



**Job Application Pack**  
Humanist Ceremonies  
Marketing Officer

**Deadline for Applications: Monday 27 August**

**Role type:** Part-time position (three days per week), permanent after a three-month probation period.

**Location:** Humanists UK offices, London EC1.

**Reports to** Director of Communications and Development.

**Salary** will be in a range up to £30,000 pro-rata (£18,000 for three day week)

**Other benefits:** interest free bicycle or season ticket loan; 6% matched pension contributions.

Thank you for downloading this pack. At Humanists UK, our dream is of a tolerant world where rational thinking and kindness prevail. Our dedicated staff of 23 and hundreds of volunteers work hard to achieve this aim and we now have a vacancy for a Humanist Ceremonies Marketing Officer.

### **Is this the right position for you?**

You'll have experience in planning and executing marketing activities to business and clients, in commissioning marketing materials and with different communication channels. Also the ability to write engaging and inspiring copy work and proven social media experience. If this sounds like you, complete the application form, detailing how you match the person specification on page 5.

Completed forms should be returned electronically by email with the subject **'Humanist Ceremonies Marketing Officer'** to [tony@humanism.org.uk](mailto:tony@humanism.org.uk) by **17:00 on Monday 27 August**.

### **Shortlisting and interviews**

Candidates short-listed for interview will be notified by **17:00 on Friday 31 August** and I regret that we do not have the resources to inform other applicants that they have not been shortlisted. Interviews for shortlisted candidates will be held on **Friday 7 September** at our offices at **39 Moreland Street, London EC1V 8BB**.

If you have any questions about the post, please feel free to contact Al Ghaff by email on [al@humanism.org.uk](mailto:al@humanism.org.uk) - they will be very happy to talk more about the role with you.

Best wishes and good luck,



**Andrew Copson**, Chief Executive

## **More about Humanists UK**

At Humanists UK, we want a tolerant world where rational thinking and kindness prevail. We work to support lasting change for a better society, championing ideas for the one life we have.

We do this because we're humanists: people who shape our own lives in the here and now, because we believe it's the only life we get. Our work helps people be happier and more fulfilled, and by bringing non-religious people together, we help them develop their own views and an understanding of the world around them.

We're committed to putting humanism into practice. Through our ceremonies, pastoral support, education services, and campaigning work, we advance free thinking and freedom of choice so everyone can live in a fair and equal society.

Founded in 1896, we are trusted by over 70,000 members and supporters to promote humanism. Our policies are informed with the support of over 150 of the UK's most prominent philosophers, scientists, and other thinkers and experts and we seek to advance them with the help of over 100 parliamentarians in membership of the All Party Parliamentary Humanist Group. Our trained and accredited celebrants conduct highly bespoke funerals and other non-religious ceremonies which are attended by over a million people each year.

## **The Communications and Development team**

The postholder will form part of our Communications and Development team, tasked with delivering three primary objectives of increasing public understanding of humanism; developing and expanding our supporter base to raise funds for our work; and marketing our charitable services to the general public

This currently consists of three staff members: the Director of Communications and Development, the Communications Manager and the Events Manager. The Communications and Development team is responsible for a number of functions such as fundraising, communications and reputation management, member and supporter development, events, and public engagement. The

## **Humanist Ceremonies**

Humanist Ceremonies™ is a network of members of Humanists UK in England, Wales, Northern Ireland, and the Channel Islands who are trained and accredited as celebrants by Humanists UK to take non-religious funerals, weddings, and naming ceremonies. Each of the ceremonies they conduct is unique, created especially for the people involved, and they conduct many thousands each year. Humanists UK celebrants receive ongoing support and professional guidance in the form of an annual celebrant conference, web pages to advertise their services, access to 'How to...' guides, plus dedicated staff to support them.

Humanists UK aims to increase the number of ceremonies performed by its celebrants each year. Humanists UK seeks to market Humanist Ceremonies™ in three ways:

1. By raising awareness among the public of the availability of Humanist Ceremonies™
2. Through strategic national marketing of the three core ceremonies offered by celebrants;
3. By providing celebrants 'on the ground' with resources to market their own services.

## **Role of the Humanist Ceremonies Marketing Officer**

The Marketing Officer is responsible to the Director of Communications and Development for the implementing the Humanists Ceremonies marketing plan.

We are looking for a social media savvy individual with a flair for writing engaging and inspiring copy, and experience of both B2C and B2B marketing.

This role will allow you freedom to learn, develop, and gain invaluable experience in a multi-faceted Communications and Development environment.

