



Recruitment Pack

Digital Marketing Lead

Oct 2026



Welcome

Thank you for your interest in joining Young Citizens. We hope this job pack gives you a sense of who we are, what we're working towards and the exciting opportunity this role represents.

At Young Citizens, we believe that Britain's future depends on equipping the next generation with the skills, knowledge and confidence to participate actively in society. Through our programmes, we work with schools, teachers and young people across the UK to help create a generation of active, engaged and informed citizens. With democracy under pressure from many directions, our work has never been more important.

This is an exciting time to join our team as we begin an ambitious three-year strategy to grow our reach and scale our impact. This role sits at the heart of that work: developing compelling campaigns and content that inspire teachers to engage with our work, building the systems that track what's working, and ensuring our story reaches educators across the country.

As a national organisation with a small central team, you'll have the opportunity to make a visible impact, take ownership and contribute ideas, while developing your skills and building your career in the social impact sector.

You will get a sense in this job pack what is important to us and what we will want to know about you if you choose to apply. If you are ready to take a step in your career to lead a communications function in a growing charity, with skills in complex, strategic and ambitious engagement campaigns, this could be your ideal next role.

If you share our passion for our mission and are excited to help us shape our next chapter, we'd love to hear from you.



Ashley Hodges

Chief Executive

About Young Citizens

Young Citizens is a national citizenship education charity with nearly 40 years experience inspiring active citizenship. We deliver well-loved programmes across all UK nations – including Mock Trials, The Big Democracy Lesson and the Make a Difference Challenge – connecting young people with citizenship education through legal initiatives, social action challenges and workshops.

As curriculum and policy change accelerates, including Votes for 16 reshaping how young people engage in civic life – we're focused on ensuring active citizenship sits at the heart of how the next generation is prepared to participate in and protect a thriving democracy.

Our Values

We work as a charity, team and as individuals to be:

- **Mission-led:** we go where we can create the most impact for young people, schools and communities
- **Trusted:** we cultivate reliability, expertise and insights that create confidence
- **Ambitious:** we push ourselves to develop and deliver for those we serve

- **Collaborative:** we know how and when to connect with others to amplify our impact



Visit youngcitizens.org.uk to learn more about our work.

The opportunity

This is a great opportunity for someone who enjoys delivering digital marketing campaigns, managing email workflows and driving measurable engagement. You'll help us share the impact of our work and reach thousands of teachers across the UK.

As Digital Marketing Lead, you'll develop campaigns, create engaging content and use insight to improve how we reach and engage educators. As the charity's key marketing and communications specialist, you'll have the opportunity to contribute across a range of areas, from digital campaigns and content creation to branding, PR and events.

You're joining during an exciting, delivery-focused period, with the opportunity to make an immediate impact on campaigns that matter.

What you'll bring:

- **Strategic thinking and creativity** – understanding what motivates different audiences and how communications can drive engagement and action.
- **Initiative and curiosity** – asking questions, sourcing information independently, and spotting opportunities to improve how we communicate.
- **Strong marketing project management** – able to plan and coordinate activity, manage competing priorities, and help deliver campaigns effectively.
- **Confidence in high-pressure periods** – ready to deliver during busy campaign windows ensuring we meet targets and work remains high quality.
- **Comfort with data and systems** – confident using CRM platforms, analytics and audience insights to inform better decisions.
- **Versatility and ownership** – willing to turn your hand to a range of communications activities and take responsibility for producing high-quality work.

What you'll help build:

- **Audience journeys** – shaping how teachers discover, engage with and participate in our national campaigns and membership offer.
- **Engaging content and storytelling** – creating social media content, website copy, email campaigns, graphics and video that bring our impact to life.
- **Systems and insight** – improving data quality, ensuring information flows effectively through Salesforce, and using analytics to strengthen performance.
- **Press and media opportunities** – developing PR content, pitching stories and helping grow our profile through media engagement.
- **Strategic improvements** – identifying opportunities to strengthen our communications, recommending solutions and driving continuous improvement.
- **Reach, engagement and impact** – helping us connect with more teachers and schools through effective, audience-focused communications.

