

## YOUNG ENTERPRISE JOB DESCRIPTION

### Marketing Executive

Job title	Marketing Executive
Department	Marketing
Reporting to	Head of Marketing and Communications
Pay grade	Grade 5
Salary	£32,500 pro-rata, depending on experience
Hours	Full-time, or 0.8 PT available. Position available from early September, for a 5-month period.
Reports	None
Location	London/Hybrid (work from the London office 4 days per month)
Main job purpose	<p>This is an exciting time to join Young Enterprise as we prepare to launch our Transforming Futures Strategy (2024-2030).</p> <p>The Marketing Executive will play a key role in helping the marketing team with two business transformation projects which are closely aligned with our Strategy: rebranding the charity and launching a new website.</p> <p>We are looking for an enthusiastic person, with experience of digital marketing and branding, who can work autonomously.</p> <p>The role will lead on elements of the production of marketing and communication materials in the new brand. The job holder will need to evidence excellent project management skills as they be helping to manage the process of creating and approving a large number of marketing materials. They will also prepare marketing templates for use across the charity, providing advice to colleagues on branding and content.</p> <p>The Marketing Executive will work closely with our Digital Engagement Manager to liaise with teams across the charity to prepare content and visual assets for the new website.</p> <p>The job holder will be involved in all other aspects of communications, such as contributing to creating content for social media, helping to prepare and deliver integrated campaign activity, creating basic designs for social assets and helping our internal teams shape and activate marketing briefs.</p> <p>The job holder will need to quickly develop relationships with stakeholders across the charity, and be able to manage deliverables and support colleagues through the transformation projects.</p>

#### Task

- Brief external designers on materials required for YE rebrand.

- Project manage the process of updating or creating marketing materials in new brand, liaising between design agencies, internal clients and other members of marketing team.
- Log status of all materials and keep track of all approvals, comments and amends, ensuring version control is strictly maintained.
- Work as required on launch of new website, liaising with internal project team and appointed developer agency, supporting Digital Engagement Manager to review, manage and update content.
- Take briefs from internal clients for materials, ensuring objectives are clear and agreed and all assets, photos, infographics and other content are prepared and ready for design.
- Provide timely and constructive comments on new materials produced internally, e.g. email campaigns, new videos, newsletters.
- Produce other digital and print marketing materials, including creating designed assets in Canva.
- Assist with sourcing and preparing content for social media.
- Save all draft and final versions of marketing materials in appropriate central place, communicate with internal teams when materials ready for distribution.
- Create processes to ensure all materials for the transformation projects are catalogued, stored correctly and easily traceable for the future.
- Supply branded assets such as logos to colleagues and third parties on request.
- Assist team with administration tasks such as processing invoices and arranging print and delivery of materials for other teams.

***The above tasks are not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the Charity and its overall objectives.***

<b>SKILLS/ATTRIBUTES/KNOWLEDGE/EXPERIENCE</b>	
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Experience of print and digital marketing – working with design, social media and other digital channels, with content tailored for different audiences.</li> <li>• Experience of a rebrand process.</li> <li>• Experience in developing a new web presence.</li> <li>• Excellent attention to detail and proofreading skills.</li> <li>• Agile project management and organisation skills, including proven ability to plan and manage multiple tasks simultaneously.</li> <li>• Experience of working with agencies including writing briefs, overseeing work and providing feedback.</li> <li>• Candidate is likely to have at least three years of relevant experience.</li> <li>• Understanding of brand and design, and optimal ways to use them to create standout and engagement.</li> <li>• Energy, drive and a positive attitude that motivates others.</li> <li>• Excellent interpersonal skills and ability to work with a wide variety of stakeholders, utilising negotiation and persuasion skills.</li> <li>• Design/editing skills – Canva or Adobe (Indesign, Photoshop, Premier Pro).</li> <li>• Excellent verbal and written communications skills.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience of working in the not-for-profit and/or education sectors.</li> </ul>

	Experience in using Hootsuite.

## YOUNG ENTERPRISE CORE VALUES

### Young Enterprise has 4 Core Organisational Values

#### **Unlocking Potential**

Recognising and developing the potential of all; in our organisation; in the young people we champion and the stakeholders we work with.

#### **One Team**

Working together effectively to achieve our goals

#### **Enterprising and Resilient**

Embracing change, innovating, adapting and responding to challenges and opportunities

#### **Creating Great Impact**

Aiming for the biggest impact on young people and their educators

*All YE Staff are encouraged to model these values at all times*