



## Marketing and Communications Specialist (consultancy)

### Who we are

ENAR Foundation was established in 2009 by ENAR to solidify the funding base of the European anti-racist movement and to support innovative actions in support of building a racism-free Europe. In recent years, ENAR Foundation's portfolio of activities has expanded such that it is time to establish ENAR Foundation's first executive team reporting to the Director of ENAR Foundation.

ENAR Foundation is therefore looking to appoint a consultant to serve as our Marketing and Communications Specialist and be the storyteller of our Foundation. As Marketing and Communications Specialist, we'll be looking for you to tell a compelling story of the Foundation's activities and the beneficiaries we support. In short, help us make the case for more donors to turn their attention to our Foundation and the need to support the cause of anti-racism and systemic change.

You'll be working as part of a small start-up team responsible for implementing an ambitious strategic work plan and thereby grow and solidify ENAR Foundation's capacity to act for systemic change whilst supporting ENAR and its grassroots members to empower and enable them to advocate and support marginalised communities. In short, our dreams are big, but there's a lot to get done before we get there!

We are searching for a talented marketing and communications professional who enjoys the challenge of building a marketing and communications presence from the ground up. Someone who is not afraid to get stuck in the weeds of operational work but is also a capable strategist and a bit visionary.

The selected candidate will be able to set up the metrics and baseline to demonstrate through numbers that the marketing and communications efforts deployed are having the desired effect in positioning ENAR Foundation as an emerging agent of change whilst attracting funding for our programmes of activities.

### Your responsibilities

As Marketing and Communications Specialist, we're looking to you to:

#### *Lead our marketing and communications activities*

- Develop and oversee the implementation of ENAR Foundation's marketing and communications strategy in alignment with the organisation's overall strategic vision and objectives
- Deliver full mix multi-channel marketing approaches across traditional and digital channels to increase revenue
- Manage creative and media execution in support of our fundraising objectives, ensure brand safety and grow brand reputation
- Manage the relationships with our creative and digital agencies, to build effective campaigns and to ensure brand consistency across all channels
- Build media relations activity, identifying key contacts and building a network of media contacts

#### *Tell our story*

- Identify, frame, and bring to life stories that brings our vision to life and strengthens our reputation,
- Curate our website and digital communications channels and build them to become recognised reference points for stakeholders working to build a systemically inclusive society,



- Draft, design and deploy marketing and communications content that brings to life our Foundation and its activities,
- Support our projects and activities to raise awareness with target stakeholders and build engagement with them.

*Be a collaborative superstar*

- Collaborate across the organisation and with ENAR's Communications team to plan and deliver effective marketing and communication strategies to grow awareness, and donor interest,
- Develop and oversee strategies to build and integrate internal and external communications in a concentrated push to engage stakeholders.
- Ensure effective alignment of the development strategy and the programmes strategy in collaboration with the other heads.

*Be an effective innovator*

- Establish a process and framework for KPI's and performance measurement relating to our marketing and communications activities,
- Champion digital innovation, reviewing new technologies and trends across the digital marketing and communications landscape and recommend and drive new initiatives to deliver on KPI's.

*What we'd like you to bring to the role:*

As envisaged, we think the ideal candidate will have some or all the following characteristics:

- Academic degree in marketing, communications, or related field and professional qualification;
- 5-10 years' experience as a communications and marketing professional
- Articulate written, visual, and verbal communicator, excellent copy accuracy and proofreading skills; fluency in English is essential
- Prior experience building a marketing and communications service
- Prior experience in, strong knowledge, or interest of anti-racism desirable
- Strong understanding of digital communication and social media in a professional setting and how to leverage social media/viral messaging as part of a PR strategy
- Strong understanding of content management systems, and ideal Apostrophe CMS
- Drive and resilience to deliver excellence amidst tight timelines and changing circumstances
- Ability to think strategically and revenue-driven
- Experienced in leading projects from start to finish
- Experienced in managing internal stakeholders and external 3rd party partners
- A team player who is positive, hands on and able to get the best out of a team
- Able to build and manage a multidisciplinary team (i.e., copywriters, brand & communications associates, product/service marketers, etc.)

*Application procedure*

Please send your CV and short motivation letter (including information on your hourly rate) to: [jobs@enarfoundation.eu](mailto:jobs@enarfoundation.eu) by the 17<sup>th</sup> of September 2023.



Job Title	Marketing and Communications Specialist
Base Salary	Consultancy shall not exceed € 40 000 for the full duration of the contract
Key organisational contacts	ENAR Press and Communications Manager and EF Partnerships Manager
Working hours	Negotiable
Contract	1 year with possibility of renewal following evaluation