

Job Description for Marketing Executive

Job title: Marketing Executive

Reporting to: Chief Executive Officer

Location: CRO, London

Contract type: Full time (5 days a week)

Holiday entitlement: 28 days, inclusive of public holidays

About Youth PWR

Youth PWR is a dynamic youth development and empowerment organisation consisting of **Youth PWR Charity** (YPC) and **Youth PWR Network** (YPN), both set up to work with communities to engage, inspire and educate young people with a central commitment to empower the youth for constructive engagement and empowerment for a sustainable future.

Through **Youth PWR Charity**, we provide social and recreational activities for young people, as well as providing skills development programmes that are beneficial to young people in order to upskill them; organising workshops and activities to raise awareness and tackle issues around various subject matters that are relevant and of interest to young people, such as mental health, youth violence & employability amongst others.

The **Youth PWR Network** focuses on empowering young lives by using the supply chain of its independent urban culture and lifestyle magazine, PWR, to provide young people employment and training opportunities. In the production stage, we offer young creatives the opportunity to develop their skills and gain valuable work experience to enhance their employability prospects. In the sales and distribution stage, we support vulnerable young people by offering them sales training to improve their access to employment, with the aim of equipping them with the tools they need to become successful sales professionals.

Driven by our values and behaviours, we are a high-performing, forward-thinking and solution-focused organisation. We value teamwork and actively seek other opinions to ensure we can deliver to the highest standard, as well as commit to reflecting upon our work to ensure a continual improvement culture. We welcome applications from individuals who are inspired by our values and behaviours.

Our vision is for a society where all young people are empowered to achieve their full potential and shape the future with power and confidence.

Scope and purpose of the role

This creative and fast-paced role is an excellent opportunity to showcase your marketing and communications experience whilst working across a range of areas within a youth and media organisation.

The Marketing Executive is a vital role within Youth PWR team, reporting to the CEO and Head of Brand & Marketing to deliver engaging marketing strategies and communications to a variety of audiences to drive the reach and influence of the organisation's work. The successful candidate will play a crucial part in shaping our messaging and raising awareness of our programmes and the difference they make to the lives of young people.

We are looking for an ambitious and self-driven marketing professional with an understanding and passion for youth sector and social impact, who can use their skills to engage with audience to promote our programmes, membership, events and activities, as well as with the public and other relevant audiences to raise awareness and boost support for our work across the organisation.

The Marketing Executive will be responsible for implementing our communications activity on several different fronts through a variety of channels including website, newsletters, social media and events, in line with our marketing and communications strategy. This will include generating content such as case studies, visual graphics and video, to be shared through both our owned and external channels. This will also include integrated communications campaigns with a focus on membership engagement alongside promoting our online and face-to-face events to current and new audiences and generating content that is informed and shaped by our youth community.

This is a fantastic opportunity for someone with excellent communication and organisational skills and a passion and understanding for the youth sector, who is looking for an exciting new challenge to demonstrate and develop their skills and gain a breadth of experience through impactful and rewarding projects in the charity sector and stakeholder engagement. We are looking for an agile worker, capable of absorbing key information quickly, as well as being confident in managing a wide-ranging workload to meet the multiplicity of projects and the high demand.

Specific duties and responsibilities

Digital communications

- Implement engaging multi-channel marketing and communications campaigns to raise the profile and reach of Youth PWR membership and activities (including email, web, social media, paid advertising, reciprocal advertising and event exhibition).
- Contribute to the development of Youth PWR's marketing and communications plan, with a focus on forward-planning, integrating all Youth PWR's activities and driving the strategic objectives of the charity and social enterprise.
- Write, design and issue monthly newsletters for both Youth PWR's members and subscribers, as well as writing dedicated emails for specific activities and events to segmented audiences.
- Work with the team to maintain Youth PWR's website including planning, creating, reviewing and regularly updating website with timely and interesting content that aligns with the organisation's brand.
- Support the delivery of a strategic social media presence for the organisation and its founder and undertake day-to-day management of Youth PWR's social media channels and communication tools.

