

Job Description

JOB TITLE: Director of Marketing, Communications and External Affairs

LOCATION: London, UK, with 2-3 days per week in office

PAY BAND London Salary Scale: £80,000 pa

RESPONSIBLE TO: Chief Executive Officer

RESPONSIBLE FOR: A team of four, of which two are direct reports. Freelancers and specialist agencies as and when required.

About King's Trust International

Founded by HM The King, our Royal Founding President, to tackle the global crisis of youth unemployment, King's Trust International (formerly Prince's Trust International) has been supporting young people worldwide since 2015.

Our **vision** is that every young person should have the chance to succeed.

Our **mission** is to empower young people to learn, work and thrive.

Our programmes and interventions are now present in 20 countries within the Commonwealth and beyond, across Asia, Africa, Caribbean and the Americas, the Middle East and Europe.

We are committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of our work. This complements global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education and decent work.

King's Trust International is committed to representing, at all levels, the global communities, and young people that we serve. We seek to work to the highest quality standards and to ensure the health and safety of all the young people we work with as well as the well-being of our colleagues and partners.

Ways of working

King's Trust International works with local partners around the world to deliver education, employment and enterprise programmes that empower young people to learn, work and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes, supporting young people to build their own futures.

We work with a mixture of governments, NGOs, and corporate partners and employers on our programmes and are increasingly thinking about how we can support the creation of green jobs to help deliver the low carbon transition.

See our website for details of our programmes and case studies celebrating some of the amazing achievements of a selection of young people: [Home | The King's Trust International \(kingstrustinternational.org\)](https://www.kingstrustinternational.org)

Purpose of the Role

The Director of Marketing, Communications and External Affairs will work closely with key stakeholders within King's Trust International (KTI) and The King's Trust Group (KTG) to enhance the brand, and protect the reputation of KTI and KTG by developing an external affairs strategy that will incorporate: quality and impactful communications projects which engage existing, and new, audiences while amplifying the voice of youth; a schedule of marketing activities and materials to raise the profile of our global work; coordination of events during major calendar moments; and the establishment of a network of International and Youth Ambassadors. In addition, the postholder will ensure our brand and communications are culturally tailored and inclusive. This is a significant leadership role and the postholder will have the opportunity and potential to make a real impact and contribute to King's Trust International and The King's Trust Group.

Budget

Responsible for a budget of £450,000 including salaries.

Key Relationships

The Marketing, Communications and External Affairs team currently has four team members: Head of Marketing and International Communications Manager who are directly managed by the Director of Marketing, Communications and External Affairs, a Marketing and Events Manager and a Digital Marketing Executive. Communication freelancers and specialist agencies are occasionally contracted for various events managed by the Director of Marketing, Communications and External Affairs as required within budgetary constraints.

The postholder will also work closely with:

- The CEO
- The Senior Leadership Team (SLT)
- KTI Board of Trustees
- Colleagues at The King's Trust Group including the Chief Operating Officer
- Buckingham Palace
- KTI Programmes and Fundraising teams
- Colleagues at The Prince's / King's Trust UK, King's Trust Australia, King's Trust Canada, King's Trust Aotearoa and King's Trust USA.

Key Areas of Responsibility

Strategy

1. Develop a marketing, communications and external affairs strategy which incorporates impactful communications campaigns and projects, quality marketing activities and materials, strong media relations and diversified use of channels, and coordination of events at major calendar moments. The strategy should aim to enhance the brand, and protect the reputation, of King's Trust International ("KTI") and The King's Trust Group ("KTG").

2. Manage the communications budget effectively, including staff and non-staff costs. Ensuring procurement guidelines are met and spend is value drive. Ensure the Managed Services Agreement with KTG is fulfilled and that staff time is properly monitored.
3. To engage directly with the Royal Household's communications team, where appropriate, on specific opportunities of mutual interest. Build relationships with these colleagues and develop a specific mutually reinforcing strategy.

King's Trust International

4. Leading on communications for KTI through the design and delivery of global and regional communications strategies, increased press communications activity, and overseeing the growth of KTI's digital channels. To identify stories and opportunities to advance the positioning of KTI as a leading global youth charity.
5. Oversee KTI's marketing activities to create a distinctive global brand including creating high-quality case studies, delivering major annual reports such as the KTI Annual Report and Impact Report, and producing engaging materials for each region and programme.
6. Develop an engagement strategy of international, government and sector stakeholders to enhance KTI's reputation as a leading organisation in the international youth sector. Represent the organisation at events and policy fora, engaging external organisations, practitioners and thinkers on youth issues in the UK and overseas.
7. Lead and oversee the establishment of (1) a network of International Ambassadors to enhance the reach of KTI, and (2) a global youth alumni network to ensure that young people remain engaged with KTI and integrate youth voice into our work.

King's Trust Group

8. Lead the King's Trust Group Communications Network, providing leadership support and guidance to Communications colleagues. Ensure our brand and communications are culturally tailored and inclusive. Leadership of Group crisis comms and escalation management. Build a productive working relationship with colleagues at The King's Trust UK to protect and enhance The King's Trust's brand.
9. Lead the global roll out of The King's Trust new brand. Co-ordinating Group marketing assets for key events; and consolidating The KTG promotional narrative.
10. Lead on external engagement and communications at high-profile events such as the Global Gala, KT Awards, international Royal visits, CHOGM / COP climate summits, and KT Group global events.

