

# Recruitment Pack

# Digital Marketing

# Executive





## About the role

Thank you for your interest in this exciting role.

Having launched our new identity as the Leadership Skills Foundation (previously Sports Leaders UK) in 2023 –alongside a new 5-year ‘Evolve’ strategy – the Marketing and Communications department has been at the heart of establishing our new brand.

Looking ahead, with new programmes and partnerships emerging, the Digital Marketing Executive role will now play a significant part in helping us expand the network of centres delivering Leadership Skills Foundation programmes and broaden the audiences we reach.

Over the next few years, we aim to create an adaptable leadership skill offer that will increase our reach to more young people and fully establishing the Leadership Skills Foundation as the trusted voice for leadership skills development.

You will provide an invaluable skillset that supports the department and wider organisation to analyse and improve our levels of reach and engagement across our digital marketing platforms. You will provide insight and understanding of where our digital presence can be enhanced and yield results by supporting the implementation of these recommendations.

You will also be a brand ambassador and ensure that our centres’ and potential customers receive the highest standard of initial engagement through our social media platforms, both through proactive content development and reactive interactions.

This role will require someone with the ability to engage and inspire our customers, with strong and effective communication skills. You will need to be comfortable working collaboratively as well as independently and want to pro-actively lead on making a positive impact on our levels and depth of engagement with customers through our digital presence. You will also have robust analytical skills and be able to translate quantitative data into actionable improvements.

We look forward to receiving your application.

**Victoria Anderson-Adair**

**Head of Marketing and Communications**

# About the Leadership Skills Foundation

Our vision is for everyone to be empowered to shape their future and lead their communities.

With a 40+ year heritage, the Leadership Skills Foundation exists to help young people build the confidence to believe, the qualities to lead and the skills to succeed.

Working with close to 100,000 young people every year across 2,500 delivery centres (schools, colleges and community organisations), our programmes deliver millions of hours of learning and peer-to-peer volunteering. We provide an empowering environment and learning frameworks where everyone is empowered to shape their futures and lead their communities.

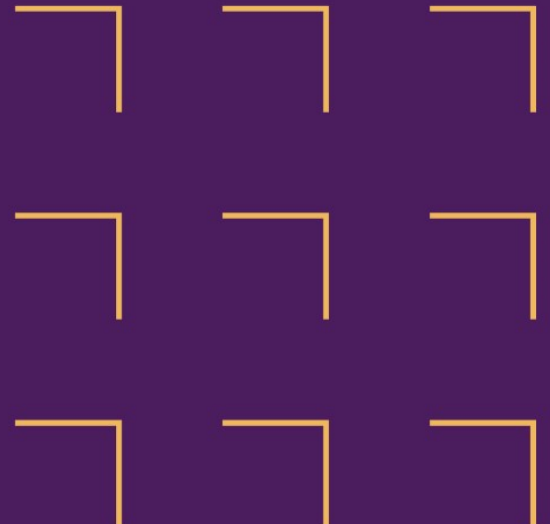
**97% of centre staff believe Leadership Skills Foundation programmes provide young people with the skills to succeed.**

As an awarding organisation, all our programmes are accredited in line with regulatory conditions, ensuring learners achieve meaningful and recognised qualifications and awards. Our programmes equip learners with employability skills for life (communication, problem solving, teamwork, self-belief, self-management) improving motivation, self-esteem and confidence.

**90% of learners said that our programmes develop important skills for their futures.**

We want young people to possess the skills, knowledge and resilience needed to face the world with confidence and optimism. By enabling organisations to deliver carefully considered leadership programmes, we help shape future generations.

**Over two-thirds of businesses believe young people are not effectively prepared for work when they leave school (British Chamber of Commerce).**



# Our values

## **We are better together**

Together, we do great things. Collaboration, belonging and individuality aren't just buzzwords to us; they're deeply held commitments in the way we work. As we solve problems together, we make sure everyone feels listened to and valued.

## **We are guided by goals**

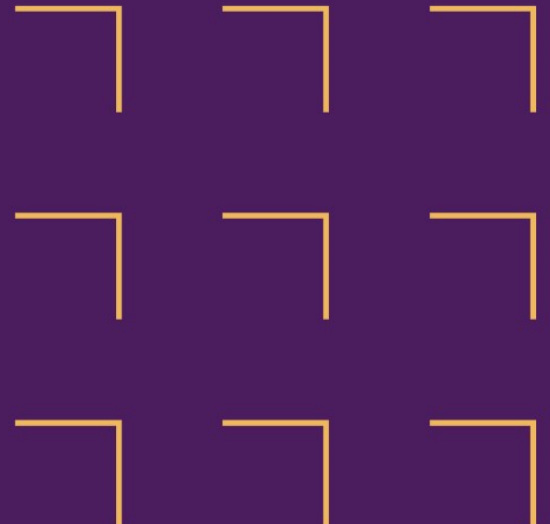
Every initiative we developed is guided by clear aims. From giving young people the confidence to achieve, to bringing major change to communities, all our goals are significant and focused on improvement.

## **We evolve and innovate**

As the world changes, so do the opportunities and challenges of the people we support. As different times call for different skills, we are brave enough to be different and to innovate to be fit for the future.

