



TECwomen CIC Digital Marketing Manager

Location: Office-based (Hall for Cornwall, Truro) with flexible working options.

Reports to: Senior Leadership Team.

Salary: £30,000 – £40,000 per annum (depending on experience).

Application Deadline: 14th February 2025.

About TECwomen CIC

TECwomen CIC is a social enterprise dedicated to inspiring and supporting women and girls in technology, engineering, and creative industries. Through our initiatives—**TECwomen, TECgirls, UPLIFT, and our events and festivals**—we create opportunities for women and girls to explore careers in tech, build confidence, and develop digital skills.

We are growing, and we need a **dynamic, relationship-focused, and data-driven Digital Marketing Manager** to help us **amplify our message, increase engagement, and showcase our impact**.

The Role: Help Us Grow & Engage Our Community

We are looking for someone who is **passionate about digital marketing and community engagement**—someone who does not just run campaigns, but **actively builds relationships and finds innovative ways to tell our story**.

In this role, you will:

- **Develop and execute marketing strategies** that expand our reach and grow our programmes.
- **Engage with schools, businesses, and community partners** to promote TECwomen CIC.
- **Use data and insights** to refine our messaging and measure impact.
- **Lead our digital presence**, ensuring our social media, website, and email marketing align with our mission.
- **Promote and support our events and initiatives**, ensuring high engagement and visibility.

This is a **full-time, office-based role in Truro**, with flexibility for remote work. Candidates should ideally be **based in Cornwall** and able to attend in-person events.

Key Responsibilities

Driving Growth & Brand Awareness

- Develop and execute a **digital marketing strategy** that aligns with TECwomen CIC's expansion goals.
- Manage and optimise our **website, SEO strategy, and content updates** to improve reach and engagement.
- Create and oversee **impact-driven campaigns** to increase visibility and attract new sponsors, volunteers, and participants.
- Promote and support **TECwomen CIC events**, including our **Sea Sessions monthly meet-ups** and large-scale festivals.

Content, Social Media & Community Engagement

- Manage and grow our **social media presence** across **LinkedIn, Instagram, Facebook, and explore new opportunities like TikTok**.
- Develop engaging content, including **blogs, videos, newsletters, and success stories** that bring our mission to life.
- Lead on **AI-driven marketing tools and automation**, ensuring efficiency in content distribution.
- Build relationships with **schools, volunteers, and community partners**, ensuring they stay engaged with our programmes.

Data & Impact Reporting

- Help set up and manage a **CRM system** for tracking engagement with schools, sponsors, and participants.
- Analyse marketing performance using **Google Analytics, social media insights, and email marketing data**.
- Work with the team to **create impact reports** that showcase TECwomen CIC's success and support funding applications.

Who Would Thrive in This Role?

We are looking for someone who:

- **Loves building something from the ground up** – You are excited to take ownership and **grow TECwomen CIC's presence and engagement**.
- **Is both creative and analytical** – You can craft a compelling brand story but also back it up with **data-driven decision-making**.
- **Thrives on relationships** – You enjoy working with **volunteers, schools, sponsors, and the wider community**.
- **Is always learning and innovating** – Whether it is **AI, automation, or the latest social media trends**, you are eager to stay ahead.

- **Wants to work somewhere with purpose** – You are excited by the idea of making a real impact and **empowering women and girls**.

Essential Skills & Experience

- Experience in **digital marketing, content creation, and social media management**.
- Ability to **analyse data** to inform marketing strategies.
- Strong writing skills with a **clear, engaging tone**.
- Experience managing **websites, SEO, and email marketing**.
- Familiarity with **CRM systems and audience segmentation**.
- Knowledge of **AI tools for marketing and automation** is a plus.

Why Join TECwomen CIC?

- **Make an impact** – Your work will directly support **women and girls in tech**.
- **Growth opportunities** – Take ownership of TECwomen CIC's marketing and help shape its future.
- **Flexible working** – A mix of **office-based work in Truro and remote flexibility**.
- **Dynamic team & projects** – Engage in exciting initiatives that empower communities.

Diversity, Equity & Inclusion at TECwomen CIC

TECwomen CIC is committed to building an inclusive workplace. We **welcome applications from all backgrounds, including LGBTQIA+ individuals, people of colour, individuals with disabilities, and those with lived experiences that align with our mission**.

If you require any accommodations during the application process, please let us know. We are a **Disability Confident Employer** and are dedicated to ensuring our recruitment process is accessible to everyone.

How to Apply

To apply, send your **CV and a cover letter** detailing why you are the perfect candidate for this role to **info@tecgirls.co.uk**.

Application Deadline: 14/02/2025