

JOB DESCRIPTION

JOB TITLE:	Video & Marketing Guru
SERVICE:	FUNDA
PROJECT:	Physical Education, Children's Activity & Childcare
REPORTING TO:	Kieran Fletcher - Founder & Creative Director
SUPERVISORY RESPONSIBILITIES:	Creating & Editing The Ultimate Videos & Marketing Working In A Team With Our FUNDA Designers. Includes Social Media.
SALARY RANGE:	To Be Discussed/Confirmed

CONTEXT:

FUNDA Physical Education, Children's Activity & Childcare Provider is multi-award winning, Ofsted registered and officially recognised by Her Majesty The Queen.

FUNDA partners over 90 schools across the UK, our programmes reach out to millions of children, teachers, parents and educators worldwide.

FUNDA provide the ultimate, cost-effective physical activity based childcare. FUNDA is renowned for its education resources, services & programmes for children aged 4 to 11 years old.

'Our Mission Is To Make A Positive Difference To Children's Lives Every Day'

FUNDA reaches out to millions of children teaching and sharing the 'FUNDA WAY' philosophy and ethos to engage, inspire, motivate & empower ALL children to get and love being active at home, school and for life.

FUNDA design and create the ultimate, leading Physical Education Programmes, resources, products and merchandise supporting teachers, parents, childminders and home school educators worldwide.

The FUNDA Video & Marketing Guru will be responsible for producing high quality converting videos to support the growth of our child friendly brand.

***Shooting & Editing Video must be your passion/skill/biggest strength.**

All other areas of Marketing will and can be mentored on the job GROWING into the ultimate FUNDA Marketing Manager leading a team of Marketing Gurus to love and GROW the FUNDA brand.

This position is available for a passionate, enthusiastic individual only, who takes care and pride in their work, health, themselves and their life.

PURPOSE OF THE ROLE:

- To shoot video and edit in line with the FUNDA brand/ values & mission.
- To work closely with Kieran Fletcher the founder of FUNDA your marketing mentor.
- To improve and grow FUNDA's reach on all social media platforms.
- To capture on film, camera, in writing and develop ideas to capture the outstanding, creative impact & outcomes FUNDA achieves daily.
- To bring a bundle of energy, creativity and excitement to our FUNDA loving team.

GENERAL:

- To have excellent time management this is key and vital for this role.
- To be creative, energetic, enthusiastic, professional & LOVE the FUNDA brand.
- To become a leader, eventually growing & leading a Marketing team.
- To be an excellent organiser, planner & task manager.
- To bring fresh, exciting & viral ideas to the table.
- To work as a team and support FUNDA's vibrant, fun & energetic office.
- To understand & become familiar with basic video editing software.
- To strategically plan & map out a yearly, seasonal Marketing Plan.
- To plan all social media campaigns across all platforms available to FUNDA.
- To brainstorm/storyboard, create and design branded videos.
- To manage and prioritise tasks in a high performance, productive manner.
- To be present, ACTIVE, healthy, loving & caring – **NO MATTER WHAT!**
- To follow instruction, guidance & have the love for learning.
- To understand the basics of E-Commerce, website design & functionality.
- To have the love for on and offline marketing.
- To design leaflets, brochures & graphics working as a team with our FUNDA designers.
- To structure email & FUNDA branded marketing campaigns.
- To understand the basics of marketing.

Kieran Fletcher (Founder & Creative Director)

FUNDA

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