



START SOMETHING

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Social Media & Digital Marketing Lead	PAY BAND:
FUNCTION:	Fundraising, Brand & Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	The Brand & Marketing Partnerships Team drives impact with young people through a strong brand and brand identity, brand strategy, and brand campaign marketing activities.	

WHERE YOU WILL FIT

Director of Fundraising, Brand & Marketing	Director of Brand & Marketing	Senior Head of Marketing	Social Media & Digital Marketing Lead
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

This role will lead on an integrated social media strategy across the Prince's Trust to drive engagement across our audiences and provide specialist expertise on wider digital marketing - in particular through Search Engine Optimisation, Paid Search and email marketing.

WHAT WILL YOU DO?

- 🚩 Build and be accountable for integrated organisation-wide social media strategy, planning and high-level performance (across all national and country-specific social channel).
- 🚩 Build and manage a process for coordinating social media planning, posting and monitoring across all channels/teams using our community management and social listening tools.
- 🚩 Advise on PPC and SEO activity for the organisation (including managing our Google Grant allowance).
- 🚩 Provide social media, SEO and PPC advice (and ideally email marketing advice) to colleagues planning campaigns or digital content.
- 🚩 Portfolio-manage and report on our holistic social media performance (Meta, YouTube, TikTok, Linked In, X, and any other emerging channels in future).
- 🚩 Work with the Website Content Manager to effectively drive traffic from social media to our site(s).
- 🚩 Provide colleagues with advice on best practice briefing and performance management of digital marketing agency/ third party specialist support .
- 🚩 Plan for and coordinate out of hours social media cover and lead on any reactive social media communications so we can be quick to respond to opportunities.
- 🚩 Define our cross-organisational “rules of social” so we can have a consistent cross-organisational approach to planned and reactive comms with a considered approach to risk.
- 🚩 Make recommendations on how to leverage our partnerships, celebrity ambassadors and influencers for maximum social media engagement with young people and supporters.
- 🚩 Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

THE SKILLS YOU'LL BRING



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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?
Project, agency, and campaign management skills.	To enable you to advise colleagues on campaign set up and delivery, and prioritise and work across multiple projects, sometimes with agencies/ third parties.
Deep understanding of the use of a range of social media platforms within integrated communications planning, advertising and branding - both paid and organic.	To help us monitor and improve our effectiveness in social media and digital marketing
Knowledge and understanding of social/search algorithms and search engine optimisation, and how to stay up to date on their evolution.	To help our digital marketing communications to stay as effective as possible
Data analysis, interpreting statistics, digital/social campaign performance metrics and measurement - and communicating these findings to others.	To help us monitor analytics and improve our effectiveness in social media and digital marketing, and communicate KPIs to non-specialists
Experience	Why do we need this?
Significant and recent social media and digital marketing experience.	We want to have a subject matter expert in the team - supplying up-to-date, specialist knowledge of these evolving channels
Demonstrable teamworking, collaboration and networking experience - you will have experience giving stakeholders confidence in your ideas, recommendations and strategies.	This role will need to act as an internal 'consultant' to a large number of colleagues, as well as gain confidence from stakeholders in the social media and digital marketing strategy recommendations.
Excellent presentation, written and verbal communication skills.	For articulating strategies and ideas to colleagues
Passion for the mission and values of the charity, with a genuine desire to make a positive impact for young people.	Prince's Trust colleagues share a passion for helping young people succeed. All our work, including the new name and its activation, is in service of helping young people (and other groups of beneficiaries worldwide)

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience of working in the charity sector	Understanding the fundraising, regulatory and governance context of a charity would help the successful candidate hit the ground running with an understanding of some of the risks faced by charities.
Experience of digital content creation	To advise colleagues on how to create the most effective content for particular social media/ digital marketing needs or audiences
Demonstrable experience of working under pressure and responding to change, whilst maintaining attention to detail.	So that we can respond to reactive social media opportunities (and challenges) effectively
Online community management skills and experience of using community management and social listening tools	To develop best practice in community management at the Trust, and this role will oversee our community management / social listening tools
Experience of developing and delivering a social media strategy for an organisation	This role will be accountable for our integrated social media strategy
Skills & Knowledge	Why do we need this?
Understanding of email marketing best practice.	To advise Marketeers on how to improve the effectiveness of their email comms
Strong copywriting and editing skills suitable for each platform.	To quality-control and tailor our presence on each social media platform
Creative skills and content/campaign idea generation.	For contributing new and innovative ideas for our social media and digital marketing activity






WHAT DO WE EXPECT FROM YOU?



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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 Prince'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 PT CAN (our Cultural Awareness Network), PT GEN (Gender Equality Network), PT 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 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 passion for what we do. You keep young people and our end goal in mind.</p> <p>You build trust in others through reliability and holding self-accountable for success.</p> <p>Resilient in the face of challenges, not taking constructive criticism personally.</p> <p>You're authentic and bring unique talents to work, encouraging others to do the same.</p> <p>You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities.</p> <p>You take an entrepreneurial approach to improving how we do things.</p> <p>You seek opportunities to enhance own development and build expertise.</p> <p>You role model a positive and constructive approach to giving & receiving feedback.</p> <p>You support others in adapting to change.</p>	<p>You're approachable, clear, and assertive.</p> <p>You cascade important and relevant information to others clearly and swiftly.</p> <p>You treat people as individuals, tailoring communication and influencing style accordingly.</p> <p>You communicate difficult messages and challenge others' thinking effectively.</p> <p>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</p> <p>You manage the expectations of others, gaining buy-in where required.</p> <p>You share knowledge and information.</p> <p>You build and invest in relationships across The Trust</p> <p>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.</p> <p>You take responsibility for making and implementing logical, data-based decisions.</p> <p>You're flexible and responsive as priorities and requirements change.</p> <p>You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The Prince'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 in accordance with 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.