Strategic Marketing Consultant

Be at the forefront of sustainability for the built environment!

We're looking for a Strategic Marketing Consultant to help shape our organisation's activities, ensuring we stay at the forefront of sustainable construction over the next decade and beyond.

Role Title: Strategic Marketing Consultant
Reports to: CEO
Based at: Passivhaus Trust, 5 Baldwin Terrace, London N1 7RU.

About us

We are in a climate emergency and, in the UK, buildings are a key culprit – accountable for almost 40% of the country's total carbon emissions. Passivhaus is the leading international standard for reducing energy use from buildings, as well as providing high standards of comfort and building health. The Passivhaus Trust (PHT) is a non-profit organisation that promotes the adoption of Passivhaus in the UK.

The PHT is part of the global Passivhaus movement and is the UK affiliate of the Passivhaus Institut and the International Passive House Association (iPHA). PHT is a growing organisation with a very active annual programme, and awareness of climate action has seen a huge increase in interest in Passivhaus.

The brief

As demand grows, we require an effective strategic plan to steer the company over the next decade – enabling our brand and national reputation to stay at the forefront of sustainable construction with efficient & impactful activities covering a range of channels.

Capitalising on the awareness of the climate emergency, we seek an experienced consultant to advise where our priorities should lie to ensure effective promotion & facilitate implementation of sustainable growth. The role will:

- Analyse current activities & processes, identifying key strengths & weaknesses
- Evaluate market opportunities & audiences, both new and existing.
- Identify priorities across all channels, with strong emphasis on digital elements to ensure we stay modern and relevant.
- Advise on a long-term strategic marketing plan for the next decade in order to meet new strategic objectives.

Specific tasks

- Evaluate market opportunities & audiences, both new and existing
- Analyse current activities & processes, especially:
  - Review the website & advise on the development of a new structure
  - Review social media & digital activities & advise on future priorities
  - Review existing metrics and advise on changes to strengthen their use
- Lead the development of a long-term strategic marketing plan for the next decade
- Advise on preparation of an effective plan for implementation for the next 12 months
- Organise up to 4 advisory/ mentoring sessions with the existing marketing team.

Experience required

- Experience of working with non-profit organisations/ charities.
- Experience of creating successful long and short-term marketing plans across a range of channels.
- Experience of effective implementation of marketing plans.
- Knowledge of sustainability & built environment markets

Contract Details

We would like the contract to start in early February 2020, with the initial review complete by April 2020; the advisory/mentoring sessions could complete after that date but probably no later than June 2020.
We share an office in **Angel, London** and space will be available to work here or to hold project meetings if required.
There is one fixed date within the contract, which is the strategy day for the Board on 21st February; this will probably be held at a venue near Birmingham.
The maximum value of the contract will be £3,500 - £5,000 (+VAT if applicable), including all fees and expenses
The contract will be delivered under PHT's standard Terms and Conditions (copy available on request)

How to apply

To apply, please send a short proposal (max 4 pages) for undertaking this work, to yogini@passivhaustrust.org.uk by 3rd February 2020. This should include the number of days to be worked by key personnel, and the distribution of time across the tasks listed above.
Extra items such as examples of past work can be included in addition to the proposal.

We intend to select a consultant based on these proposals. However, if interviews are needed, these will take place in the first week of February with the intention of work starting before 21st February 2020. Please therefore indicate the availability of relevant personnel for interview in w/c 3rd February.

For any queries, please contact yogini@passivhaustrust.org.uk

Passivhaus Trust
5 Baldwin Terrace
London
N1 7RU
0207 704 3502