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| Role Titles:* Head of Events Marketing
* Senior Events Marketing Manager
* Senior Fundraising Marketing Manager
* Senior Partnerships Marketing Manager
 | Date: January 2018 |
| Reports to: Various | Type of Role: Marketing |
| Location: London | Direct reports: Various |

**You’re Pride in London**

Pride in London means many things to many people, it belongs to our community and it belongs to you; come and join the conversation!

Forty-six years since the first Pride march in London, Pride in London has a renewed sense of purpose to highlight the challenges still facing the LGBT+ community today despite progress. We are run by a group of volunteers who are passionate about equality and diversity and are drawn from all walks of life; together we pull off the UK’s biggest free LGBTQ+ community event every year. Pride aims to raise awareness of LGBTQ+ issues and campaign for the freedoms that will allow all of our community to live their lives on a genuinely equal footing.

Around 150 people volunteer year-round to help us deliver what has become a world-class Pride. We welcome applications from everybody, and are especially keen to attract new volunteers from the BAME, Trans, Bi, Non-binary and Queer communities who we would love to see more widely represented in our organisation.

**Your new team**

Pride in London’s marketing team is formed of a group of passionate individuals who give up their time to promote the campaigns, brand and products of Pride in London. Pride in London is known for its award-winning campaigns like #PrideMatters #nofilter, #freedomto and #lovehappenshere, and the people taking on roles in Marketing will take on the task of delivering future campaigns and strategies that reflect the diversity of all of London's LGBTQ communities, and that build our reputation and relevance on a national and international scale. Our marketing is issue-led, informed by research within our community, and the team will work together to shape this work.

The team comprises Campaigns, Brand, Events, Media, Digital and Insight – all feeding into Pride in London’s reason for existing: to continue to fight for true equality and challenge prejudices that the LGBT+ community still face on a daily basis.

**Your new volunteer role**

We are currently looking for four key roles within the marketing team:

**Head of Events Marketing:** to work with our exceptional Events team to develop a marketing strategy for the wide range of events produced, delivered, curated or promoted by Pride in London. This includes, but is not limited to, Pride’s Got Talent, Pride Festival, Pride Boxing, Gala, stages and afterparties. Strategic thinking, external stakeholder management and solid events marketing experience are essential. This role reports directly into the Director of Marketing.

**Senior Events Marketing Manager:** to support the Head of Events Marketing to deliver marketing for the wide range of events produced, delivered, curated or promoted by Pride in London. This includes, but is not limited to, Pride’s Got Talent, Pride Festival and its events, afterparties and the Pride in London Diary. Creativity, great organisation skills and solid events marketing experience are essential.

**Senior Fundraising Marketing Manager:** to work with our Fundraising team to promote the Gala Dinner, Parade 10k Run, Pride Boxing, retail, merchandise, challenge events, major giving and individual giving. Online fundraising and events experience, creativity and organisation are essential.

**Senior Partnerships Marketing Manager:** to work with our corporate and delivery partners to promote their involvement and help them activate the campaign theme across their own channels. Creativity, flexibility and experience working with corporate partners are essential.

**Who you are**

We’re looking for experienced marketers or agency account team members, who have:

* been responsible for delivering campaigns and managing brands
* strong stakeholder management, including working for, or with, major brands
* experience and comfort working in a complex matrix organisation
* experience managing and briefing creative and design
* experience and openness to working closely with counterparts in the Comms teams (social media, content, PR) to ensure all our marketing and comms are aligned and integrated
* finally, for Heads, management experience would be desirable, but managing agencies or production companies will be considered as well

The main commitment for all of these roles is time. The work will require evening and weekend work, and the occasional calls during working hours. As an estimate, we would expect the role to take up an average of 8-10 hours per week, and a commitment to attend regular meetings and stakeholder briefings. The entire marketing team meets collectively three times each month, with additional sub-team meetings in addition, but all are guaranteed to be good fun.

The marketing team aims to be as diverse as the community it serves, so applications from the BAME, trans\*, queer, questioning, intersex, non-binary, asexual, polysexual, genderqueer and gender variant communities.

**What you’ll get joining Pride in London**

* A friendly and welcoming induction course and a variety of training that’s offered throughout the year
* An opportunity to get new and relevant professional experience
* A chance to broaden your professional network
* Play an important part in delivering the Pride in London event
* Social opportunities to meet the diverse and friendly bunch who volunteer for Pride in London

**Your application**

Please apply with a CV and covering letter to **recruitment@prideinlondon.org**, indicating the job role in the email subject line. Unless you state otherwise, your application will be considered for all roles covered by this JD.