

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Campaign Lead (50 th Anniversary)	PAY BAND:
FUNCTION:	Fundraising, Brand and Marketing	Support Delivering
THE TEAM:	The Brand and Marketing team builds our brand and inspires audiences to act with us. The team includes fundraising marketing, youth marketing, brand, content and creative services, individual giving, legacy giving, celebrity ambassadors and events.	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team












WHERE YOU WILL FIT

Director of Brand and Marketing	Senior Head of Marketing	Head of Fundraising Marketing	Campaign Lead
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

In 2026, The King's Trust turns 50. You will be responsible for planning and delivering our 50th Anniversary Campaign, supporting the organisation with initiatives that resonate with all our audiences. You will work with stakeholder's groups from across the organisation to deliver on a mix of objectives including fundraising, brand awareness, delivery and youth and supporter engagement and acquisition, to help us deliver our mission of supporting young people to transform their lives.

WHAT WILL YOU DO?

-  Lead and project manage The Trust's 50th Anniversary Campaign as we plan to activate across 2026.
-  Develop and curate a coherent programme of events and activities across 2026 that engage audiences and build our brand in line with objectives.
-  Plan and document integrated campaign messaging, content and timing across audiences and channels.
-  Champion the 50th anniversary internally and be a key spokesperson for the campaign, coordinating stakeholders across functions & the King's Trust Group.
-  Set roadmaps for deliverable, manage budgets and forecasts, communicate milestones, and lead the campaign evaluation in early 2027 to capture impact and learnings.
-  Guide the organisation to ensure campaign objectives are being met through planned activations, ensuring consistency of messaging and branding.
-  Work with external partners/suppliers such as design agencies or market researchers, to coordinate their input and ensure project timelines are upheld.
-  Establish and run effective project governance and processes including documenting scope, timely status reporting, financial tracking, and risk management.
-  Assess and put forward recommendations for the most effective use of any budget to achieve campaign goals.
-  Coordinate interdependencies and sequencing across complex, varied workstreams, incorporating our EDI ambitions.
-  Actively contribute to an equitable, diverse and inclusive workplace.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Ability to effectively project manage a multi-faceted campaign, using the relevant tools and software.	Project management skills will be essential to success in this role. Being able to use relevant tools to keep track of the project will be key to communicate the direction and status of the project internally.
Ability to digest, summarise and simplify complex sets of information, working with multiple senior internal and external stakeholders.	We need someone to help us cut through complexity to identify priorities and communicate this to multiple stakeholders, working with the timeline leading up to our 50th anniversary in 2026.
Excellent presentation, written and verbal communication skills, including creative copywriting, accurate punctuation and proof-reading skills.	This project impacts the whole organisation - you will need to effectively convey ideas and summarise priorities.
Resilience and ability to respond and adapt to changing circumstances when needed.	We will need to manage any setbacks
Experience	Why do we need this?
Experience managing multi-media, multi-channel, high-profile campaigns, primarily working with third parties including agencies and corporate partners.	This activity is a key part of our Funding Strategy and plans to grow our brand reach, acquire new audiences (both supporters and young people).
Experience translating business goals into integrated campaign and channel plans for different audiences	To make smart decisions on resource allocation and ultimately get the most impact from the 50th year for a set of business objectives
Creative, diplomatic and enthusiastic, with a practical approach to problem-solving.	You will be able to interpret briefs and come up with creative solutions in a timely manner.
"Detailed understanding of the full marketing communication mix and content production, including appropriate media to reach different audiences.	To meet The Trust's objectives, you will need to understand routes to market and how to tailor a marketing mix to make the right strategic and tactical decisions.






WE WOULD LOVE IT IF YOU COULD DO THIS

Skills and Knowledge	Why do we need this?
Experience of using brand toolkits and successful brand activation that is in line with guidelines.	Our brand is one of our strongest assets. When used correctly, it can improve perceptions and recall of our work and we need to respect partner brands.
Experience	Why do we need this?
Experience of developing audience insight and translating this data and insight into successful marketing strategies and executions.	Data is a key part of all marketing plans and evaluation. Being able to construct and use data is a powerful way to improve our campaigns.
Experience working in or alongside different types of fundraising - particularly philanthropic, Individual Giving, corporate	The experience, skills and knowledge gained from working in a similar role could enhance our output during our 2026 anniversary year, and beyond.
Experience working with Communication functions to engage staff and volunteers.	This campaign cuts across every part of The Trust, with our staff and volunteers being some of our most valuable advocates for our work.
Experience working with limited budgets to generate earned and social media coverage.	The Trust would like to leverage opportunities around our 50th to help us reach new audiences, and those we have supported but lost touch with to reignite their interest in our work and support for young people.
Experience managing campaigns and activations using ambassadors and media.	The Trust is lucky to have a raft of Goodwill Ambassadors and Influencers who support and advocate for our work. In our 50th year, they will play a key role in helping amplify our mission.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 <p>Inspiring We lead by example</p>	 <p>Approachable We are open minded and value diversity</p>	 <p>Empowering We enable positive change</p>	 <p>Non-Judgemental We focus on the potential, not the past</p>	 <p>Passionate We are absolutely committed to supporting young people</p>
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Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change</p>	<p>You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.