



Campaigns and Community Lead

Full time
Bristol based

Contact: hello@tumelo.com

About Tumelo

Tumelo is a purpose-led financial technology company, providing **transparency and influence for investors who want to have impact with their money.**

We believe in a financial system that serves both people and planet. So, over the last year, we have been building a platform that creates value-aligned investments for people like us (environmentalists, feminists, tech enthusiasts...) and giving those people their right to a shareholder voice, meaning collectively we can influence change at companies we own.

We are an FCA authorised financial institution and are at our most exciting stage of development as our app goes live in the market. We are backed by incredible investors (angels and venture capitalists) and are now welcoming pro-active and enthusiastic individuals (engineers, community managers and product specialists) to our motivated and committed team in central Bristol.

Campaigns and Community Lead

What's the role?

This is an exceptional opportunity to design and implement campaigns that activate and support investors to change the world with their money.

As Tumelo's Campaigns and Community Lead you will design, develop and deliver strategies to: grow our userbase, mobilize activist investors and foster ongoing shareholder engagement.

In this role, you will be collaborating with Tumelo's Product Lead and CEO to focus on three key areas:

- 1. Investor-base Growth**

- You will design and implement growth strategies, giving investment transparency and a shareholder voice to hundreds of thousands of users.
- You'll use online and offline channels such as social media, content creation, email marketing, paid marketing, PR and events.
- You'll run and participate in ideation workshops to develop campaign ideas and strategies
- You'll carry out regular research to identify communication opportunities based on what's happening in the current news cycle, and execute rapid-response campaigns
- You'll position Tumelo as a pioneer in the industry, by identifying opportunities to showcase Tumelo and team (e.g. prizes, awards, speaking opportunities)

2. Campaigns to mobilize activist investors

- You will design and implement digital campaigns covering gender equality, social justice and environmental issues.
- Focused on movement-building and grass roots action, you will mobilize new and existing investors; encouraging them to take impactful actions as a group such as voting, signing petitions, writing letters and switching investment providers to create change at companies they invest in.
- You will forge effective partnerships with NGOs to amplify their campaigns, harness their supporters and campaigning power, and maximise joint impact.

3. Community Engagement

- You will design and implement a strategy to engage our growing community of investors on a recurring basis through on and offline channels, such as social media and email marketing, blogging, vlogging, influencer or ambassador schemes and community events.
- You will design and implement effective feedback mechanisms, so that the community have a voice in the development of Tumelo and can shape our community activities and campaigns
- You will be the internal and external voice of our brand; guiding our product teams by representing users internally and ensuring that user needs are prioritised in everything we do

Who you are

- We are looking for an exceptional individual who encapsulates our company values: Open hearts, ambition, bring the magic, long-term thinking & thoughtful listening.
- You are passionate, with high integrity, a hands-on attitude, and an entrepreneurial, problem-solving spirit.

- You flourish with the autonomy and independence.
- You have the flexible attitude required in a start-up environment, with the willingness to adapt your role and strategies to our needs as we grow.
- You have a demonstrable passion for social, environmental and/or governance issues.
- You are creative and curious, with a flair for marketing and good knowledge of current affairs.
- You are a strategic thinker, working to implement company vision, mission and values; setting over-arching goals and undertaking strategic analysis to meet campaign objectives.
- You can demonstrate that you are a talented writer, especially in email, social media and blogging formats, with the ability to convert complex issues into compelling, engaging copy.
- You are organised with a great attention to detail.
- You are quick to pick up digital tools and software. Currently we use MailChimp, Roadmunk, Discourse etc.
- You have the right to work in the UK

Desirable experience:

These are desirable rather than essential criteria. We welcome applications from people who do not have all the listed criteria but think they have what it takes and a willingness to learn by doing. When you apply, please make it clear which experiences you do and don't have.

- You have strong experience of this role's key work areas: community building, digital campaigning and partnership management, whether through agency work e.g. branding/PR, in-house strategy/communications or non-profit campaigning.
- You are a good project manager with the ability to juggle multiple responsibilities and prioritise between ongoing daily tasks, project-based work and emergent opportunities.
- You have demonstrable experience of creating and managing relationships with partner organisations, such as affiliate NGOs. Existing connections to relevant NGOs and possible partners would be a plus!
- You have experience leading and/or participating in ideation workshops to develop creative ideas for campaigns and content pieces, including long-term campaigns, digital experiences, short films and events.
- You have experience managing social media accounts and enjoy creating and delivering great content (including your personal account).
- You're confident managing large email lists (writing, staging, and sending email, including segmentation, testing, and reporting).
- You have experience planning and managing events – and have exciting ideas for events to build and engage the Tumelo community.

The Nitty Gritty

- Full time role
- As an early stage start-up, our team are highly committed and extremely passionate. There is a high level of trust that we're all giving 100%, so while we have some core meetings, hours can be flexible when required.
- Ideally, you'll be based with us in our central Bristol offices. That said, if you're great for this role then this point is negotiable, so don't let it stop you from applying. Either way, please make your circumstances clear in your initial application.
- Competitive salary: ~£35,000
- Company pension
- 25 days holiday plus bank holidays
- Generous company share options

How do we work?

We are a close-knit, open and honest team, working collaboratively. We are Bristol-based, by Temple Meads; work in an agile manner; and champion transparency both within our team and externally. We currently run two-week sprint cycles to maximise productivity of product development, including morning stand-ups, sprint planning sessions, demonstrations where we celebrate achievements and sprint retrospectives, where we analyse how the team performed over the previous cycle, focusing on how we can improve going forward.

We foster learning and development by working collaboratively and championing autonomy, and we make time to connect and reflect as a team through sprint retrospectives and monthly 'celebrate success' evenings including dinners, drinks, sport, board games... plus, for our first team retreat we are spending 3 days on a boat sailing in Scotland!

What is our recruitment process?

If Tumelo sounds like a bit of you and if you are excited to ride this rollercoaster alongside us, then please apply to hello@tumelo.com and include:

- An up-to-date CV
- A short cover letter explaining the life experience that makes you amazing; why you're good for us and especially why we're right for you

We'll read and reply to every application we receive.

Stage 2 is a chat over coffee/the phone then a 1.5 hour in-person interview where we'll cover culture and technical stuff plus introduce you to the rest of the team.

Applications open Monday 12th August, with appointment on a rolling basis and start date asap thereafter.

It takes all kinds. We are building a team that can conquer every challenge, speak every language, and understand every client. We have an ambitious mission to change the world so we will lead by example with a diverse and inclusive team that reflects the world we want to see.