

Venture Outreach Associate

Fixed Term Contract to end March 2025

Base: London – East London – Hackney & Tower Hamlets

Annual Salary: £24,000 to £28,000 per annum depending on experience

Hours: Full Time, 35 hours per week

Reports to: Director of Ventures

Want to develop your career at an award-winning social enterprise that supports inspiring start-ups and charities?

You'll be dedicated to driving the promotion and activities of the Hackney Impact consortium of social enterprises and businesses, enriching the entrepreneurial and impact ecosystem of one of London's most exciting boroughs. The consortium is a newly formed initiative and is led by Allia's venture support team. This role will play a key part in creating engagement and raising awareness of the consortium's work, to target & network with the most inspiring entrepreneurs and purpose-led start-ups in the region.

You will be part of the team directly working with impact entrepreneurs, founders, local startups, and changemakers with a specific focus on engaging with the local business and impact community. This will entail supporting the marketing team in sharing exciting stories, creating marketing assets, and connecting with partners and beneficiaries on the ground!

Allia is looking for a self-starter, capable of working independently and as part of a collective of organisations. This role will work closely with both the Hackney Impact Programme Manager, the broader marketing team, consortium members, and the Hackney Council.

Role responsibilities

- Collaborate across consortium stakeholders to create awareness and drive engagement for the Hackney Impact programme of support benefitting local social entrepreneurs, business owners, and impact founders
- Manage and create content to engage with beneficiaries, stakeholders, investors, and impact ecosystem members – with specific focus on Hackney Impact activities
- Engage with partners, beneficiaries, and Allia at events working directly with the community to capture stories that inspire, excite, and engage people with the Hackney Impact brand
- Capture data, improve analytics, create activity reports, and work dynamically across the various reporting tools to inform decision making across the marketing and venture support teams.

GENERAL TASKS

- Contribute to monthly activity report tracking KPIs and, digital stats using Google Analytics, Mailchimp reporting and other systems
- Work with the Programme Manager and the Marketing Officer to engage with local connections and share the Hackney Impact opportunity.

Person Specification

You'll be:

- excited to be at the forefront of purpose-led start-up ecosystems in London
- eager to make your own mark on a new project that has the potential to become a pillar of support for entrepreneurs in Hackney and a model for further afield
- interested to learn more about social entrepreneurship and how the third sector is a key vehicle for change
- happy to be part of a local community of changemakers
- keen to develop your career in a dynamic role that will build up your versatility, creativity and problem solving skills.
- wanting to work for an award-winning charity that supports environmentally and socially focused start-ups and enterprises to grow and make more impact
- brimming with ideas about how to use the marketing mix to help us raise awareness of the services at our business communities
- digital savvy; a creative thinker with commercial drive with a head for numbers

Essential:

- Experience engaging and building relationships with new connections
- Happy to be on the ground in Hackney working with local partners and prospective beneficiaries of the Hackney Impact project
- Comfortable creating assets in Canva or equivalent tool
- Interested in digital marketing and how venture support can best engage with entrepreneurs online
- Able to work with spreadsheets & data to analyse and report on activities
- An attention to detail, with interest in writing engaging copy for social media posts and other digital channels.
- High level of spoken English; be able to communicate and network confidently
- Level-headed under pressure, independent & confident, but must work well in a busy, fun team

Desirable:

- Have worked for a public or third sector organisation such as a local authority or charity
- Experience in creating and editing video & audio
- Experience of working with CRM systems

Benefits

- Company pension scheme; free on-site parking (Cambridge/Peterborough); Bike2Work Scheme
- Various discounts, a Healthcare cash plan, wellness programme, electric car lease scheme through salary sacrifice (subject to eligibility) and more
- Life Insurance
- Flexible working
- Casual dress
- Previously awarded the best not for profit employer in the Eastern Region.

- Be a part of a community that drives innovation with a focus on addressing environmental and social challenges

We are committed to equality and diversity for our ventures, tenants, colleagues, volunteers, trustees and supporters. We value the strength that comes with difference and the positive contribution that diversity brings to the communities in which we serve. We are working to increase diversity and would particularly welcome applications from groups that are currently under-represented, including those from a BAME background.

To apply for this role, please send an up-to-date CV with a supporting covering letter highlighting your skills and experience along with why we should consider you for the role and your salary expectations to recruitment@allia.org.uk. Applications will not be considered without this information.

Early application is encouraged, as we will be interviewing strong candidates as they apply.

This role is funded by the UK Shared Prosperity Fund and the Hackney Council. The project is fully funded to end March 2025.