Membership engagement and stakeholder communications

- Develop a strong knowledge of Youth PWR's activities, its membership base and the wider youth/charity sector.
- Plan and carry out day-to-day marketing and communications activities for Youth PWR's offering and activities, with an emphasis on member engagement, retention and recruitment.
- Develop and issue stakeholder communications, collaboratively coordinating key assets including messaging, collateral and visuals, for specific projects delivered by the organisation.
- Draft or support press releases and news stories.
- Manage and create engaging regular newsletter campaigns for the charity's multiple programmes and create analytics reports to improve future performance.

Content creation

- Write accurate, engaging and targeted copy for a range of audiences across a range of channels.
- Curate compelling organic social media content, including creating social media banners, photos, and videos using Canva.
- Support the design and production of marketing and communications materials (e.g. leaflets and digital flyers)

Monitoring and evaluation

- Assist the evaluation of the organisation's communications activities, recording and reporting on key analytics to internal and external stakeholders to demonstrate impact.
- Use insights from website, newsletter and social analytics to optimise our digital communications and build audience engagement.

Events

- Support the planning and coordination of organisational events to promote the organisation.
- Promote Youth PWR's events through our newsletters and social media channels.
- Attend Youth PWR's events to coordinate on-site marketing
- Represent Youth PWR at external events to promote Youth PWR, which may involve national travel and occasional weekend working.

Operational support

- Support the production of the social enterprise's magazine, *PWR*, including contributing with content, and liaising with corporate members on advertisements, distribution and promotion.
- Contribute to internal and external meetings on knowledge of communications and Youth PWR's activities, providing accurate and timely minutes when needed.

Collaboration

- Be a proactive and hands-on member of a small team, contributing to other communications projects and liaising closely with colleagues across the team to ensure our activities are communicated in an accurate and engaging manner.

Other responsibilities

- Embed the principles of Youth PWR's Diversity & Inclusion framework in our communications and in interactions with the staff, members, stakeholders etc.
- Undertake any other reasonable duties which may arise occasionally, and which are commensurate with

the general level of the post and as requested by the CEO and Head of Brand & Marketing.

Person specification

Essential

- Minimum one year's experience in a marketing and communications / public relations / digital role and understanding of branding.
- Strong level of IT literacy.
- Awareness of marketing and communications principles and how to apply them to meet objectives.
- Ability to communicate complex ideas in an accessible and clear manner through a variety of formats.
- An articulate and confident communicator with strong written communication skills and a rigorous attention to detail.
- Familiarity with and use of social media, and with digital content making tools. Experience with email marketing software.
- Experience of client relationship management databases.
- Experience of video editing.
- Experience in working with design packages.
- Strong interpersonal skills, with ability to build relationships across organisation and with other stakeholders.
- Strong organisational and administrative skills including excellent attention to detail and effective time management skills, with ability to cope with a full and varied workload, prioritise and work to deadlines.
- Positive and collaborative attitude across all aspects of work.
- Willing to 'go the extra mile' to help others and themselves achieve goals, taking initiative as part of a small team.
- Willingness to travel in UK.

Desirable

- Educated to degree level or equivalent.
- Relevant experience in a similar role.
- Passion for supporting young people in realising their potential.
- Project management skills.
- Exceptional customer service.
- Willingness to work some weekends, if necessary, with time off in lieu.

Other

- A "can-do" attitude and creative approach to a limited marketing budget.
- Kind, calm and patient when dealing with a range of internal and external stakeholders at all levels.
- Demonstrates sensitivity and possesses the ability to manage effectively the organisational tensions that sometimes develop between all stakeholders involved in the organisation and delivery of its work.
- Team Player: works collaboratively and flexibly to achieve outcomes and is keen to add value to the organisation's culture and ethos.