



# Marketing Executive Appointment Brief

## Marketing Executive

**If you want to change lives, call us - we want to hear from you!**

Become part of a dynamic charity, with a great mix of people committed to making a real difference for young people through a range of fun and challenging programmes and initiatives.

Action4Youth changes lives and creates better chances for young people by creating opportunities to discover their personal strengths and potential.

We work with young people from all backgrounds and all abilities to make a real difference to their futures.

We are a respected and dynamic charity based in Buckinghamshire and Milton Keynes but reaching young people across the wider south east region.

This is an opportunity for someone with a can do attitude and a strong desire to make things happen.

You will join a supportive, driven, committed team whose desire to achieve is matched by an intention to enjoy work on a day to day basis. You will be based in Aylesbury. You should expect to enjoy being part of a collaborative, loud and energetic organisation.

### **Our Mission**

To support all young people's growth towards fulfilling and responsible adult lives, Action4Youth develops physical, mental, spiritual, moral and cultural abilities which act as:

- A Springboard towards realising dreams
- A Safety Net for those at risk
- A Voice of influence from the young and for the young

In order to benefit as many young people as possible while maintaining Action4Youth's financial stability, we partner with those (government, schools, youth clubs, businesses, trusts and foundations and others) who share our mission.

## What we do

Action4Youth delivers various youth programmes including; the National Citizen Service (NCS), The Inspiration Programme (TIP), Breakout and an established mentoring programme.

Action4Youth takes the strategic lead for the voluntary organisations supporting children and young people aged 5 – 25 years across its area. It has around 75 organisations in membership and offers a range of essential support and services.

Our outdoor education centre, Caldecotte Xperience in Milton Keynes, creates opportunities for young people to have amazing, challenging, fun and sometimes transformational experiences. They learn what they can do rather than what they can't, building their confidence and self-belief.

The Junction in High Wycombe is open to all young people and offers a timetable of weekly activities, a space for socialising and leisure activities and crisis support clinics.

Action4Youth is the operating authority for Buckinghamshire, Milton Keynes and Northamptonshire for Open Awards Groups for the Duke of Edinburgh Award Scheme.

## Job Description

### Job Title

- Marketing Executive

### Location

- Aylesbury, Buckinghamshire

### Position in the Organisation

- Reports To: Marketing Manager
- Working With: The Action4Youth Staff Team

### Main Purpose and Scope of the Role

To assist the Development Team in these main activity areas:

- Marketing Activity – including all platforms: print, web and social media
- Event Management
- Desk Research and information gathering
- Promotion of all of Action4Youth’s programmes and activities
- Promote Action4Youth via PR

Salary Scale: points 12-18

### Duties and Key Responsibilities

- Work, as directed, to raise Action4Youth’s profile through all channels
- Support the implementation of the social media strategy working with colleagues to ensure maximum appropriate exposure and engagement
- Regularly review and update Action4Youth website for current content and advise where content needs updating or refreshing.
- Lead on PR activity ensuring effective and appropriate coverage
- Collation and preparation of all information required for range of print collateral
- Liaise with suppliers re: production of artworks and all print deadlines, and ensure appropriate timescales and budgets are adhered to.
- Collate, create and monitor google analytics data for websites
- Maintain picture library

- Assist with preparation and running of fundraising events
- Desk research and information for marketing activity
- Support, where required, of DofE and NCS teams in promoting the programmes in schools, including presence at parents' evenings etc

## General Responsibilities

- Support events and meetings when required.
- Support the continued development of quality standards as specified by Action4Youth.
- To have regard for the vision of Action4Youth and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.
- Administering own workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Attending relevant CPD training events in line with Performance Management appraisal.
- Undertaking responsibility, as part of the team, for all Health and Safety work related matters.
- Working within the guidelines of Action4Youth policies and procedures.

Person Specification: Marketing Executive	Essential (E) Desirable (D)	Demonstrated at: Application (A) Interview (I)
<b>Skills, Experience and Knowledge</b>		
A proven track record of developing and using digital technologies and social media as a tool for communication	E	I
Excellent design skills and ability to respond to a brief, with demonstrable examples	E	I
Extensive network of relevant media contacts including print, television and digital	E	I
Excellent verbal and written communication skills	E	A/I
A full driving licence and access to a Car	D	A/I
Experience of working in a charity	D	A/I
Ability to write accurate and engaging copy	D	I
Ability to share information, contribute opinion and receive constructive criticism	E	I
Ability to maintain accurate and up-to-date data and online records	E	I
Experience of managing databases and web content management systems	D	A/I
<b>Qualifications</b>		
Studying a related subject at degree level	D	A/I
<b>Personal Attributes</b>		
Excellent attention to detail	E	A/I
Good time management skills	E	I
Willing to be flexible with working hours	E	I

## To Apply

To apply for this role please send a copy of your CV and a covering letter explaining why you are applying for this position to [jan.knight@action4youth.org](mailto:jan.knight@action4youth.org)

If you would like an informal chat regarding the role please email Megan Boyce [megan.boyce@action4youth.org](mailto:megan.boyce@action4youth.org) or call 0300 003 2334

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[www.action4youth.org](http://www.action4youth.org)

Action4Youth is committed to safeguarding and protecting the young people that we work with. All our posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We have policies and procedures in place that promote safeguarding and safer working practices across the organisation.