



JOIN US. CHALLENGE US. GROW WITH US!

Key Info

- Role: **Marketing Maestro**
- Location: Remote (with 2 days max annually UK company meeting)
- Hours: 8-16 hours per week (with an expectation this may increase)
- Salary: £15-25 per hour / £120-200 per day dependant on experience
- Contract: Freelance (3 month rolling, with 1 month notice period).
- Deadline: 29th April (hiring on a rolling basis)
- Start Date: ASAP

About Amplify Goods

Amplify Goods is a UK-based social enterprise that aims to make bulk-buying more responsible and drive societal change forward with premium products at an accessible price point. We are a diverse-owned and women-led social enterprise that is net-positive. Our profits support the mental health and wellbeing of people working hard in our communities to mitigate the effects of climate breakdown.

We are 2 years old and growing well; and need some extra hands to help to continue to exceed our customer expectations.

As a successful candidate, he/she/they will:

- be aligned to Amplify Goods' purpose and values;
- drive the marketing, both from a strategic and a practical point-of-view.
- support the Directors with daily marketing tasks, with an eye to the overall marketing strategy.
- be a clear communicator and a self-starter, with ideas to use marketing to drive Amplify Goods' growth.

Key Responsibilities

Part of your success will be measured by effective and efficient planning, delivery of the marketing objectives. For example, you'll be:

- increasing traffic to, and engagement with, the website by carrying out quarterly updates website updates and tracking data analytics.
- boosting LinkedIn following and engagement (with demonstrable quarterly improvement);
- creating and publishing 2-3 engaging LinkedIn posts per week for both Amplify Goods and RE:MIND;



- proposing hierarchy of key brand messages and then ensuring 1+ quarterly posts on each of our key brand messages, including 'vegan', 'social enterprise', 'circular enabled';
- interacting with company pages and key leadership at our top 10 customers, including Bunzl Cleaning & Hygiene Supplies, Zepbrook, Principle Cleaning, Lyreco on LinkedIn and building relationships with ideal target clients;
- interacting with company pages and key leadership at our top 10 partners including SEUK, Kaleida, Vegan Society, Women's Environmental Network, Wilderness Foundation, etc on LinkedIn;
- interacting with key ESG groups where decision makers network including 'Sustainability & Corporate Social Responsibility (CSR) Sustainability & Corporate Social Responsibility (CSR)', 'Reconsidered — A Group for Sustainable Business, CSR & ESG Practitioners' and 'Sustainable Procurement Ambassadors' on LinkedIn;
- building Amplify Goods' brand visibility by drafting and disseminating press releases as needed;
- strengthening the Amplify Goods brand by creating engaging product information, brochures, leaflets, and other marketing materials;
- reviewing all label assets to ensure adherence to brand guidelines; and
- owning development of brand by managing day to day contact with our pro bono supporters re: photography, PR and design; and build new partnerships as needed to keep our funds directed to ESG impact.

Key skills and experience

- 3+ years of marketing experience
- Working knowledge of B2B marketing
- Excellent communication skills and the ability to network
- Teamworking skills
- Adaptability and the ability to juggle multiple projects
- Strong attention to detail
- Good organisation and planning skills
- Creativity, writing and design skills
- IT skills, including social media and video editing (Adobe Illustrator a bonus).
- Desirable: a sound understanding of the challenges and opportunities inherent in intersectionality and ESG.

Business Success Criteria - to thrive at Amplify Goods, you need to be:

- ✓ Committed to making a positive difference to the lives of others and the environment
- ✓ Interested in the detail of what makes a social enterprise work well internally and externally



- ✓ Interested in your own personal and professional development
- ✓ Calm and organised with a pragmatic approach to getting things done
- ✓ Resilient! We're a rapidly growing and evolving business. Things can come at you from all angles, we need someone who can embrace and thrive in that environment!
- ✓ Curious about people and the why, what, how, when and where
- ✓ A comfortable communicator, we focus on good communication between teams, with our partners and customers
- ✓ A glass-full, team player that rallies their immediate team and everyone in the business around our purpose, especially when times are challenging, or uncertainty is prevalent.
- ✓ Anti any form of discrimination!
- ✓ A champion of intersectionality

Application Process

There are three parts to the application:

- 1) Your CV / LinkedIn Link to onboarding@amplifygoods.org with a covering email detailing:
- 2) Your pitch/answer to the following questions:
 - a) Why do you want to work for a social enterprise like Amplify Goods?
 - b) What's your unique value/top skill and how can we support you to make the most of it at Amplify Goods?
 - c) What does success look like for you in this role over the next six months?
 - d) What's your favourite carb? (a test that you've read all the way to the end)
- 3) Useful logistics info such as: your availability to start, your location, any accessibility needs you have for the interview.

You can answer the questions in any medium, a video, voice note, written, a pitch deck...whatever you think will make us sit up and take notice. If you do a written application, too little or too much, is not recommended. We want you to amplify you!

Deadline Monday 29 April 2024*

*Early applications encouraged as we'll start setting up calls immediately and may hire as soon as we find a great human for the role

A note about Amplify Goods Job Descriptions

A job description is an outline of this role, setting out the main responsibilities and the skills, knowledge and experience required. It is not intended to be a complete detailed account of all activities involved.



We would encourage anyone who has experience that would match this role and wants to join our movement to get in touch. Amplify Goods is a fast moving, developing business so roles need to be flexible and we need flexibility from our latest Changemaker! Amplify Goods is an equal opportunities employer and, as such, we would encourage anyone, from any background, who feels they can excel in this role to come forward. We would always encourage applications from individuals from diverse backgrounds or underrepresented communities.

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