



King's Trust

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Marketing Manager (B2B)	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 Fundraising, Brand & Marketing	Director of Brand & Marketing	Senior Head of Marketing	Head of Youth Marketing	Marketing Manager (B2B)
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

Your role is responsible for planning and delivering B2B campaigns and initiatives that raise awareness of our services to referral partners, who work with young people facing adversity. This will require establishing a comprehensive and engaging marketing programme to strengthen our success.

WHAT WILL YOU DO?

-  To run research activities with B2B referral partners to understand their marketing needs.
-  To use data insights to co-develop a B2B referral partnerships marketing strategy with our Service Delivery team.
-  To work with our Service Delivery team to understand B2B referral partnerships, audience insights and best practice ways of working.
-  To create marketing materials and training guides to support our Service Delivery team to engage B2B referral partners.
-  To create compelling national and regional acquisition marketing campaigns to engage B2B referral partners through traditional and digital channels, based on organisational needs.
-  To activate earned and paid media throughout the year, supporting the wider Youth Marketing and Service Delivery team's strategies.
-  To report and evaluate against objectives, sharing learnings across teams.
-  To brief in-house content leads and manage external suppliers during the content creation production process to maximise awareness and understanding of our work.
-  To effectively conduct cross-functional working across departments, designing pathways for referral partners to understand, signpost and advocate for The King's Trust.
-  To develop marketing activities that support Brand and Marketing to deliver against its equality, diversity, and inclusion strategy.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.



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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?
Highly effective written communication skills, including copywriting, proof-reading, and preparing clear briefs for creative agencies	You will use these skills daily in this role to communicate and produce work
Detailed understanding of the marketing communication mix, including appropriate media to reach different audiences.	You will lead the marketing and understanding routes to market will be important to make the right strategic and tactical decisions
Detailed understanding of marketing production and advertising in traditional and digital media	You will be required to work with in-house and external agencies to produce assets and content
Experience	Why do we need this?
Experience in using brand toolkits and successful brand activation in line with guidance	You will be required to use our brand to our advantage, to improve consideration
Experience in generating sign ups as part of a flexible acquisition model, optimising through various digital tests to achieve desired results	You will be able to proactively establish lead-generation campaigns to respond to the organisation's needs
Experience in using social media platforms for paid and organic activity	You will be able to effectively manage our digital platforms, working with the wider Brand and Marketing team to agree content schedules
Experience in developing online content, preferably using a website CMS	You will be able to create informative content that guides our audience to act
Experience with analytics platforms for measuring website and social media activity	You will be able to review campaign outcomes and use this data to tell a story to report back to various departments across the organisation
Experience in cross-functional working with different teams and departments to achieve a shared goal	You will work closely with Delivery colleagues, who are the internal experts in reaching B2B referral partners, to co-design a marketing programme
Confident in running comprehensive quantitative and qualitative research activities, and using data to determine the next steps	You will be expected to manage your budget accurately, to support the Youth Marketing team's objectives






WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience working with a youth-led organisation that engages with third-party agencies to reach young people	You will use these skills daily in this role to communicate and produce work
Skills & Knowledge	Why do we need this?
Confident in running comprehensive quantitative and qualitative research activities, and using data to determine the next steps	You will need to get to the heart of what this audience group wants and needs and translate it into a compelling marketing message

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>Inspiring We lead by example</p>	 <p>Approachable We are open minded and value diversity</p>	 <p>Empowering We enable positive change</p>	 <p>Non-Judgemental We focus on the potential, not the past</p>	 <p>Passionate 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 at a specialist/managerial 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 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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</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.