



Marketing Manager

Contract: Freelance/Interim, 2-days a week

Location: London (Stratford office/home working)

Reporting to: the Head of Strategic Partnerships and Marketing

Salary: £33,000 - £38,000/pa (dependent on experience)

Imagine this...

- Work that touches your heart.
- A unique mission that transforms children's lives.
- A freelance role where you can be creative and feel empowered to lead.

Welcome to the Institute of Imagination (iOi) where we believe imagination is the superpower of the 21st Century.

We collaborate with children, parents, teachers, academics, and community leaders on research and designing and delivering creative learning experiences across STEAM (Science, Technology, Engineering, Arts and Mathematics). Our mission focuses on supporting children from underserved communities by break down barriers, empowering their voices, and giving them access to transformative opportunities and essential skills for whatever their future holds. We aim to ensure that every child can imagine and achieve their fullest potential.

About this Role

With a clear strategy for 2025 and an ambitious vision for 2030, we've reimagined our marketing needs. We're seeking a freelance Marketing Manager with expertise in driving impactful communications and campaigns that support fundraising and brand awareness.

You will collaborate with a broad range of partners from LEGO through to schools and community groups, as well as a passionate, purpose-driven team committed to making a real difference in the lives of marginalised children across the UK.



Marketing Manager

Key Responsibilities:

1. Develop and manage marketing campaigns across digital, print, and media channels.
2. Oversee content and asset management, including websites, social media, newsletters, blogs, photos, and videos.
3. Craft and deliver engaging written and verbal communications tailored to diverse audiences, including media, the public, and internal/external stakeholders.
4. Leverage data and analytics to track, report, and optimise marketing performance.
5. Create compelling fundraising-focused content to engage supporters and drive donations.
6. Demonstrate a passion for creativity, education, and empowering young people, aligned with iOi's mission.

About You:

We're looking for a Marketing Manager who thrives in a flexible freelance role and is excited to work with an organisation that values creativity, empowerment, and equity. The ideal candidate will bring:

- A proven track record in delivering multi-channel marketing campaigns.
- Exceptional content creation skills, with an ability to develop impactful storytelling for fundraising and awareness initiatives.
- A strong understanding of digital metrics, data collection, and reporting to inform decision-making.
- Outstanding communication skills, both written and verbal, with the ability to adapt to a variety of audiences.
- An interest in creativity, STEAM education, and supporting young people to imagine and achieve their potential.
- A strong track record of collaborative working with internal and external stakeholders.

Interested?

If you're passionate about creating impact and want to use your marketing skills to transform lives, we'd love to hear from you.

Please apply by sending your CV and a 1-page covering letter outlining your suitability for the role to vacancies@ioi.london. We will be conducting interviews on a rolling basis so please apply as soon as possible to ensure your application is considered.