



To apply for this role, please send a CV to [jobs@transformingautism.org](mailto:jobs@transformingautism.org) along with a cover letter highlighting why you would like to join us, and any connection to autism you may have

| ROLE PROFILE   |  |
|--|--|
| Role Title   | Marketing Lead   |
| Location   | Home-Based – London area would be desirable for very occasional meetings, but not essential. |
| Commitment Required  | Min 8-10 hours/week  |
| Report To  | CEO  |
| OUR ORGANISATION   |  |
| <p>The Transforming Autism Project is a brand-new charity focusing on very early intervention for children with autism. Our goal is to truly transform lives through our life-changing Mifne Treatment Centre (details <a href="#">here</a>) and our unique online Hub of comprehensive guidance, support, education and community for parents of autistic children. We also challenge conventional perceptions of autism and offer our own radical and empowering perspective. This can be seen in our <a href="#">TED talk</a>, which has now been viewed by well over 80,000 people.</p> <p>To find out more about our goals, values and activities, please view <a href="#">our brochure</a>.</p> <p>We are currently at a very early stage in our development, but are looking to make fast progress to make our projects viable and help as many families as soon as we can. To that end, we are looking to create a team of capable and dedicated volunteers to ensure our success.</p>   |  |
| ROLE PURPOSE & RESPONSIBILITIES  |  |
| <p>Marketing will be absolutely at the heart of our key activities, including fundraising. We actually have some good volunteers in Marketing at the moment, but there is some churn due to a lack of professional co-ordination of the team.</p> <p>We are therefore looking for someone who can assess the priorities of the charity and work with us to turn these into an effective marketing strategy and plan, that they can then co-ordinate the existing volunteers to execute. We envisage our Marketing activities to be divided into: <b>Campaigns, Digital, Communications</b> (including getting our messaging and tone clearly laid down) and <b>PR</b> (especially in reaching influential or well-known people who could be fruitful collaborators), each eventually with its own Assistant Marketing Lead to drive it.</p> <p>There will also be plenty that can be done in parallel to this planning in order to get some of our basic activities and campaigns up and running more effectively.</p> <p>Please note – All Lead roles will initially be appointed as Assistant Leads for an initial period.</p> |  |

## PERSON SPECIFICATION

You will be passionate about the changes we are trying to make and their impact in the world of autistic children. You may even be (or be related to) the parent of an autistic child.

You will be a natural at making things happen and feel excited and energised at the prospect of driving them forward, and constantly looking for new ways to promote the charity and expand its reach. You will possess the confidence, positivity and determination to achieve your goals.

We are a strongly values-driven organisation, and are committed to manifesting our values in how we relate to each other, in what we are trying to achieve and in how we do it. Our values come under 3 core headings:

### Unconditional Respect

- Kindness
- Trust-based Collaboration
- Responsivity

### Courage

- Pioneering Big Thinking
- Ambition
- Perspectives, Not Positions

### Purpose

- Positive Approach
- Ownership
- Continuous Learning & Improvement

To find out more about our values, please see our brochure or visit <https://transformingautism.org/purpose/> to read more and to watch a video by our founder explaining them.

*The Transforming Autism Project value diversity and we're committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential.*

*To apply, please e-mail a copy of your CV to [jobs@transformingautism.org](mailto:jobs@transformingautism.org)  
To find out more about the Transforming Autism Project, please visit:  
[transformingautism.org](https://transformingautism.org)*