



ROLE PROFILE	
<b>Role Title</b>	Marketing Lead
<b>Location</b>	Remote
<b>Commitment</b>	Approx. 2-5 hours/week
<b>Report To</b>	CEO
THE ROLE	
<p>As part of our growing charity, we are looking for a Marketing Lead to guide our marketing efforts and push the charity in the right direction. You will use your marketing expertise to guide our social media volunteer and CEO in finding the best ways to market our charity to potential donators that will support our charity and to families that will benefit from our services. You will collaborate to define our social strategy and pinpoint the best type of content as well as building an inclusive community.</p>	
PERSON SPECIFICATIONS	
<p>The ideal Marketing Lead will have extensive experience in marketing and ideally have experience in strategy building and/or marketing for not-for-profit organizations. You will be comfortable communicating with other members of the charity through email and video calls and leading the marketing team as the charity grows.</p> <p><i>The successful candidate will be strongly aligned with the values and the approach of the charity, and passionate about the changes we are trying to make in the lives of autistic children. They will ideally also take part in some of our team activities with our community of volunteers on a voluntary basis.</i></p>	