



MARKETING & EVENTS MANAGER: ROLE PROFILE

OVERVIEW

The Marketing & Events Manager is a pivotal leadership role within the British Wheel of Yoga (BWY), bringing together marketing, communications, digital and events into one cohesive, impact-driven function. Responsible for strengthening BWY's brand, growing its membership and driving revenue, this role combines strategic oversight with hands-on delivery. From shaping high-profile campaigns and leading a creative team, to delivering inspiring national events and supporting local volunteers, you'll ensure our activities resonate with current members while attracting new audiences. Reporting directly to the CEO, you'll work at both the big-picture and detail level, using data to inform decisions, delivering measurable results and safeguarding our brand's voice and presence across all channels.

Location: Hybrid (Home-based with occasional travel to events/meetings)

Reports to: CEO

Direct Reports:

- Communications Officer (part-time)
- Digital Communications Officer (full-time)
- Magazine Editor (part-time)
- Salary: Circa £40k
- Hours: Full-time (37.5 hours per week or option for 4-day week)

Purpose of the role

The Marketing & Events Manager will lead on strategic marketing, brand development and events delivery to support the BWY's growth and financial sustainability. This role brings together communications, digital and events into a single function focused on revenue generation, member engagement and brand impact.

Key Responsibilities

1. Strategic Marketing & Communications

- Develop and implement the BWY's marketing and communications strategy in line with organisational goals
- Strengthen brand positioning, voice and consistency across all channels (digital, print, social, events)
- Manage content planning across teams and channels (working closely with magazine, digital and comms colleagues)
- Lead data-driven marketing campaigns to increase membership, event attendance and course bookings.

2. Event Strategy & Delivery

- Plan, promote and deliver high-quality national events and support volunteers running local events in our 11 regions and nations, that drive engagement and income
- Work with internal teams and external partners/suppliers to ensure smooth logistics and impactful experiences
- Monitor and evaluate event success through feedback, attendance and financial outcomes

3. Digital & Content Oversight

- Ensure web and digital channels are maintained with engaging, up-to-date, and accessible content
- Oversee newsletter and social media strategies, ensuring alignment with overall marketing goals
- Support the creation of campaign assets (imagery, video, graphics) with the digital officer and external freelancers as needed
- Brand custodian – use of approved logos, typefaces, colours; house style, imagery, tone and quality.

4. Team Leadership & Development

- Manage and support a small team: Comms Officer, Digital Officer and Magazine Editor
- Foster collaboration, creativity and ownership across the team
- Conduct regular check-ins, performance reviews and professional development planning

5. Performance Monitoring & Reporting

- Set and track KPIs across marketing and events (e.g. ticket sales, member acquisition, engagement rates)
- Prepare regular reports for the CEO and Board to demonstrate impact and inform future planning

Person Specification **Essential**

- Proven experience in marketing, events, or communications management
- Strong leadership and team development skills
- Experience managing multi-channel campaigns with measurable outcomes
- Excellent copywriting, content planning and audience segmentation knowledge
- Skilled in using marketing tools and platforms (e.g. Active Campaign, Canva, CMS, CRM systems)
- Ability to juggle strategic thinking with hands-on delivery

Essential qualifications and experience

- Strong marketing and events skills
- At least three years' experience in a similar role

knowledge of publishing law is desirable.

We know no candidate ticks every box. If this role excites you and you think you could be a good fit, we'd love to hear from you. BWY is committed to an inclusive workplace where everyone can thrive.

This role profile may be reviewed and updated to reflect the needs of the organisation, with the postholder involved in the process.