace individuality, treating each other with fairness and respect. We will combat all forms of prejudice and unfair discrimination
- **Honest** – our working environment supports an open, honest exchange of ideas, valuing respectful, constructive challenge. We act with integrity in all that we do, connecting our work to our wider vision

### **Our ceremonies work**

We pioneered non-religious ceremonies in the UK, and have been providing them to the public since the late 19th century. Today we do this through a network of trained and accredited celebrants in England, Wales, Northern Ireland and the Channel Islands, the longest established network of celebrants in the UK. We are proud to be the only explicitly non-religious provider of ceremonies.

We have around 560 accredited celebrants and are at a crucial crossroads. Humanist Ceremonies has an ambitious aspiration to deliver 6% of all ceremonies by 2025. Each year we deliver more than 10,000 funerals, weddings and naming ceremonies to non-religious families and couples.

The Ceremonies team consists of:

- Director of Ceremonies
- Humanist Ceremonies Marketing Officer
- Senior Celebrant Engagement Manager
- Celebrant Network Support Coordinators

## **Role of the Humanist Ceremonies Marketing Officer**

### **Key Tasks and Activities**

#### **Overall purpose**

To grow awareness of Humanist Ceremonies to both consumers and industry partners, in order to increase the number of ceremonies taken by Humanist UK's network of accredited celebrants.

With the Director of Ceremonies, developing and implementing the annual marketing plan , including:

#### **Consumer communications**

- Creating and delivering trade and consumer ads (print and digital), commissioning design as required; negotiating best rates
- Writing advertorial and editorial content for trade and consumer publications
- Managing paid digital media advertising campaigns

#### **Partner relationships**

- Nurturing and supporting our relationships with our partners in the funeral, weddings, and early-years sectors
- Ensuring that all industry regional opportunities are fully leveraged through our regional celebrant networks

#### **Website**

- Maintaining accurate and up to date content on our Humanist Ceremonies website
- Making sure all content and assets in the Marketing sections of the closed Celebrant Area are up to date, including news
- Identifying and managing development for new content for our blog to maximise our SEO, increase conversion to ceremonies taken, and boost social media engagement. Maintaining our image library, including guaranteeing cleared permissions and licenses for high-quality authentic photography

#### **Celebrant support**

Marketing assets:

- Developing and managing Humanist Ceremonies marketing assets for celebrant use, initiating new pieces as required; overseeing stock of printed items; finding best value suppliers

#### Marketing updates/support:

- Monthly/quarterly updates to celebrant network on future marketing activity, and summary of what been achieved
- Supporting the celebrant network in developing their own grassroots marketing activities, at local/regional level and via social media

#### **Social media**

- Planning, developing and managing the social media calendar, including campaigns as well as 'always on' activity
- Coordinating paid social activity across strategic and evergreen campaigns
- Creating and producing engaging and relevant content (e.g. photographic stills, video, branded content, working with suppliers/agencies as required) for each of our discrete audiences
- Supporting the building of strategic alliances and other partnerships
- Supporting our celebrant network to support their ceremonies on their own social channels

#### **Events**

- Planning and managing Humanist Ceremonies presence at national industry events, including stand management and associated marketing/publicity

#### **Recruitment for celebrant training programmes**

- Developing targeted promotions to optimise applications to Humanists UK's Celebrant Training courses

#### **Analysis and reporting**

- ROI/activity analysis and reporting on marketing expenditure
- Reporting analytics data for website, social media channels, and campaigns data (monthly, quarterly, annually, as required) to monitor progress and trends
- Logging marketing commitments by expenditure code
- Any other reasonable duties as required by the Director of Ceremonies

**Other information:**

Frequently works with:

Internal:

- Blog copywriter (consultant)

External:

- Consumer and trade publications (print and digital) - ad sales and editorial
- Industry/trade association contacts
- Graphic designers

Also has contact with:

- Humanist Ceremonies administrative team
- Humanists UK Communications and Development and IT teams
- Humanist UK Celebrant training team
- Our network of 560 celebrants in England, Wales, Northern Ireland and the Channel Islands
- External printers, and other suppliers



## Person Specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

### Essential Criteria

**Measured** (Application, pre-interview task, interview task and/or interview)

A creative marketer, used to maximising the impact of modest marketing budgets and working in both traditional and digital spaces	Application, Interview/Interview task
Chartered Institute of Marketing qualification (or similar)	Application
Experience of working with consumer facing brands or organisations	Application, Interview
Understanding of design for marketing communications	Application, Interview
Strong written and verbal communication skills; excellent marketing copywriting skills	Application, Interview
Understanding of social media and channel management; familiarity with all key channels including Instagram, LinkedIn, Facebook, Twitter, Pinterest, Tiktok	Application, interview
Ability to build relationships quickly	Application, Interview
Organised, efficient, with excellent time management	Application, Interview

A commitment in promoting our ceremonies to non-religious people	Application, Interview
Willingness to promote humanist beliefs and values and the aims of Humanists UK	Application

**Desirable Criteria**

**Measured** (Application, pre-interview task, interview task and/or interview)

Understanding of humanist ceremonies and the role of a celebrant	Application, interview
Familiar with the funeral, wedding and early years sectors	Application, Interview
Experience of working with regional networks/teams	Application, Interview
Used to working within 'corporate' brand guidelines to maintain accuracy and consistency of communications	Application, Interview

## **Equal opportunities policy**

Humanists UK is an organisation with an ethos based on Humanism, and therefore qualifies under equalities legislation as an organisation with 'an ethos based on religion or belief'.

We are a small organisation, with limited resources. Therefore, each role at Humanists UK will involve a significant amount of interaction, either with Humanists UK members, or with the general public, and in this capacity, the promotion of humanism will be expected and required of the job holder. Therefore, it is likely that 'a willingness to promote humanist beliefs and values and the aims of Humanists UK' will be an essential requirement of every role advertised.

This policy will be reviewed for each vacancy advertised, and may be subject to change, depending on the occupational requirements of each vacancy. It will remain in place until or unless the organisation has the resources to allocate roles which require no significant interaction with the general public or Humanists UK members.

Humanists UK's equalities policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their sex, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, religion or belief, or any other grounds that are irrelevant to their ability to meet the requirements of a post.

## **Recruitment and promotion**

### **i. Vacancy advertising**

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

### **ii. Selection and recruitment**

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.

- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.