



Marketing Promoter

The EIRIS Foundation is launching a new 3-5 year strategy to advance our vision of a financial and corporate system that encourages sustainable and responsible wealth creation and management. This follows the merger of our former subsidiary EIRIS (which carried out company assessments for responsible investors) with Vigeo to form Vigeo Eiris in which we retain a 19% shareholding. Our research and work with charities, NGOs, investors & companies will focus on promoting a shift in economic activity that protects and restores environmental, social, intellectual and financial capital in long term partnerships with stakeholders for the benefit of all.

We have identified four strands:

- Increasing the practice and effectiveness of corporate responsibility initiatives
- Helping charities adopt and shape responsible investment practices
- Strengthening the good money/ethical investment options for individuals
- Helping the investor/company interface drive a greener, more responsible economy

You will:

- promote our campaigns and materials to the public and to specific target audiences
- promote the Foundation to potential funders and specific projects or products to potential commercial partners
- build a supportive community of stakeholders and ensure that all our communications are clear and effective in empowering those we work or communicate with to make a difference.

Accountability

You will report to the CEO.

Working with others

You will work closely with the Campaign Organiser we are seeking to appoint at the same time, staff seconded from Vigeo Eiris or others employed to undertake particular work or projects, as well as with other organisations we partner with or seek to influence.

Tasks

This programme is a new venture for the Foundation and the two new team members will need to work together alongside the CEO to deliver all aspects of the work in a flexible way. The detailed work plan will develop over the coming months and might look very different in a years' time in the light of your contribution, our experience together and the feedback from those we work with in shaping what we need to do.

Our starting point is that the delivery of our overall mission as set out above will include the following:

1. Writing and implementing communications plans for each of our four themes and for the Foundation as a whole, including stakeholder and audience analysis, the crafting of key messages, defining the actions we want as outcomes and identifying things we want to learn or hear back about.
2. Updating and developing our websites (presently www.eirisfoundation.org, www.businessinoccupiedlands.org, www.yourethicalmoney.org and www.charitysri.org) and potentially creating or helping to create other websites or web tools as our strategy develops.
3. Developing and implementing social media strategies that contribute to achieving agreed results on our four strategies

4. Promoting our campaigns or the conclusions of our events in line with those plans and strategies through our website, social and conventional media, including writing any brief publications or notes that we decide would assist in doing so.
5. Selling research, data and services to potential users and devising and implementing marketing strategies to support these where appropriate to ensure that our strategies are financially sustainable.
6. Writing funding proposals to potential donors and foundations for projects designed to deliver our strategies
7. Building contact lists to support our communications plans

These activities will be reviewed with you regularly and may be varied after discussion as our plans develop.

Skills, experience and approach

You will need to have

- A sense of strategy (including an awareness of the diversity of stakeholders and other influences involved) in order to frame and debate communications and marketing plans, combined with an ability and willingness to deliver those plans in detail once agreed. You'll need several years' successful experience in marketing and communications to support that.
- Strong writing skills that create impact and carry conviction in reports, on websites or social media
- The ability to organise and develop websites (using tools like WordPress directly or working with designers and web developers) and desirably a track record of doing so.
- The ability to write compelling funding applications, and also pitch services or other partnerships in person with a track record of success in one or other field (desirably both).
- A track record of work in communications linked with advocacy or the promotion of new ideas that you can convince us would apply to the public interest aspects of responsible investment, with an ability to address both the professional audiences involved, and the general investing public
- The confidence, ability and desire to work substantially under your own initiative in collaboration with the Campaign Organiser and the CEO (who works one day a week for the Foundation) and to respond creatively to new developments.

For the person with the balance of skills, experience and approach we will offer a salary of £35,000. This is a permanent role subject to three month probationary period. Holidays: 25 days plus bank holidays. 15% pension scheme (9.5% employer contribution and 5.5% employee). Flexible working available, though the role is office based.

Application form

Please complete the application form downloadable at www.eirisfoundation.org/vacancies and return by 5pm on Thursday 20th July to jobs@eiris.org or post for the EIRIS Foundation, 17 Oval Way, London SE11 5RR