

YOUR NEW ROLE AT THE TRUST

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

WHERE YOU WILL FIT

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

You will be responsible for planning and delivering campaigns and initiatives that will raise awareness of The King's Trust and the critical work we do with young people, and drive actions that support our strategy. This could range from directly engaging young people to cost-effectively generate leads for our programmes; to helping inspire and secure the supporters and volunteers that make our work possible through fundraising events and campaigns.

WHAT WILL YOU DO?

-  Work with the Head of Marketing to translate the Marketing Strategy into strategic marketing plans to recruit and engage target youth or supporter audiences
-  Develop and project manage a portfolio of integrated campaigns that meet identified business objectives for particular programmes, events or fundraising products – using digital and traditional channels, and across owned, earned, and sometimes paid media.
-  Develop and deliver innovative digital marketing acquisition strategies, with a focus on growth and user journey
-  Work with key stakeholders in other functions across Fundraising, Marketing, Brand, Delivery, Technology, and Communications to plan integrate and deliver campaigns
-  Brief and manage agencies/ suppliers in creative concepts, media planning, audio/visual content production and graphic design that meet marketing objectives (a mix of external and in-house creative services) and enable engaging storytelling.
-  Analyse and evaluate marketing performance, providing recommendations for future success
-  Identify and develop marketing activities that support the team to deliver its equality, diversity and inclusion strategy
-  Shared responsibilities for social/digital community management and out-of-hours social media monitoring
-  Keep pace with the external marketing landscape to identify best practices and trends which impact our target markets
-  Deepen and share our audience insight and make insight-driven recommendations
-  Line Management – either directly if your role has a report, or indirectly through matrix and project work
-  Manage and report on budgets for campaigns and projects
-  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?
Detailed understanding of the full marketing communication mix, particularly digital marketing, including appropriate media to reach different audiences.	To meet The Trust's and Youth / Fundraising objectives, you will need to understand routes to market and how to tailor and integrate a marketing mix and content strategy to make the right strategic and tactical decisions.
Creative, diplomatic, and enthusiastic, with a practical approach to problem-solving.	You will need to interpret briefs, working with various internal Delivery, Fundraising and Marcomms teams. Externally you will engage agencies, partners or supporters to develop creative solutions and balance the needs of multiple parties.
Highly effective and accurate written communication including creative copywriting, and proofreading skills.	These skills and knowledge will be used daily in this role to communicate with stakeholders and produce all output. This role will be responsible for creative assets
A clear understanding of the role of brand and experience using brand toolkits and applying brand identity to marketing activations.	Our brand is one of our strongest assets. When used correctly and consistently, it can improve perceptions and recall of our work, and we need to respect partner brands
Experience	Why do we need this?
Significant experience planning and delivering marcomms activity within youth, corporate or fundraising market context and managing marketing budgets.	This role must use a breadth of marketing channels and strategies to engage and drive action from the young people who need our services and the supporters who make that possible.
Experience generating leads/income through digital marketing as part of a flexible acquisition model. Use of social media platforms for organic and paid activity: YouTube, Twitter, Facebook and LinkedIn, Instagram and TikTok.	Digital channels are crucial for reaching our audiences. Experience in a similar role means you'll effectively manage our digital platforms.
Experience translating audience insight and data into effective creative campaigns	To ensure that our communications resonate with target audiences and prompt action we insight and data to inform our ideas and decision-making.
Use of analytics platforms, social and website analytics.	Experience in a similar role means you'll effectively manage our digital platforms.

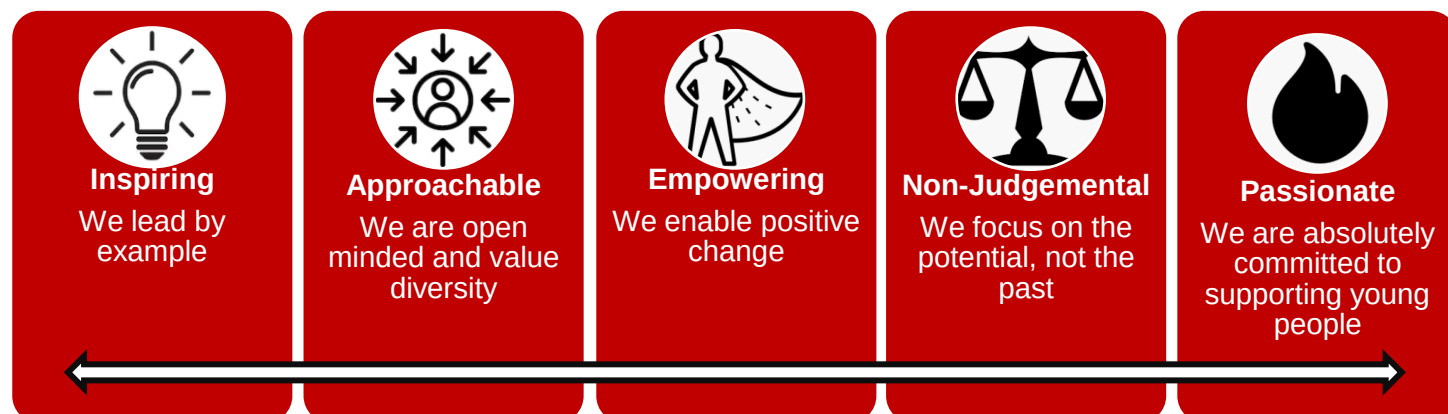
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience in a storytelling capacity	Translating the stories of the young people we work with into persuasive and inspiring copy and video is one of our key methods of connecting with our audiences.
Degree, equivalent experience or a CIM qualification	An understanding of marketing theory and best practices to improve our approach to planning and implementing activities. This role requires critical thinking about the role of marketing
Experience advising/ consulting colleagues or clients on marketing tactics and strategies, and managing multiple stakeholders across different teams	You will work closely with other functions, managing differing priorities and designing marketing solutions for their business objectives/budgets.
Working with influencers and/or celebrities to drive awareness	To create earned and owned promotional strategies
Experience managing organic social media strategies, community management and content plans	This role plays a part in managing our social media channels
Demonstrable experience of working under pressure and responding to change, whilst maintaining attention to detail.	To succeed within a busy marketing department
Experience managing print marketing production	To develop high quality printed materials and direct mail when needed

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.



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 at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change	You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same

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.