

DANIELLA BROOKES

Dear Emily and the ENNA team,

I am applying for the role of Marketing Manager at your organisation because as a neurodivergent woman operating in the field of Marketing, I believe my personal and professional experience can aid ENNA in long term growth that ensures your crucial services positively impact a multitude of neurodivergent individuals across the UK.

At present I am the Marketing and Communications Lead at Create Foundation, who I have been working intensely with to refine a re-engagement strategy and deliver a campaign to launch their new space in Brixton. My marketing career to date consists of working primarily with social enterprises, charities, and CIC's. Since freelancing I have actively designed as well as managed 4 brand activation and social action campaigns, provided business consulting services to 4 developing start ups, delivered on digital and physical marketing, and built strategies to support the strengthening of the connection between these organisations and their audiences in alignment with their theory of change.

When joining social enterprise DICE back in 2021 (initially as a volunteer) they had no marketing team and little knowledge on best marketing practices. Upon my departure we had successfully developed and established a digital strategy, elevated our creative branding, and curated 3 Marketing roles (which I was responsible for recruiting, training, and overseeing the management of). After speaking with a member of your team, Katy, I understand you need someone in this role who has the knowledge and vision required to identify weaknesses in your Marketing practices and transmute these into practical processes whilst bringing a flair of creativity. I have successfully done this more than once and am very excited by the prospect of bringing my skill set into a space that supports neurodivergent people because I have experienced first hand the challenges they face in the workplace.

In addition to my involvement with start-ups, I have worked with large corporations such as News UK, where I led a team in the role of project manager to design a campaign which supported their goal to diversify the media industry from the ground up. My well rounded experience means I can confidently represent an organisation whether pitching in large corporate settings, or liaising in humble environments with smaller start ups. I believe this skill is vital for the Marketing Manager role at ENNA because building and maintaining relationships will be a key factor in the success of the business.

Outside of the relevancy of my credentials, I felt after speaking with Katy that ENNA is a genuinely rewarding organisation to work for. She explained the open-mindedness and empathy towards neurodivergency that exists within the team, and a real drive to work together towards a shared goal. Having never worked somewhere that is as understanding and evolved on matters of neurodivergency as the team at ENNA, I truly believe that I would flourish under these working conditions and be a valuable addition to your team.

Thank you for taking the time to review my application. I hope the contents of this letter gives you enough insight into my competency to perform within this role, and look forward to hearing from you and liaising further with the team.

Kindest regards,

Daniella Brookes.