



# Outreach and Revenue Marketing Manager

Job Description & Person Specification

**BeyondAutism**

**March 2025**

Registered Charity No. 1082599

020 3031 9705

[beyondautism.org.uk](http://beyondautism.org.uk)

 **BeyondAutism**

# Table of Contents

About BeyondAutism	3
Our values	3
Job overview	3
What we can offer you	4
About the role	5
What you will bring to the role	6
Job information	7



# About BeyondAutism

We are experts in delivering autism education services from pre-school to 25. BeyondAutism is a non-profit organisation, driving change in the world of autism education to ensure autistic children and young adults access an education which empowers a life full of choice, independence and opportunity. We do this by creating positive educational experiences, training for the professional team around a child, and information, resources and support for families and carers.

## Our services:

We deliver rapid and sustained outcomes in our Early Years' service by working with parents and children together. Empowering parents to feel resilient and confident in meeting the needs of their child leads to aspirational, informed choices creating a positive and successful step into primary education.

Our schools and Post-19 service have a specialist curriculum that ensures sustained success beyond the age of 25, setting children and young adults up with the skills and independence to lead a life of their choosing. By teaching them the academic and life skills they need and through the promotion of a happy, caring environment, we nurture the confidence, independence and self-belief to enable them to make the most of the next stage of their life or education.

We also work more widely, activating networks and building local capacity with our solution focused Outreach team. Our unique BeyondAutism Fast Responder® service works at the point of crisis to change the national picture and reduce school placement breakdown.

## Our values

At BeyondAutism we are:

### Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

### Committed to Behaviour Analysis, underpinned by the science of Applied Behaviour Analysis and Verbal Behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

### Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

### Proud to challenge

Listening, changing thinking, shifting attitudes and educating.

## Job overview

The Outreach and Revenue Marketing Manager will play a pivotal role in driving revenue growth and expanding BeyondAutism's outreach services. This role requires an entrepreneurial mindset, creative problem-solving skills, and innovative thinking to identify new opportunities, increase engagement, and develop sustainable revenue streams.

Working collaboratively with the Outreach Services, Digital & Content, Fundraising, and Finance teams, the postholder will lead on marketing, lead generation, strategic revenue development, and donor engagement, ensuring that BeyondAutism Fast Responder®, Outreach, and Training Services achieve their full potential. The role will involve market research, trend analysis, CRM-driven insights, and creative campaign development, ensuring BeyondAutism stays ahead of sector developments while maximising impact and financial sustainability.

# What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



## Pension scheme \*

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



## Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



## Season ticket loan \*

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months. Maximum loan £5000.



## Bicycle loan \*

We can loan you the cost of purchasing a bike for the purpose of cycling to work. Up to a maximum value of £1000, repayable over a period of 12 months or less.



## Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



## Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



## Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



## Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



## Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



## Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



## Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (\*) are contractual benefits open to staff who have been in post for three months or more.



# About the role

## Revenue growth & business development

- Develop and implement creative revenue-generation strategies to expand BeyondAutism's outreach services.
- Identify new business opportunities, including digital training modules, corporate partnerships, and sponsorships.
- Work closely with the Digital & Content Manager to drive innovative campaigns that generate leads and increase service engagement.
- Collaborate with Outreach, Fundraising, and Finance teams to optimise pricing strategies, donor engagement, and service packages.
- Leverage CRM (Raiser's Edge) to track revenue opportunities and donor engagement, ensuring a data-driven approach to marketing and fundraising.
- Continuously assess market positioning, ensuring BeyondAutism remains competitive and impactful.
- Foster relationships with key stakeholders, including local authorities, businesses, donors, and sector leaders, to explore funding and partnership opportunities.

## Market and trend research

- Conduct in-depth market research to identify emerging trends, customer needs, and new opportunities.
- Analyse competitor strategies, identifying gaps and opportunities for differentiation.
- Translate insights into actionable marketing and revenue strategies, ensuring BeyondAutism stays ahead of sector developments.
- Monitor policy changes, funding opportunities, and industry developments that could impact BeyondAutism's services.
- Work closely with the Fundraising team to identify potential funding sources, corporate sponsorships, and philanthropic opportunities

## Marketing, digital & fundraising integration

- Lead innovative marketing campaigns to increase awareness and demand for Outreach & Training services.
- Work closely with the Digital & Content Manager to ensure marketing activities drive strong digital engagement, lead generation, and donor conversions.
- Create compelling content (case studies, impact reports, donor stories) to showcase BeyondAutism's expertise and attract funding.
- Support the implementation of paid digital campaigns, ensuring marketing efforts align with SEO, PPC, and social media strategies.
- Ensure the website, CRM (Raiser's Edge), and marketing automation tools are optimised for lead conversion, donor engagement, and reporting.
- Develop targeted email marketing campaigns, leveraging CRM insights to personalise outreach for key donor and client segments.

