



1 St. Colme Street  
Edinburgh, EH3 6AA

0131 220 8206  
info@social-bite.co.uk

## Job Description: Marketing Lead

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### Overview of Social Bite:

Social Bite's vision is for a Scotland where everyone has a safe place to call home. We use our pioneering social enterprise, to enable people affected by homelessness to transform their own lives.

We provide free food and support to over 400 of Scotland's most vulnerable people each week via our chain of sandwich shops. We also employ people with a background of homelessness across our cafes and corporate catering business and support many more people experiencing homelessness to volunteer through our Social Bite Academy programme.

We built the Social Bite Village in 2018 to provide an innovative, highly supported community for up to 20 people affected by homelessness as well as funding and leading on Scotland's Housing First Programme to house more than 800 vulnerable individuals in Scotland.

### About the Role

The Marketing Lead is a new role - a fantastic opportunity for someone with a passion for marketing and all things digital to apply their skills and knowledge to help Social Bite connect with even more people and take our brand to the next level.

**Location:** Social Bite Head Office, 1 St. Colme Street, Edinburgh, EH3 6AA with occasional travel to other Social Bite locations in Glasgow, Aberdeen and Livingston

**Salary:** £28,000 - £30,000

**Hours:** 40 hours per week



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**Annual Leave:** 28 days

**Reports to:** Head of Individual Giving, Louise Hutson

**This is a permanent post.**

## **Job Purpose:**

To lead on the development of marketing projects at Social Bite with a strong focus on using digital platforms to engage the public in our work. To ensure that all areas of the charity and its social enterprises have the marketing assets they need to connect with customers and supporters.

The successful candidate will:

- Have a strategic outlook and vision.
- Have a love of brand and all things digital.
- Have strong project management ability.
- Have the ability to form positive relationships with colleagues across the charity.
- Have a proven record of delivering excellent results-based marketing campaigns.
- Want to use this experience to take Social Bite's ability to inspire the public to make a difference and develop a strategy to grow its awareness and reach.

## **Key Relationships:**

### Internal:

- Social Bite Fund Board, Social Bite Ltd. Board, Social Bite Restaurants Board
- Group CEO and Co-Founder, Josh Littlejohn
- CEO for Social Bite Scotland, Jane Bruce
- Co-Founder, Alice Thompson
- Head of Individual Giving
- Partnerships Manager

### External:



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- Website and design agencies
- Photographers
- Customers
- Donors & supporters
- Event Participants

## **Areas of responsibility:**

### **Strategy & Vision**

- Developing a strategic vision for marketing and digital at Social Bite aimed at maximizing our engagement with the general public.

### **Brand**

- Implementing new brand and guidelines and developing a suite of templates for core elements of Social Bite.
- Acting as 'brand guardian' and maintaining brand assets – in conjunction with design agency.
- Building an archive of photography for ongoing and future marketing projects.
- Leading on the creation of new video content to build the Social Bite brand, keeping it relevant and up to date.

### **Digital**

- Leading the development of a new website for Social Bite.
- Optimising content for search engines and provide ongoing analysis and performance reporting.
- Overseeing all of Social Bite's Social Media channels and online customer experience – ensuring a timely response to all enquiries and developing new content in conjunction with the wider Social Bite team.
- Executing social media campaigns to build followers, enhance visibility, and drive engagement.
- Conducting analysis to assess the performance of digital content.

### **Major fundraising events / campaigns**



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- Contribute to the marketing campaigns for [World's Big Sleep Out](#) in Edinburgh and the [Wee Sleep Out](#), ensuring physical and digital assets are produced to engage key audiences and raise awareness of the event.
- Supporting the Head of Individual Giving with development and execution of seasonal fundraising campaigns.

### **Social Bite Ltd. – marketing our social enterprise**

- Rolling out the new brand in preparation for the shop refits to take place – producing a suite of new materials.
- Ensuring we have fit for purpose assets for Social Bite Delivers.
- Responsible for keeping promotional areas of cafes up to date to maximize on upsells and customer engagement.
- Supporting café staff on the creation of new seasonal promo items and displays.
- Responsible for ensuring all units are in keeping with the brand and consistent across each location.

### **Database & CRM**

- Supporting the Head of Individual Giving in implementing a fit for purpose CRM system.
- Work closely with the CRM working group to ensure the CRM database is integrated on website, email and direct mail platforms.
- Utilising the CRM to effectively segment audiences to drive new campaigns to raise awareness about the cause in conjunction with the Head of Individual Giving.
- Ensuring ongoing compliance with GDPR.

### **Content Planning**

- Working with the Social Bite team to coordinating the creation of new and regular content to be distributed for online and offline audiences.



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## Person specification

Social Bite was founded in 2012 and is a lively, fast-paced environment, with a small team of dedicated staff.

As Marketing Lead you will be a highly organised individual with strong project management skills, able to work with diverse colleagues and with a passion for marketing and all things digital. You will need to bring strategic thought, problem solving and practical action to this role.

## Ethos and approach

- Passion for our cause of ending homelessness and commitment to working to transform the lives of homeless people across Scotland.
- Ability to lead an area of work in a fast-paced, growing social enterprise and to work across multiple projects and manage time effectively.
- A willingness and commitment to undertake the role in a professional manner and maintain high-quality work at all times.
- Ability to represent the work of Social Bite to the public with commitment and integrity.

## Knowledge

- Good knowledge of digital trends.
- Good knowledge and understanding of GDPR is desirable.
- Good knowledge of effective market research.
- Knowledge of CRM databases, including segmentation & targeting for personalization.

## Experiences & Essentials

- A minimum of 3 years marketing experience.
- A love of digital.
- Proven experience of project managing and implementing a new website.
- Experience of developing and implementing online customer journeys.
- Proven experience of managing budgets.



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- Experience of producing various print materials from booklets to posters.
- Proven experience of working with designers and delivering on large-scale campaigns under time pressures.
- Excellent communication skills both written and oral.
- Experience of being a part of or leading on a brand development project.
- Experience of digital content & social media, including scheduling programmes, such as Hootsuite.
- Copywriting skills.
- Solid understanding of email KPIs and deriving insights for wider business reporting and actions.
- Excellent attention to detail.
- Self-motivated.
- Adaptable, with a willingness to learn.
- Strong analytical and problem-solving capabilities.
- Experience working both independently and in a team-oriented, collaborative environment.
- Experience of working for a charity is desirable.

#### **Technical Skills:**

- Experience with Salesforce and/or other notable CRM systems.
- Experience with design packages, preferably InDesign.
- Experience with Photoshop, WordPress and MailChimp.