



Job Description

LEVIN SOURCES

Job title:	Specialist – Marketing and Communications	Contract:	Permanent Full or Part Time Considered
Employer:	Levin Sources	Remuneration	£30,000 - £40,000 depending on experience
Location:	Cambridge, UK	Reporting to:	Senior Manager
Closing date:	1st March 2019		
Contact:	Applications should be emailed to jane.barnett@levinsources.com and must include Specialist M&C in title		
Application process:	<p>Interested applicants should provide a CV, cover letter and examples of written and design work.</p> <p>We cannot support working visa applications so you must have permission to work in the UK when you apply.</p> <p>If you have not heard back from us within 14 days of the closing date, please assume that your application has not been successful.</p>		

About Levin Sources

Levin Sources is a research, assurance, and capacity building consultancy that helps its clients integrate social, environmental, and economic sustainability into their raw materials operations and supply chains. We are an impact-driven, commercially-focused company completing multidisciplinary work for a diverse client base across many countries and cultures. We support governments, large and small private sector entities, bilateral and multilateral donor agencies, and civil society - from mines to marketplaces.

Over the last eight years, we have conducted desk and field-based projects with mining, metallurgy, manufacturing, jewellery, and technology clients on gold, cobalt, diamonds, rare earths, tin, and coloured gemstone supply chains in locations across Africa, South America, and Asia. We also focus on metals used in green economy technologies and batteries, and development minerals.

As a social venture, all our project work generates positive outcomes and sustainable development for actors and communities all along supply chains.

The work we do is challenging and takes place in complex, international environments and sectors. We aim to be smart, innovative, and professional in everything we do, and so we value curiosity, commitment, and rigour in our team.

Levin Sources is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Job purpose

To work with the management team to refine, develop and implement the company's strategy for marketing and communications, coordinating the generation and dissemination of materials for all business areas of Levin Sources to all audiences, internal and external, ultimately helping Levin Sources deliver on its global strategy.

To build efficiency and effectiveness into the company's marketing and communications, supporting business development, manage brand activities and contribute to internal and external communications campaigns.

To differentiate us from our main competitors and strengthen our reputation as the best advisors for operationalising responsible business conduct, promoting and protecting human rights, and achieving the Sustainable Development Goals in the mining and mineral sourcing sectors. Help us continue to stand out from the crowd and connect with businesses, policy makers and civil society.

To lead our technical work in communications for public and private sector clients particularly in the spaces of sustainability, responsible sourcing, knowledge management and innovation in minerals sectors.



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Main duties

Client Services:

- Take a client-facing role in active and future projects in the private, public and civil society sectors, with responsibilities including but not limited to:
 - Technical advisory and services in communications and marketing
 - Project management
 - Client relationship management
- Edit and format company project deliverables and publications
- Assist with the preparation of proposals, capability statements and sales-supporting literature
- Prepare press releases, project summaries and blogs linked to Levin Sources' projects

Communications Strategy and Coordination:

- Manage marketing and communications budget
- Develop and implement Levin Sources' marketing and communications strategy to achieve company's short, mid and long-term goals:
 - Monitor brand, campaigns and strategy at regular intervals and adjust as appropriate
 - Maintain and improve the company's existing marketing and communications activities and procedures to a high standard
- Maintain Levin Sources' brand guidelines and improve where necessary, ensuring it is always implemented and adhered to, including empowering other team members to use it to their advantage
- Manage suppliers for communications and marketing needs, ensuring Levin Sources gets the best value for money from suppliers (e.g. photographers, graphic designers, printers, website designers, translators, etc.)
- Lead or assist with planning and implementing communications and marketing events proactively and per management request
- Support the management team with marketing and communications support where business development requires it

Marketing, including external communications:

- Create 'client personas' to clearly define the company's ideal clients, including how best to serve their needs and overcome barriers to engagement
- Work with all business area leads, jointly design and implement marketing campaigns. Ensure alignment with the company's overall strategy
- Maintain and improve team CVs, biographies and project descriptions to sell the team's skills and the company's services appropriately for different markets
- Maintain and use the client relationship management (CRM) system (Capsule) to support sales activities and opportunity management
- Lead the development of all digital and print marketing materials (e.g. brochures, fact sheets, case studies, CVs, biographies, presentations etc.) in a format suitable to the medium, message, and readership
- Maintain, develop and implement the digital marketing and social media strategy and plan. This includes, but is not limited to:
 - Manage website CMS and social media channels (LinkedIn, Twitter, Instagram), including producing messages, imagery, and audio-visual content as appropriate
 - Produce briefs for suppliers to design infographics and audio-visual content
 - Produce the company's monthly newsletter email campaign and any other email campaigns
 - Develop and delivering press releases
 - Maintain good relations with key industry and media stakeholders
 - Coordinate translation of company deliverables, publications and other media
- Produce high quality, relevant and industry-leading blogs, publications and content for marketing purposes

Internal communications & governance:

- Proactively support the management team with targeted communications to associates and board members according to management's objectives
- Coordinate the Brown Bag Lunch series (and other forms of internal knowledge sharing)
- Identify opportunities to improve the company's internal communications activities
- Train Levin Sources staff and associates in how to communicate better, on an as-needed basis



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Role specifications	
Experience and Qualifications	<ul style="list-style-type: none"> • Educated to degree level <p>AND</p> <ul style="list-style-type: none"> • Demonstrable experience working in a professional, results-orientated marketing and communications role • Marketing qualifications (CIM) desirable • Background experience working for organisations in sustainability, corporate social responsibility, human rights, environment, mining/minerals, management consultancy, NGO, industry association, luxury, ethical fashion and jewellery, or any other field related to the substance of Levin Sources' expertise areas and markets • Excellent research, analysis and writing skills • Full Microsoft Office suite to an advanced level etc. • Experienced user of Adobe InDesign and Photoshop • Experienced user of content management systems • Video production and editing skills desirable • Project management experience • Fluency in oral and written English • Additional languages an advantage
Qualities	<p>Values</p> <ul style="list-style-type: none"> • Value-driven with a passion for people, planet, and the conviction to push and enable commercial actors and their regulators to drive meaningful social change • Strong interest in social and environmental issues, international development, responsible and sustainable materials, and supply chains <p>Interpersonal</p> <ul style="list-style-type: none"> • Ability to work independently and as part of a team • Connects with colleagues and clients of varied nationalities, specialisms, backgrounds, and commercial contexts <p>Communication</p> <ul style="list-style-type: none"> • Ability to present research findings in a format suitable for the audience (verbal or written) • Experiencing editing and proofreading to an academic standard • Strong presentation and communication skills • Ability to swiftly understand, organise, and communicate complex technical information even in areas initially unfamiliar <p>Work style</p> <ul style="list-style-type: none"> • Attention to detail • Thrives in a fast-paced environment, dealing with a varied workload and meeting tight deadlines • Can-do attitude with a willingness to backstop and enable other team members and multi-task • Ability to deliver with limited guidance/supervision • Determined, hardworking, and organised • Innovative problem solver, confident to take the initiative