What you'll gain

- The chance to see your work make a visible impact at a national level.
- Real ownership and the opportunity to shape how we communicate with teachers and schools.
- Insight into how a small national charity operates, grows and makes strategic decisions.
- Opportunities to meet partners, represent Young Citizens and build your professional network.

Role purpose and scope

The purpose of this role is to develop and deliver communications that help teachers, partners and stakeholders understand and engage with our work.

You'll create campaigns, content and audience journeys across email, social media, websites and other digital channels, using audience insight and data to improve engagement and participation. Working across our programmes, you'll take ownership of communications activity, identify opportunities for improvement and help us reach more schools nationally.

Your key responsibilities

Campaign Development & Content Creation

- *Design and execute email marketing campaigns (direct and newsletters) and user journeys using Spotler, building automated workflows and testing approaches to maximize schools' engagement and participation*
- *Create engaging content across multiple channels: social media posts, website copy, email campaigns, blogs, graphics, and video – all designed to resonate with educators*
- *Develop supporting communications for established programmes (Mock Trials), growing initiatives (Make a Difference Challenge) and new pilots, ensuring consistent and strategic messaging*
- *Source stories, case studies, imagery and ideas from staff, teachers, partners and programme participants to bring our impact to life*
- *Manage campaign timelines, budgets and coordination across channels. Own the execution schedule, track deliverables and manage stakeholder communication*

Systems, Data & Digital

- *Collaborate with the Data Administrator on audience segmentation and data quality. Own the operational execution: building segments, managing lists and ensuring data accuracy*
- *Own Spotler administration for campaign execution: building workflows, managing templates, setting up automations, A/B testing and optimizing send times*
- *Analyse insights from Google Analytics and CRM data to identify what's working, segment audiences and recommend improvements*
- *Own campaign landing pages and website content strategy, working with technical partners on integration with email workflows and lead capture*
- *Support the development of reporting and dashboards that help teams understand impact and track progress*

Press, Partnership & Strategic Development

- *Support external communications and partnership updates as needed, but this is not a primary focus of the role*
- *Present campaign analytics and insights to team stakeholders, recommending optimizations based on data and identifying new digital marketing opportunities*
- *Collaborate with programme teams, partnerships and senior management to ensure communications are integrated into planning and support campaign success*
- *Contribute to the annual communications plan and strategy, drawing on data and frontline insight*
- *Provide updates, reports and recommendations on communication activity and performance*

Contributing to the wider charity:

- *Attend and support occasional events, including some evenings and weekends.*
- *Contributing flexibly across the organisation during busy periods, taking ownership of additional tasks and projects as required.*
- *Collaborate proactively with colleagues across the charity to support organisational priorities.*
- *Uphold our values and contribute positively to team culture.*

Who we're looking for

We're looking for someone with experience in communications, marketing, media or PR who has worked in a similar role, creates high-quality content and can manage multiple projects and priorities.

You don't need experience in education or the charity sector.

This role is ideal for someone who enjoys delivering digital campaigns, engaging audiences, solving problems and driving projects forward independently. We're looking for someone who is proactive, curious and eager to learn.

This job is for you if:

- You understand what motivates audiences and how to create content that drives action.
- You thrive in busy, delivery-focused environments and can manage competing priorities.
- You're a strong writer and creative thinker with excellent attention to detail.
- You're comfortable using CRM systems, analytics and audience insights.
- You have experience managing email marketing platforms and digital campaigns.
- You're proactive, collaborative and solutions-focused.

- You understand the importance of safeguarding, privacy and responsible communications, or willing to develop this.



Your progression

We trust our staff to bring good judgement, take ownership and contribute ideas from day one. You'll be supported to succeed, while being encouraged to think independently, solve problems and drive continuous improvement.