## **We have pride in our programmes**

We never forget how valuable everyone's future is. That's why we go above and beyond to deliver high-quality trustworthy and regulated programmes.



# What you can expect from us

There are numerous benefits that are available to you as a member of Leadership Skills Foundation.

In addition to working for an organisation that is forward thinking with a clear commitment to your wellbeing, we also offer an array of both contractual and non-contractual benefits as outlined below.

## **Contractual benefits:**

- Standard 36 hour working week.
- 25 days annual leave rising to 30 days per year after completion of five years' service.
- Automatic enrolment into NEST Pension scheme after three months, with the option to join group personal pension plan with matched contributions up to five percent following successful completion of probationary period.
- Agile/flexible working.
- Home working.

## **Non-contractual benefits:**

- Discretionary extended Christmas break.
- Vitality Health Care Plan following successful completion of probationary period – with the option to add family/significant others at reduced rate.
- Meaningful and regular one-to-one system as part of a structured personal development process.
- Cycle to work scheme.
- Sight test and eyewear financial support.

# Role details



**Role title:** Digital Marketing Executive  
**Reports to:** Head of Marketing and Communications  
**Salary:** £24.5-26.5,000 per annum (pro rata)  
**Contract:** Permanent  
**Location:** Home based with some travel to other locations when required  
**Hours:** 22 hours – we are flexible in how this is spread across the working week, although Monday – Friday would be preferable.

## Role summary

### Main duties and responsibilities

1. Provide consistent and frequent reporting (campaign, programme, monthly, annual) for use by the Marketing and Communications (MarComms) department and wider organisation.
2. Provide analysis and recommendations using reporting to aid operational decision making.
3. Ensure Google Analytics for the organisation's website is optimised in terms of setup and reporting.
4. Support partner stakeholders with reporting needs as required.
5. Develop, maintain and improve Google Ad campaigns.
6. Support keyword research and analysis.
7. Conduct regular website audits to support SEO.
8. Develop and schedule relevant and engaging content for the organisation's social media channels that resonates with the organisation's various audiences.
9. Develop and schedule content for the organisation's social media channels that amplifies keys messages and supports new business and retention activities.
10. Ensure the organisation interacts and engages with external stakeholders through its social media channels.
11. Be aware of and advise on changes to social media platforms that could affect the activities of the MarComms department or the effectiveness of campaigns.
12. Maintain, develop and provide regular guidance for staff on social media usage in relation to the organisation's aims.
13. Contribute and advise on updates to the organisation's social media strategy and/or plans.

## Key Relationships

### Internal

- Head of Marketing & Communications (line manager)
- Content Manager

- Marketing & Communications Executive
- All staff that require digital MarComms support with their work, including but not limited to the Business Development team, the Innovation team, the Standards team, and Market Development.

### **External**

- All visitors to the organisation's social media platforms.
- Partners.



## **Skills, experience and knowledge**

### **Essential**

- Experience of reporting and analysing data using Google Analytics (E)
- Experience of Google Ads (E)
- Experience of managing social media accounts (X, LinkedIn and Facebook in particular) (E)
- Content creation experience (E)
- Experience of working with a CMS (E)
- Proficient in using Canva (E)

### **Desirable**

- Experience of using email marketing software and/or CRM system (D)

### **Personal qualities**

- Extremely organised.
- Able to analyse and make recommendations using multiple data sources.
- A good eye for detail and a desire to take responsibility, through resolution, for issues and concerns generated by both internal and external stakeholders.
- The ability to work quickly and efficiently.
- Self-motivated and able to work autonomously
- Customer focused
- Effective and confident communicator
- Proactive in approach and able to work on own initiative both collaboratively and independently.
- Adaptable to operational requirements and willing to learn.

# Recruitment timetable

**Closing date for applications:** 17:00, Monday 27 January 2025

**Interviews to be held:** Tuesday, 4 February / Wednesday, 5 February / Thursday, 6 February (via MS Teams)

**Start date:** ASAP

## To Apply

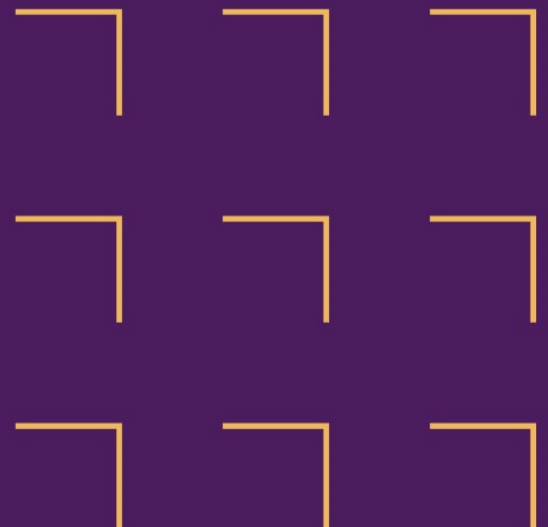
We look forward to your application for the role. To apply, please click on the link below and answer a few questions about the role and attach an updated CV.

Applications no later than 17:00 on Monday, 27 January 2025.

**[DIRECTLY APPLY HERE](#)**

### Further information

Further information If you would like to discuss the role further, please email [vaa@leadershipskillsfoundation.org](mailto:vaa@leadershipskillsfoundation.org)







**Believe. Lead. Succeed.**

