

Business Development & Marketing Manager

About Safe In Our World

Safe In Our World is a charity within the games industry. We launched in 2019, and our aim is to foster worldwide mental health awareness across the video games industry and wider community.

Our Mission

To unite the games industry with a common purpose: to eliminate mental health stigma and foster inclusive environments. To provide access to information and resources internationally.

Our Vision

A global games industry prioritises mental health and wellbeing. A community that is free from prejudice and stigma. A world where everyone feels safe and no one is afraid to speak out.

Our Values

- To put the charity first and act in its best interest.
- To be **respectful**: to value the talent, time and intentions of everyone we work with.
- To be **courageous**: to speak out fearlessly; to be bold and confident to take on challenges.
- To be **supportive**: to create a culture where everyone feels supported, we ensure that everyone has the space and agency to be their best selves
- To be **open and honest** in all communication.
- To seek **continuous improvement** and **embrace change** in order to learn and grow.

Role Overview

Working with the Charity Director, the Business Development & Marketing Manager will be responsible for the business and marketing strategies for Safe In Our World, ensuring sustainable growth and increased awareness of our services. The role will focus on identifying new opportunities for revenue generation, forming strategic partnerships, and implementing effective marketing campaigns to promote the charity. Most of these relationships will be with companies and people within the games industry.

This role will require travel to national and international events, but we are keen to support all applicants and are happy to discuss accommodations regarding travel.

Location

Remote – anywhere in the UK

Working hours

37.5 hours per week, 9:30am-6:00pm Mon-Fri (can be flexible)

Salary Range

£30,000 - £33,000 depending on experience

Benefits

- Private health insurance
- Employee Assistance Programme

Responsibilities

Business Development

- Develop and implement a comprehensive business development strategy aligned with the Charity's mission and goals.
- Establish and maintain relationships with key partners and stakeholders.
- Identify new business opportunities and commercial partnerships to grow the charity.
- Stay abreast of industry developments and insights to inform marketing strategies and campaign adjustments.
- Identify opportunities to expand the Charity's work into new areas, for example by applying for grant funding opportunities.

Marketing

- Create and oversee marketing campaigns across various platforms to increase awareness of the charity's mission and services.
- Lead on the development and maintenance of SLOW's website, to ensure it remains a vital hub of information and reflects the Charity's activities and objectives.
- Ensure consistent branding across all marketing and communication materials.
- Manage the marketing and development budget, ensuring cost-effective allocation of resources.
- Monitor and report on the effectiveness of business development and marketing initiatives, using metrics and KPIs to inform strategy adjustments.

Event promotion and coordination

- Collaborate with the Communications & Events Manager and Partnerships & Training Manager to promote upcoming campaigns and events to maximise support.
- Create and manage event marketing calendars, timelines, and promotional plans.
- Attend and support at events to aid in successful delivery, and to network with potential clients.

Management and Reporting

- Develop and manage the marketing budget, ensuring optimal use of resources and adhering to budgetary constraints.
- Track marketing return on investment and provide reports to the Charity Director.
- Create and maintain a CRM database.

Other Responsibilities

- Lead on Safe In Our World's annual charity bundle.

- Support the Charity Director and the rest of the team as needed.
- Engage directly with the games industry - studios, creators, and more.

About You

We're looking for a team player who is willing to learn and grow alongside the Charity and the rest of the team.

Essential

- You will be able to work unsupervised, to deadlines, and manage your personal workload (this includes asking for help, if needed!)
- You will have experience in working to budgets and targets.
- You will have strong communication skills – written and oral – which you will use when corresponding via email, social media, and other platforms, as well as when providing feedback, producing reports, and summarising information.
- You will have a proven ability to develop and implement strategic plans.
- You will have proficiency in digital marketing tools and analytics.
- You will be able to form strong relationships with key stakeholders.
- You will be willing to travel to national and international events, and work some unsociable hours (for example, attending events in the evening). We are happy to discuss accommodations for travel and working hours, as needed.

Desirable

- An understanding of mental health and mental illness, through either direct or indirect experience.
- Flexibility to take on other responsibilities and work collaboratively within a small team.