This role offers the opportunity to develop broad expertise across digital marketing, communications strategy, audience insight, CRM systems and campaign optimisation, while playing a meaningful role in helping us engage teachers and schools nationally.

Within 3 months, you'll be:

- Taking ownership of communications activity from day one, delivering real campaigns and content with support and feedback to help you succeed.
- Developing a strong understanding of our programmes, audiences and what drives teacher engagement.
- Confidently using Spotler and Salesforce to manage campaigns, audiences and reporting.
- Owning email campaigns from planning through to launch, reporting and optimisation.
- Creating effective content and identifying opportunities to improve our communications.

Within 6 months, you'll be:

- Managing multiple campaigns independently, coordinating stakeholders, balancing priorities and delivering activity on schedule.
- Analysing campaign performance and identifying opportunities to improve engagement, conversion and reach.
- Leading the execution of digital marketing campaigns that deliver measurable participation from schools and teachers.
- Using data, audience insights and feedback to recommend improvements to communications, journeys and campaign strategy.
- Presenting campaign performance, insights and recommendations to colleagues and senior leaders.

From 1 year onwards, you'll be:

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- Taking greater ownership of communications and schools engagement strategy across our key programmes.
- Leading the development and optimisation of audience journeys, campaigns and marketing systems.
- Managing high-profile stakeholders, media opportunities and external engagement activity.
- Acting as a trusted advisor on communications, bringing insight, ideas and strategic recommendations to the organisation.
- Growing your professional network and expertise through engagement with schools, partners and sector stakeholders.

Key Information

Contract: Full-time (37.5 hours per week), permanent.

Salary: £30,000 per annum, depending on experience.

Hours: 9.00am to 5.30pm. Occasional evening and weekend work will be required during campaign periods (primarily January-March and September-November).

Reporting and relationships: Reporting to a Senior Manager, you'll work closely with Programme Delivery, Operations and Partnerships teams.

Location: Hybrid. Based in our London office (St Paul's, EC4M 7BQ) with a minimum of two office days per week, increasing during campaign periods if required.

Benefits: In addition to joining a friendly, committed and supportive staff team, Young Citizens offers a generous employee benefits package including:

- enhanced employer pension contribution
- 28 days annual leave plus eight Bank Holidays
- paid volunteering leave
- employee assistance programme
- enhanced sickness and maternity policies
- hybrid and flexible working options
- season ticket loan
- an opportunity to make a real difference to help children and young people benefit from quality, inspiring citizenship education!

How to apply

Before applying please note:

- Only applications with the covering note questions (below) will be reviewed.
- All roles require commitment to regular London office attendance (minimum 2 days per week) and availability during campaign delivery periods
- Young Citizens welcomes applications from all qualified candidates regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, religion or belief, sex, or sexual orientation
- We are committed to safeguarding and promoting the welfare of children and young people, and expect all staff and volunteers to share this commitment

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- Offers of employment are subject to satisfactory references and a DBS check
- Candidates must have the existing right to work in the UK

Please submit your most recent CV and a cover letter answering the questions below via Charity Jobs:

1. **Describe a time you used data, analytics, a CRM or another marketing system to improve a campaign, process or communication activity. What insight did you identify, what action did you take, and what changed as a result? (Max. 400 words)**
2. **Please provide an example of communications work you have contributed to (such as email campaigns, social media content, websites, PR activity, video content or other marketing materials). For the example, briefly explain your role and the objective of the work. (Max. 200 words)**

If platform restrictions prevent you from uploading a separate document or if you exceed text box limits, please include your application question responses at the beginning of your CV, followed by your CV content.

Closing date: Saturday 31 October, 11pm

Interviews: 1st round virtual calls will be held w/c 2nd November. 2nd round in person interviews will be held w/c 9th November.

Start date: ASAP

Questions?

Please get in touch with RecruitmentHR@youngcitizens.org and specifically mention the role you are applying for in the subject e.g. **'Digital Marketing Lead – Oct 2026'**

