

Job Specification – Marketing Manager

Company: Ascension Ventures / www.ascensionventures.com
Location: London
Salary range: £30,000 + benefits
Type: Permanent, full-time
Closing Date: October 31st 2018

An exciting opportunity for a Marketing Manager for a venture capital company focussed on investing in early stage technology businesses.

Job Description

Ascension Ventures (AV) is an early stage venture capital firm with an excellent reputation in the tech and venture community and has made a number of investments in social impact businesses. It provides a dynamic working environment in its rapidly growing business.

The Marketing Manager will spend time working across the core AV business, including the management of the AV brand.

One of AV's funds is the Fair by Design Fund, an impact fund which seeks to tackle the 'Poverty Premium' in the UK, where people in poverty or on low incomes often pay more for the same products or services than those better off financially. The Marketing Manager will manage all marketing, communications and events activity for the Fair by Design Fund (FBD).

Applicants will need at least two years' experience of planning and delivering digital marketing campaigns, social media management, outward facing communications, thought leadership and organisation. They will also need to demonstrate impressive writing skills, as well as the ability to communicate effectively with senior stakeholders.

Specific responsibilities

Reporting to the COO, day-to-day duties will include:

- Managing all external facing communications and marketing activities for Ascension Ventures (AV), with a key focus on the Fair by Design Fund (FBDF).
- Project managing events and marketing campaigns from start to finish, including all communications, Newsletters, PR, marketing planning, logistics, legalities and working with external suppliers.
- Raising the profile of FBDF through active thought leadership around eliminating the "Poverty Premium".
- Raising the profile of AV through general external information management and exploration of platforms for brand amplification.
- Build an understanding of the FBDF & AV audience through profiling and segmentation.
- Arranging / organising events for both FBDF and wider AV activities.
- Manage all social media channels, including scheduling communication amongst the AV team.

Person Specification

Qualifications & Experience

- Qualified to at least degree level in a relevant subject, or demonstrable evidence of knowledge gained from other sources and/or experience.

- At least two years' experience in a digital marketing and/or communication role.
- Experience or interest in the tech start-up ecosystem.
- Experience of delivering digital marketing projects in a social impact position is preferred.
- Can give examples of developing communications and/or campaigns that promoted a brand message or raised the profile of a brand.
- Evidence of managing a large and diverse portfolio of work, showing strong project management skills and excellent organisational ability.
- Women and people from Black and Minority Ethnic communities are under-represented in our organisation and are encouraged to apply.

Skills & Abilities

- Impressive written and verbal communication skills; a confident and engaging public speaker that can write insightful thought pieces.
- A wide-ranging knowledge of social issues in the UK, including an understanding of how government policies and the private sector affect society.
- Organisational ability enables them to plan, strategize and implement. Able to refine processes by monitoring outcomes and analysing data.
- Can positively influence others to achieve results that are in the best interest of AV.

Character & personal qualities

- Shows strong leadership qualities by inspiring others to get involved.
- Active social media user.
- Thrives in an agile, fast paced working environment.

How to apply

Please submit your CV & Cover Letter (no more than 500 words) to:

info@ascensionventures.com