



Marketing Executive Appointment Brief

Marketing Executive

Do you have a passion for marketing and want to make a real difference for young people?

We have an exciting opportunity to join our team. We're looking for an experienced Marketing Executive to take the reins of our marketing activity across multiple platforms including web, social media and e-comms.

This role will suit a pro-active and self-motivated person who has a proven track record of managing and developing marketing campaigns and implementing targeted and segmented communication for multiple touch points. You will be creative, driven and passionate about developing engaging marketing propositions that work across multi channels, organising events, and analysing trends to feed into future marketing.

This is a diverse and hands-on role, working as part of a small marketing team. You will work alongside the Marketing & Communications Manager and play an important part in creating and executing new strategies to help Action4 Youth promote its inspiring youth programmes. You'll see how our work makes a difference to young people's lives and help give them a voice.

Part time, permanent position 20hrs a week.
Salary £32 000 FTE

Working from Aylesbury with some remote working possible.

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 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, The 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 & Communications Manager
- Working With: The wider Action4Youth Staff Team

Main Purpose and Scope of the Role

To support the Marketing Team in these main activity areas:

- Support the implementation of effective marketing and communications across all platforms including print, web, social and e-comms.
- Work with the Marketing & Communications Manager to promote all Action4Youth's programmes and activities through creative and engaging content.

Duties and Key Responsibilities

- Support the implementation of the marketing and communications strategy by scheduling content to ensure maximum and appropriate exposure and engagement.
- Support our digital engagement to ensure we reach our target audiences with a diverse and integrated mix of content across our digital channels.
- Manage social media accounts, including scheduling, publishing, moderating, and responding to messages, comments, and reviews.
- Use scheduling tools such as Hootsuite and Later to plan content.
- Regularly review and update the Action4Youth website for current content to ensure it is accurate, secure and meets the needs of various user groups.
- Create and curate high-quality content, images, videos and infographics that align with our branding and voice by continually sourcing and developing the image library (photography and videography).

- Assist with the creation and distribution of marketing materials and liaise with suppliers re: production of artworks and printed materials to ensure items are delivered to timescales and on budget.
- Manage the Salesforce database for the marketing team to ensure data is cleansed and accurate in accordance with GDPR and regularly updating subscriber preferences.
- Provide data segmentation and manage the direct mail function to individuals, schools and businesses.
- Produce and circulate the monthly e-news.
- Keep an up to date and relevant bank of case studies to support media activity.
- Desk research and information gathering for effective planning and optimising marketing content.
- Support, where required, Action4Youth's teams in promoting the programmes in schools, including presence at events such as parents' evenings.
- Maintain up-to-date knowledge of digital developments and trends and technologies via industry news, relevant training and peer networks and share best practices and insights in order to drive ongoing improvements.
- Assist with the preparation and running of events to engage our key audiences and help to steward community involvement in mass participation events such as the Marathon and Xtreme.
- Assist in communications and donor engagement to facilitate the supporter journey and encourage future giving.

General Responsibilities

- 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.
- Manage your workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Working within the guidelines of Action4Youth policies and procedures
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.

Person Specification: Marketing Executive	Essential (E) Desirable (D)	Demonstrated: Application (A) Interview (I)
Skills, Experience and Knowledge		
At least 2 years' experience in a marketing function position (agency or client)	E	A/I
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
Experience of developing and delivering multimedia campaigns to multiple audiences	D	I
Excellent verbal and written communication skills with the ability to write accurate and engaging copy across multiple platforms.	E	A/I
Experience of working in a charity	D	A/I
Experienced in using scheduling tools such as Hootsuite and Later	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 through a CRM system and web content management systems	E	I
Qualifications		
Obtained or studying a related subject at degree level	E	A/I
Personal Attributes		
Excellent attention to detail	E	A/I
Good time management skills	E	I
Willing to be flexible with working hours	E	I
A full driving licence and access to a Car	E	A/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:
office@action4youth.org

If you would like an informal chat regarding the role, please call:
0300 003 2334

Action4Youth
5 Smeaton Close
Aylesbury
Buckinghamshire
HP19 8UN

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.

Telephone: 0300 003 2334
www.action4youth.org