



ROLE PROFILE	
Role Title	Marketing Lead – Branding & Communications
Location	Remote
Commitment	4 – 7 + hours per week
Report To	CEO
THE ROLE	
<p>We are a startup charity which offers an inspiring and empowering conception of Autism. We actively support families across the UK – in person and online - to unlock the potential of their young autistic children.</p> <p>Joining our passionate team of volunteers, you'll support the continuing story of our journey to transform the lives of children and their families.</p> <p>We're beginning to build our volunteer Marketing Team to help make more and more families aware of what we offer and to give them more opportunities to benefit from it, as such, we're looking for a great Communications and/or Branding Lead to collaborate with our recently onboarded Digital Marketing Lead who is starting to plan the effective use and development of our Digital Assets.</p> <p>Initially, you'll be looking to see how we can optimise our messaging and other communications to best represent what we do - to the most relevant people; and develop our brand. You'll then implement your plan with a small team of Marketing volunteers (if required) that our recruiters will help you to recruit.</p>	
PERSON SPECIFICATIONS	
<p>Working collaboratively with the wider Marketing team and other departments within the Charity you'll be experienced in driving lasting impact through strategic initiatives and ensuring consistent communication and assets across all our platforms.</p> <p>As this is a new role for the charity, we are ideally seeking a Marketing Lead with 3+ years of experience within a similar role such as PR, Brand Marketing or Communications Marketing (Not For Profit experience would be advantageous but not essential).</p> <p>If you have any experience of PR – e.g. building partnerships to help share our story and/or working with the media -- this would be even better, however, this is not essential.</p>	

Ideally, you'll bring experience of

- Developing brand strategy and growth through compelling content and impact analysis.
- Communications plan development and delivery; bringing fresh ideas to build awareness, reputation and engagement.
- Working within an Inhouse or PR agency with a network of contacts within the media sector
- Creating campaigns to build the reputation and awareness of the charity to the public and building media relations.

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.

OUR ORGANIZATION

The Transforming Autism Project is a new charity focusing on early intervention for young autistic children. Our goal is to truly transform lives through the home-based family services available to families with young autistic children.

We also challenge conventional perceptions of autism and offer our own radical and empowering perspective. This can be seen in our [TED talk](#), which has now been viewed by well over 200,000 people and received great acclaim from the autistic community.

What is distinctive about our approach is that it focuses on facilitating a strong trusting relationship between child and their parents/primary caregivers, as primary means of reducing anxiety and enhancing the child's sense of security to enable them to realise their full potential.

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	Courage	Purpose
<ul style="list-style-type: none">•Kindness•Trust-based Collaboration•Responsivity	<ul style="list-style-type: none">•Pioneering Big Thinking•Ambition•Perspectives, Not Positions	<ul style="list-style-type: none">•Positive Approach•Ownership•Continuous Learning & Improvement

Please visit <https://transformingautism.org/purpose/> to read more and to watch a video by our founder.

The Transforming Autism Project (TAP) is currently launching the Support programme aimed at young autistic children and their parents/primary caregivers. The Support programme is jointly implemented by a team of child psychotherapists and paediatric occupational therapists alongside support from Norland College.

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.

For more information or to apply, please e-mail a copy of your CV to jobs@transformingautism.org. We aim to respond to your email within 5-10 days.

To find out more about the Transforming Autism Project, please visit:

transformingautism.org