## Sales, fundraising and CRM management

- Ensure accurate tracking of engagement, leads, and revenue streams within the CRM system.
- Work closely with the Fundraising team to align donor engagement strategies with outreach marketing initiatives.
- Use CRM data to segment audiences, track constituent behaviours, and develop insights-driven appeals.
- Provide regular performance reports to senior management, including key insights and recommended actions.
- Develop forecasting models to support business planning, revenue projections, and fundraising goals

## Cross-department collaboration

- Work closely with the Outreach & Training teams to align marketing strategies with service delivery goals.
- Liaise with the Head of Marketing and Communications to ensure brand consistency across all sales, fundraising, and outreach materials.
- Support fundraising initiatives by identifying synergies between revenue-driven services, donor engagement, and corporate partnerships.
- Act as a bridge between marketing, fundraising, and service teams, ensuring alignment of goals and messaging across all channels.

## Innovation and entrepreneurial thinking

- Continuously explore new ways to drive revenue, engagement, and donor retention, thinking beyond traditional approaches.
- Encourage and implement innovative ideas for marketing, outreach, and business development.
- Take a proactive, solution-focused approach to challenges, adapting strategies as needed.
- Test and refine new marketing approaches, using data-driven insights to improve performance.

# What you will bring to the role

We are looking for passionate and dedicated professionals who want to make a truly positive impact on autistic peoples' lives. Working as part of the Marketing and Communications team you will be a crucial part in ensuring key stakeholders are kept up-to-date with the work of BeyondAutism.

	Essential	Desirable
Experience	<ul style="list-style-type: none"> <li>Degree or equivalent experience in marketing, communications, business, or a related field.</li> <li>CIM Level 4 qualification (or equivalent experience in sales, marketing or business development)</li> <li>Proven track record in revenue generation, with experience in creative and strategic marketing</li> <li>Experience designing and implementing successful lead generation and engagement campaigns</li> <li>Demonstrable use of CRM (e.g. Raiser's Edge, Salesforce) to support marketing and income-generation</li> <li>Experience collaborating across departments to drive integrated campaigns</li> <li>Experience interpreting market trends and consumer insights to shape strategy</li> </ul>	<ul style="list-style-type: none"> <li>Experience working within education or training sectors</li> <li>Knowledge of autism education, outreach services</li> <li>Familiarity with fundraising</li> <li>Experience in developing revenue-generating programmes and partnerships</li> </ul>
Skills	<ul style="list-style-type: none"> <li>Strong copywriting and messaging skills, adaptable across different channels</li> <li>Excellent command of digital marketing tools and techniques including SEO, email marketing, analytics and social media</li> <li>Proficiency in CRM and marketing automation tools for segmentation, tracking and reporting</li> <li>Confidence in analysing performance data to optimise marketing and sales strategies</li> <li>Effective project management skills and ability to lead multiple concurrent initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Experience with graphic design and content creation tools (e.g. Canva, Adobe)</li> <li>Familiarity with CMS platforms such as WordPress</li> </ul>
Abilities	<ul style="list-style-type: none"> <li>Entrepreneurial and commercially minded, with a focus on innovation and impact</li> <li>Able to build a rapport and engage persuasively with a wide range of stakeholders</li> <li>Skilled in horizon scanning, with an ability to translate trends into actionable opportunities</li> <li>Comfortable working autonomously, while contributing effectively to cross-functional teams</li> <li>Excellent organisational skills with an ability to meet deadlines under pressure</li> </ul>	<ul style="list-style-type: none"> <li>Ability to contribute to strategic planning and organisational development</li> <li>Confident presenting at event or to decision-makers</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>Creative thinker with a solution-focused, can-do approach</li> <li>Passionate about BeyondAutism vision and values</li> <li>Ethical and person-centred in all communication and sales activity</li> <li>Open to ongoing professional learning and development</li> </ul>	<ul style="list-style-type: none"> <li>Ability to work under pressure and adapt to changing priorities.</li> <li>Ability to lead and inspire colleagues with innovative ideas.</li> </ul>

<b>SALARY SCALE:</b>	£39,890 - £41,286 depending on experience
<b>HOURS:</b>	37.5 hours per week
<b>LINE MANAGER:</b>	Head of Marketing and Communications
<b>LOCATION(S):</b>	Charity office (Roehampton, SW15 5LD) and other locations as required including our services (across London). Flexibility to work from home for part of the week
<b>PROBATIONARY PERIOD:</b>	Six months
<b>HOLIDAY:</b>	25 days plus bank holidays (rising a day with each year of service after 2 years to a cap of 28 days). Additionally there is a discretionary office closure between Christmas and New Year.
<b>HOW TO APPLY:</b>	<p>If you're interested in applying for the role, please send your CV and covering letter to <a href="mailto:recruitment@beyondautism.org.uk">recruitment@beyondautism.org.uk</a>.</p> <p>Your cover letter should include:</p> <ul style="list-style-type: none"> <li>• Why you are interested in applying for this role</li> <li>• How your skills/experience meet the requirements of the person specification</li> </ul> <p><b>If selected for interview you will be required to fill out a full application form for safer recruitment purposes.</b></p>

If you would like to know more or ask a question please email [recruitment@beyondautism.org.uk](mailto:recruitment@beyondautism.org.uk).

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.