Management and Leadership

11. As part of the Senior Leadership Team at KTI, develop and lead a high-performing Marketing, Communications and External Affairs team. Empower staff to innovate and deliver, and proactively providing coaching and development assistance to team members. Build strong relationships with other senior leaders across the organisation.
12. Work with the CEO and People Partner of KTI to create and role-model a culture of equality, diversity and inclusion, challenging our ways of thinking, removing barriers and creating opportunities that reflect the diverse needs of the communities with which we work. Support organisation wide efforts to enhance mental health and wellbeing.

General

- To take on additional responsibilities as the role develops or as required.
- To have a keen understanding of cultural issues and be a champion of promoting diversity and inclusion in your work, modelling our values internally and externally alongside fostering KTI values and standards.
- To champion a culture of collaborative working between KTI and KG in collaborating with key stakeholders in line with the strategic direction as the charity develops.

PERSON SPECIFICATION

	Essential	How will this be assessed?
Skills and Knowledge	Exceptional communication skills, orally and written with an ability to talk fluently, confidently and succinctly to a wide range of people including journalists, senior stakeholders and supporters. Ability to write clearly and concisely and in a range of formats for different audiences.	S, A
	Excellent planning and organisational skills and the ability to manage multiple priorities, both independently and within a team	S, A,
	Excellent interpersonal, skills, including the ability to work with a wide range of external and internal stakeholders from different backgrounds.	A, I
	Strong awareness and understanding of equality, diversity and inclusion and the ability to demonstrate these in your work and interactions.	A I
	Ability to build and maintain relationships with different groups of stakeholders.	
	Strategic thinker, analytic mind with the ability to view past and future initiatives holistically aligning to the strategic direction and develop new pathways to success.	
	Highly organised with strong project management skills, ability to work under pressure, overcoming obstacles and managing high and/or fluctuating workloads to meet deadlines.	A, I
	Able to operate with discretion, diplomacy and tact and maintain confidentiality.	
Experience	Extensive senior and leadership experience of communications, marketing and external affairs across a range of channels including press and social media.	A, I
	A track record of coordinating projects to tight timelines and a high standard, organising external engagement and communications of major events.	S, A, I
	Experience of leading and managing diverse teams with various skills set with the ability to proactively anticipate priorities, urgencies, and manage these effectively.	S, A I







	Agility in problem solving and evidenced capacity to take high levels of ownership	S, A I
	Intermediate to advance knowledge and experience in MS Office and various communication software and tools. Conversant and working knowledge of social media channels and applications	
Competencies and Behaviours	Ability to work on own initiative to achieve agreed aims, targets and objectives and find creative solutions to problems	S, I
	Ability to stay calm and work effectively under pressure, demonstrating resilience in challenging situations and locations.	A, I
	Flexibility- able to work evenings and travel (within the UK and internationally) when required.	S, A I

KTI is committed to ensuring its workforce is inclusive and diverse and has an equitable and accessible work environment that fosters a culture of belonging and support. If this role is of interest to you but you think your current skills or experience may not align perfectly with the criteria below, we encourage you to still apply.

Essential criteria describe the skills, knowledge or qualifications that are necessary to be able to do the role. Desirable criteria are skills or experience that would be advantageous to have but are not viewed as essential for the role. Some of the criteria shown below will be assessed at the shortlisting (**S**) stage, based on the information you have provided. Skills or experience can be gained in a variety of ways, in your personal life as well as professionally, so do add any experience that you feel is relevant, gained outside of your professional life. In describing your experience, provide as much detail as possible. If you are shortlisted, other criteria may be assessed as part of an assessment (**A**) or at interview (**I**).

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.

 Youth-centred	 Nurturing partnerships	 Impact	 Diversity	 Honesty	 Integrity
We believe in placing youth at the centre of all activities and decisions	We value robust relationships based on mutual trust and respect	We focus our passion and attention on what we believe will create a positive impact	We understand, value, and promote diversity of experience and thought to enable our staff, partners, and young people to thrive and achieve their full potential	We value sincere, authentic, and straightforward communications and behaviours	We believe in applying strong morals, high standards and ethical principles to our work

King's Trust International is committed to equality, diversity, and inclusion. We strive to have an organisation that is representative of the communities we serve and are committed to our workforce being diverse in age, gender identity, sexual orientation, physical or mental ability, ethnicity, socio-economic background, and perspective. We want to ensure that everyone can be their authentic selves at work.

We are a Race at Work signatory and a Disability Confident employer. Our staff and volunteers are supported by various groups in conjunction with Prince's Trust (PT): PT CAN (our Cultural Awareness Network), PT GEN (our Gender Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQ+ Network).

THE WELFARE OF OUR YOUNG PEOPLE

King's Trust International is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to a basic Disclosure and the successful applicant will be asked to undertake this as part of our onboarding. We will also require the successful applicant to complete a medical questionnaire. Having a criminal record will not automatically exclude applicants.