### **Key Tasks and Activities**

1. Planning and executing the marketing strategy aimed at promoting Humanist Ceremonies both B2C and B2B.
2. Commissioning the design of online and offline materials to promote Humanist Ceremonies.
3. Producing engaging and inspiring communications and marketing copy aim at promoting Humanist Ceremonies.
4. Maintaining web content, executing social media strategies, and developing online presence.
5. Implementing targeted recruitment activities for new trainee humanist celebrants.
6. Assisting the Director of Communications and Development in facilitating effective communications with the celebrant network and regional celebrant coordinators.
7. Any other reasonable duties as required by the Director of Communications and Development.

This is a part-time (three days per week) permanent position based at the Humanists UK's offices in London EC1.

The Humanist Ceremonies Marketing Officer reports directly to the Director of Communications and Development.

Salary in the region of £30,000 pro-rata (£18,000 three-day equivalent); interest free bicycle or season ticket loan; 6% matched pension contributions upon successful completion of a three-month probation period.

## Person Specification

These criteria are divided into essential and desirable. Candidates meeting all the essential criteria will be preferred for this post but we do not expect experience across all desirable criteria. An ability to meet at least some of the desirable criteria, however, will be an advantage to candidates.

All criteria will be measured by the means noted in the right column.

<b>Essential Criteria</b>	<b>Measured</b> (Application, pre-interview task, interview task and/or Interview)
Demonstrable commitment to the aims of Humanists UK	Application, interview
Experience in planning and executing B2C and B2B marketing activities	Application, interview, pre-interview task
Experience in commissioning online and offline marketing materials	
Experience of writing engaging and inspiring copy	Application, interview
Proven Social Media experience	Application, interview, pre-interview task
Experience of coordinating activity on different communications channels	Application, interview, pre-interview task
Excellent IT skills, including Word, Excel, and databases	Interview, pre-interview task
Excellent organisational and administration skills, including the ability to work to often very tight deadlines	Interview
Ability to work effectively as part of a team and to take the initiative	Interview

<b>Desirable Criteria</b>	<b>Measured</b> (Application, pre-interview task, interview task and/or Interview)
Experience of developing stakeholder relations in a planned way	Application, interview
Experience of planning and implementing coordinated social media campaigns	Application, interview

## **Equal opportunities policy**

Humanists UK is committed to equality and, within the constraints of its small size and limited financial resources, aims to achieve best practice as an equal opportunity employer. Humanists UK also aims to achieve best practice in its work with volunteers and in relation to its activities generally. Humanists UK is an organisation with an ethos based on humanism and therefore qualifies under equality legislation as an organisation with 'an ethos based on religion or belief'. Certain posts where there is a genuine occupational requirement (GOR) may be reserved for individuals with humanist beliefs or sympathy with humanist beliefs. However, Humanists UK aims to restrict such requirements to the minimum and undertakes to review all positions where a GOR may apply in order to establish whether there is a genuine and determining requirement.

Humanists UK's equal opportunity policy is that in all aspects of employment, from vacancy advertising, selection, recruitment, training and development, and promotion, to conditions of service and reasons for termination of employment, no individual will be discriminated against on the basis of their gender, transgender status, sexual orientation, race, colour, ethnic origin, nationality, disability, marital status, caring or parental responsibilities, age, or religion or belief (unless there is a genuine occupational requirement), or any other grounds that are irrelevant to their ability to meet the requirements of a post. Humanists UK is committed to providing a working and social environment in which the rights and dignity of each individual are respected, and which is free from discrimination, prejudice, intimidation, and all forms of harassment including bullying.

## **Recruitment and promotion**

### **i. Vacancy advertising**

- Within financial constraints, steps will be taken to ensure that knowledge of vacancies reaches underrepresented groups.
- Where a GOR applies, this will be stated in advertisements.

### **ii. Selection and recruitment**

- Selection criteria (job description and person specification) for any post will be reviewed to ensure that they are justifiable on non-discriminatory grounds as being essential for the effective performance of the job.
- All appointments will be strictly on merit.
- More than one person will be involved in the selection interview and recruitment process, and the most senior person will be responsible for ensuring the process complies with this policy and good practice.
- Where possible, both women and men will be involved in the shortlisting and selection processes.
- Shortlisting and selection processes will be based solely on the job description and person specification, with candidates scored against these criteria.
- Where possible, efforts will be made to identify and remove unnecessary/unjustifiable barriers and provide appropriate facilities and conditions of service to meet any special needs.