

## YOUR NEW ROLE AT THE TRUST

<b>JOB TITLE:</b>	Marketing Executive	<b>PAY BAND:</b>
<b>FUNCTION:</b>	Fundraising, Brand & Marketing	Support <b>Delivering</b> Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
<b>THE TEAM:</b>	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.	













## WHERE YOU WILL FIT

Director of Brand & Marketing	Senior Head of Marketing	Head of Youth Marketing Head of Fundraising Marketing	Marketing Manager	<b>Marketing Executive</b>
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## HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Your role operates across both traditional and digital channels, and you will be responsible for executing projects, campaigns, and initiatives to raise vital funds that help support young people. You will also raise awareness of our work to attract more young people to our programmes.

## WHAT WILL YOU DO?

-  Be a part of a team of Marketing Executives working across fundraising and youth-focused activities, both on and offline.
-  To own an account list of projects/campaigns/initiatives/responsibilities. Each Marketing Executive will have different account lists, with some representing region and country needs alongside their central marketing responsibilities, and some focused-on product or event deliverables.
-  Undertake digital marketing duties to support fundraising supporter communications and/or youth recruitment. These include creating content for the website, editing web pages using the content management system, contributing to our social media output, optimising digital projects using analytics, producing email campaigns and reporting on the effectiveness of communications.
-  Liaise with suppliers (e.g. designers, printers, and creative services) to source competitive quotes, ensuring best value. This includes organising photography and video shoots.
-  Work with Comms team, Ambassadors, Delivery, Brand, Content & Creative and other Fundraising and Marketing functions to support the production of content, and aspects of campaigns and events delivery.
-  To provide copywriting and editing support to ensure effective communication with our target groups.
-  To support the invoice processing system, maintaining accurate records of expenditure.
-  Develop and deliver innovative paid and organic digital marketing acquisition strategies.
-  To identify and develop marketing activities that support the team to deliver its equality, diversity, and inclusion strategy.
-  Manage social media communities and conversations to ensure high-quality stewardship of young people and other audiences.
-  Create and edit video, text, and photography content as well as coach colleagues and the young people we work with to create their own.
-  Responsible for actively contributing 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?
Creative and enthusiastic, with a practical approach to problem-solving.	You will be able to interpret briefs and come up with creative solutions on time.
Highly effective written communication including creative copywriting, accurate punctuation, and proofreading skills. Use of Microsoft Office applications.	Will be used daily in this role to communicate and produce work.
Able to work on own initiative, and to meet tight deadlines.	To meet project objectives, you will need to lead the marketing planning of campaigns and product promotions. An understanding of the routes to market will be important to make the right strategic and tactical decisions.
Knowledge of social media monitoring, community management and other digital monitoring and communication tools.	These tools and channels are commonly used by the team and require sufficient skill and understanding.
Understanding of planning, creating, executing, and evaluating paid and organic communications through social media channels.	We need to attract both supporters and young people to The Trust through digital channels. You will join a team of colleagues working towards these objectives, and this skill set will support the team's advances in this area.
Knowledge of how to use digital technology to create content, how to brief agencies on design and content, and knowledge of the process to conduct a photo and video shoot.	To cost-effectively create or support the creation of compelling content for our channels and events
Audience-insight led: curious about the needs and drivers of audiences and how to best meet them	To design marketing plans and messages that are most likely to land with audiences and achieve the desired response
Experience	Why do we need this?
Previous experience in a marketing role, involving traditional and digital duties.	This is a hybrid role, working across both traditional and digital work.
Some experience in the development of digital content and working with website CMS systems.	Experience in a similar role means you'll effectively work with our digital platforms.
Teamwork, including excellent interpersonal skills in an agency-style setting.	Experience in a similar role means you'll effectively work with colleagues to create a productive and positive team culture.
Development of effective copy targeted to distinct audiences.	Experience in a similar role means you'll effectively engage with our audiences.






### WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience within a purpose-led organisation and/or with the audiences of young people and supporters.	Experience working with our target audience will better inform the decisions we make within the marketing team.
Skills & Knowledge	Why do we need this?
Experience in PPC and SEO, formatting of photographs and rich media using Adobe Photoshop and InDesign and working with HTML script to resolve technical issues.	These additional skills will aid the successful support of the wider marketing team.
GCSE education level English Language and Mathematics.	Knowledge will be used daily in the role.

# 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><b>Inspiring</b> We lead by example</p>	 <p><b>Approachable</b> We are open minded and value diversity</p>	 <p><b>Empowering</b> We enable positive change</p>	 <p><b>Non-Judgemental</b> We focus on the potential, not the past</p>	 <p><b>Passionate</b> 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 in the delivery 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 passion for what we do You keep young people and our end goal in mind You build trust in others by demonstrating reliability You engage in challenges with optimism and resilience You're authentic and bring your unique talents to work, encouraging others to do the same</p>	<p>You seek out opportunities afford by change, adapting accordingly and to enhance own development and build expertise. You suggest improvements and alternative approaches wherever appropriate You give and receive feedback, harnessing new information to improve your own performance</p>	<p>You're approachable, clear and professional You treat people as individuals, tailoring communication and influencing style accordingly. You communicate difficult messages and challenge others' thinking effectively You listen to others with empathy and sensitivity You act as an ambassador for The Trust whenever communicating externally</p>	<p>You offer support to colleagues and ask for help when needed You manage the expectations of others, gaining buy-in where required You share knowledge and information You build relationships with others across The Trust and externally, where appropriate You act as an ambassador for your own team across The Trust</p>	<p>You manage projects effectively; planning, organising resources and reprioritising as required You monitor progress towards milestones, taking actions to ensure deadlines are met You make effective, data-driven decisions, considering consequences and consulting with others where appropriate You take the initiative to solve problems and develop several potential solutions</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.