



BEST FOOT FORWARD

Bringing sustainability down to earth

Marketing and Communications Manager (Part-time)

Best Foot Forward, the award winning sustainability and footprinting consultancy, is looking for a Marketing and Communications Manager to strengthen our external profile and broaden our reach. We are looking for applicants with a positive attitude and real commitment to improving the eco-efficiency of businesses and other organisations. Our firm has a strong ethos, commitment to quality and believes in a good work-life balance.

Our mission is to help create a more sustainable society through leadership in the provision of environmental metrics, tools and insights to policy and decision-makers in the public, private and non Governmental sectors.

Best Foot Forward is a growing, privately owned firm which specialises in

- carbon footprinting
- ecological footprinting
- sustainability risk management
- carbon management strategies
- environmental accounting software
- communicating sustainability principles

It is a really exciting time in this expanding market, and we have a very strong position in the sector; an impressive list of clients; and dynamic plans for the future of the company. We now need a professional to lead the development of our external profile and marketing strategy in order to further strengthen our position and reputation in the market place. The job is based in Oxford but may require limited travel, the majority of which will be within the UK.

Job role:

- Develop and deliver a coherent strategy to successfully raise the profile of Best Foot Forward
- Summarise and interpret our technical work into accessible, powerful content across multimedia channels
- Evolve and develop the potency of the Best Foot Forward brand

- Develop marketing campaigns that will broaden our reach in the market
- Managing the content and increasing the effectiveness of the Best Foot Forward website

Essential skills and experience:

- Previous experience in corporate communications, delivering marketing material and technical content to a general audience
- Proven ability at liaising with technical staff to quickly grasp complex principles
- Educated to degree level, preferably in journalism, communications, or business
- Previous experience in development and delivery of targeted marketing campaigns
- Proven ability to lead on strategic development with limited supervision
- Ability to be self-reliant and innovative in delivering effective solutions in a small-company environment
- Proven ability to plan graphical/animated content and manage delivery by design professionals
- Proven ability to write high quality material that is grammatically correct and engaging to readers

Desirable skills and experience:

- Previous experience in a dedicated public relations role
- Previous experience managing CRM database or similar customer resources
- Previous experience working in multi-disciplinary environment
- Previous experience in a business development role, or working in close partnership with a business development team
- A keen interest and some knowledge of the principles of sustainability

Best Foot Forward has a strong commitment to a good work-life balance and believes in recruiting staff who will add to the unique character of the company. The role we are looking for will require close integration with the management team, and the objective is to provide space for that person develop the job role significantly. A dedicated budget on a modest scale will be available, but the expectation will be to draw on internal resources to deliver clever and powerful solutions. The salary will therefore be dependent on experience, in line with the market rate and inclusive of a non-contributory pension scheme. The salary range is £30k – 40k pro rata, and Best Foot Forward wishes to provide employment 2 – 3 days a week. Initially, the placement will be for three months with a view to a permanent position.

To apply please submit your CV and a covering letter. All applications must *directly address* the skills and experience requests listed above. As a small company our time is precious, so please only submit an application if the advertised role matches your needs, and you can demonstrate an ability to meet the skills required. If you fit the bill, we're really looking forward to hearing from you!

Successful applicants will be invited to Oxford for interview which will include an assessment of presentation skills, a review of previous work and completion of a series of example exercises.

Please send your application to Helen Tyrrell
Helen@bestfootforward.com

Closing date for applications is 23rd April 2010.

Best Foot Forward is striving to be an equal opportunities employer and welcomes applications from all sections of the community.

