



Marketing & Development Manager

CANDIDATE PACK

30 YEARS
OF SAFETY EDUCATION





Welcome Note From Our CEO

Thank you for your interest in joining the Safety Centre team. This is an exciting opportunity to join a highly successful and award winning charity delivering life saving education. The Marketing & Development Manager role is central to our success in increasing our profile, community engagement and education programmes.

The Safety Centre charity is an award winning and leading safety education charity specialising in early intervention and preventative safety education for children, young people and adults.

Our vision is a society where all children, young people and adults have access to interactive, immersive, and memorable safety education and training, enabling safe and flourishing communities.

As the world's first safety education charity we are pioneers in designing and delivering a diverse range of safety education programmes. Our well-known education Hazard Alley is in Milton Keynes, and accessed by schools and community groups across a wide region. We have a highly skilled and experienced Education Team who deliver safety education programmes directly into schools and community spaces. We are celebrating 30 years of delivering life saving education and we are looking for highly skilled and experienced people to join our team. I look forward to receiving your application.

Maya Joseph-Hussain

MAYA JOSEPH-HUSSAIN
CEO OF THE SAFETY CENTRE



The Role

30 hours per week / up to £35K FTE dependent upon experience / Milton Keynes Office

- Overall responsibility for development and delivery of the Safety Centre's Communications, Marketing and Development plans.
- Identify business development opportunities working closely with the CEO to further expand corporate partnerships and income generation activities.
- Secure corporate sponsorship for key activities and education programmes to increase community reach and benefit.
- Organise key events to raise the profile of the charity, engaging with a diverse range of audiences.
- Lead the development, design and implementation of the charity's communications and digital marketing strategy, working with key stakeholders to establish objectives, key audiences and identify opportunities and activity that needs to be delivered.
- Provide effective media engagement and management ensuring Safety Centre key messages pull through in resulting coverage.
- Maintain and review brand strategy and guidelines, acting as charity and brand ambassador when attending and speaking at events.
- Responsibility for the development and management of the website, maximising its potential and monitoring its performance as well as increasing its visibility, reach and impact.
- Proactively communicate and build partnerships with a range of key stakeholders.
- Act as an ambassador of the charity when attending external networking events.
- Ensure we continue to meet legal and sector standards by driving any necessary changes to keep up to date with best practice.



The Candidate

We are seeking a candidate with the following demonstrable skills and experience to join our ambitious and dynamic team:

- Demonstrable experience of business development in particular corporate partnerships and stakeholder engagement.
- Event planning and delivery to a high standard.
- Experience of public speaking to a diverse range of audiences, including media engagement.
- Demonstrable experience of strategic and operational marketing and communications delivering a portfolio of marketing and communication programmes on a small budget.
- Experience of building successful cases for support.
- Experience of planning, prioritising, and managing multiple projects simultaneously.
- Experience of working as part of a management team and/or reporting to CEO/Boards.
- Experience of developing stakeholder relationships and corporate partnerships.
- High level of competence in social media.
- Experience of relational databases and of analysing and presenting data to make informed decisions.
- Strong decision-making skills and ability to translate priorities into operational goals and plans.

Desirable:

- Experience of website development desirable.
- Experience of working in the not for profit sector.
- Experience of working in the education sector.
- Relevant marketing or development qualification.
- Experience of working with HubSpot CRM.



How to Apply

BENEFITS

- Generous holiday entitlement of 27 days per year including 1 week closure over the Christmas break, plus statutory bank holidays. Pro-rata leave for part time roles.
- Contributory pension scheme.
- Free onsite parking.
- Additional training and development opportunities.

We reward our staff with autonomy in their role and a supportive culture that encourages a healthy work life balance. The Safety Centre is fully committed to equality of opportunity and diversity to ensure that we reflect the full breadth of the community we serve. We welcome applications from all suitably qualified candidates.

APPLICATION PROCESS

Please submit the below documents to our CEO Maya Joseph-Hussain by 10am on Thursday 9th May 2024 via email to maya@safetycentre.co.uk

- A comprehensive CV detailing your work experience (Maximum 3 sides of A4)
- A supporting statement outlining how your skills and experience meet the requirements outlined in the person specification (Maximum 2 side of A4)

Please note interviews for shortlisted applicants will be held week commencing 13th May 2024