

**LIFE-  
CHANGING  
CAMPAIGNS.  
WORLD-  
CHANGING  
IMPACT.  
EVERY DAY.**

**We're looking for a new Director...**

**magpie**

The challenge is to make every day more meaningful. **Director of Impact** is a dynamic new position for an inspirational leader. **Join us**, a passionate agency of change-makers, to deliver campaigns for good.

## The agency that changed the world.

Magpie is a meaningful marketing agency with expertise in good cause campaigns and behaviour change. We choose to work with organisations that want to deliver social good and leave a lasting positive impact.

With clients including NHS, Public Health England, hospitals, local authorities, British Heart Foundation and Mind, our mission is *healthier and happier communities; one person, one campaign at a time.*

We are in a strong position, with 10 years of behaviour change campaigns under our belts, year-on-year growth and ambitious plans for the future. Coupled with a vision to be 'the agency that changed the world', the recruitment of this game-changing role demonstrates our commitment to live and breathe our vision, for the good of our clients and the communities we work in.

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## Role: Director of Impact

Salary: £45-65k

You will be a true visionary; invested in delivering social good, you will positively stimulate and challenge our team to make world-class impact and help take our social marketing to the next level.

We are looking for an inspiring leader for this director-level position; you know how to get the best from those around you and play to the strengths of a passionate and committed team.

You will be responsible for achieving the best possible results for our campaigns; ensuring the delivery of our work is intelligent, strategic and provocative.

You will ensure Magpie's campaigns are delivered with tenacity, energy and belief as you help us grow our reputation and portfolio from a regional expert to a nationally and internationally recognised powerhouse.

**YOU WILL BE A  
TRUE VISIONARY.**

## Person Spec

The successful candidate will play a crucial role in ensuring the achievement of positive behaviour change and social impact, across all of our campaigns, supporting the growth of our reputation and value.

You will come to us with experience of managing and developing a team. Most importantly, you will have a desire to influence strategically and be a catalyst for growth, with a true hunger to build legacies from our campaigns.



To be considered for this role you must have significant experience in a marketing environment at a strategic level, delivering across all media channels. Your role will involve developing and implementing high-level campaign communications strategies, and lead our studio through campaign creation, optimisation and evaluation. »

You will have an empathetic understanding of diverse audiences, and a proven ability to draw on audience insight to develop strategies to effectively reach them. You must be capable of planning projects, structuring and directing a team to great success.

You will need a results-driven mind-set and demonstrable experience and knowledge of campaign delivery, campaign measurement, evaluation and reporting.



View more of our campaigns [here](#)

## Key Responsibilities

- ▶ Use audience insight to create, shape and optimise campaign strategies.
- ▶ Achieve compelling results for clients across all media and platforms, within commercial constraints.
- ▶ Play a key role in the leadership team and be instrumental in driving future growth in line with business vision and values.
- ▶ Coaching, inspiring and leading a growing team.
- ▶ Implement marketing strategies that promote our impact and grow our reputation.

## In this role you will need to:

- ▶ Ensure emotive case studies are captured and use story-telling techniques to underline the powerful impact of positive behavioural change.
- ▶ Communicate effectively with clients, relevant organisations and external stakeholders to ensure achievable outputs and outcomes are identified and clearly communicated.
- ▶ Measure and articulate a clear and quantifiable return on investment for Magpie clients and stakeholders, including the collection, collation and analysis of all relevant data.
- ▶ Develop and build a compelling research and evidence base, to identify the widest benefits of our purpose-driven work.
- ▶ Develop methods and systems to be open and transparent about Magpie's impact and share our learning.
- ▶ Develop and implement the quantitative and qualitative insight strategies necessary to effectively measure the long-term value and impact of Magpie campaigns.
- ▶ Help grow new relationships with target clients through the impact of our work and credentials.

**COURAGEOUS. TENACIOUS. INSPIRER. DYNAMIC.  
BOLD. VISIONARY. CHANGE-MAKER.**

## Life at Magpie

At Magpie, you won't find big egos, just big ambitions. We're a friendly and talented team, dedicated to making positive change. Here are some things you can expect from joining us.

### › **6 for Gold Pot**

Our employees each get their cut of our profits. Every year we share a sixth of our profit with the team, the harder we work, the more we benefit.

### › **Vision Days**

Every year we host a 'vision day' where the whole team inputs into our vision for the year ahead. These days have helped us achieve great things over the years and include monthly progress check-ins.

### › **World Class Mentoring**

Last year we spent £72k on training, development and rewards. Our mentors are selected because of their specialist skills, some have even worked with Olympic gold medalists.

### › **Additional Holidays**

Everyone at Magpie is given an extra five days holiday on top of the statutory allowance and we always make a point of closing over the Christmas period so everyone can enjoy family time.

### › **Supporting Causes**

We featured in Just Giving's top 5% of fundraisers. Our current focus is to 'give time not money' and we're proud to have supported some great projects and causes over the years.

### › **PDPs**

Every team member has a Professional Development Plan which roadmaps their progression and helps them achieve their personal goals.

### › **University of Magpie**

Every week we host a University of Magpie workshop, co-creation session or visiting speaker to make sure we're always learning.

### › **WIN**

(Wellbeing Innovation Network)

In October 2018 we launched the Wellbeing Innovation Network, to help inspire innovation and drive positive behaviour change across the health and wellbeing sector.

### › **Celebration Events**

It's really important to celebrate hard work and success as a team. Past celebrations include a cocktail masterclass, holistic therapy treatments and go-karting.

# OUR WORLD NEEDS ANOTHER CHANGE-MAKER. ARE YOU UP FOR THE CHALLENGE?

To apply, please email your CV and cover letter showing us how and why you'd be perfect for the role:

[impact@wearemagpie.com](mailto:impact@wearemagpie.com)

**Closing date: 7 June 2019**

Interviews: from 13 June 2019

So you can find out more about us, our work and the role, we'll be hosting an informal '**Meet the Agency**' evening on Tuesday 28 May at 6:15pm. We hope to see you there.

[RSVP to the email above.](#)

**magpie**

[wearemagpie.com](http://wearemagpie.com)