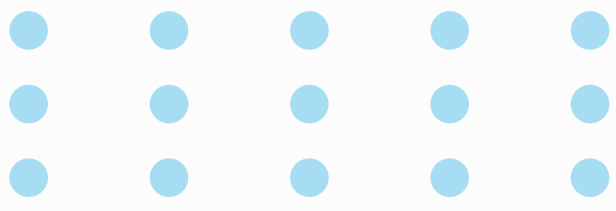


Recruitment Pack

Senior Marketing Executive



Thank you for your interest

Thank you for your interest in this role with us, I am delighted that you have taken the time to review this recruitment pack.

Youth Employment UK is a not for profit organisation with an 12 year history. We are the leading youth employment expert, working with young people, employers and policy makers. Our work is as important today as when I founded the organisation, in fact possibly even more so as the world around young people and youth employment grows more complex.

We are looking for a Marketing Executive to join our growing team, an experienced person who can support our message and reach all audiences.

If you are passionate about young people and their future and you are ready for an incredibly exciting, innovative and rewarding work environment with colleagues who walk shoulder to shoulder then I urge you to apply.

Join us and help us tackle youth unemployment.



Laura-Jane Rawlings MBE
CEO - Youth Employment UK





Experts in Youth Employment

Youth Employment UK is a not-for-profit social enterprise actively tackling youth unemployment.

Our expertise, services and advice is centred on the voices of young people. What they are experiencing, what they think is working and what they want and need from the systems and people around them.

Core Aims



Give young people a voice on the youth employment issues that affect them



Support young people on their journey to employment with a range of skills and careers support



Support organisations to develop and be recognised for their youth friendly employment practice and connecting young people to Youth Friendly Employers



Provide expert insight across all youth employment policy areas



Marketing

Our website supports over 3 million young people with careers and skills information annually, engages with hundreds of employers nationally and is a renowned space for sector insight and research. Having grown our work 50% year on year we continue on this ambitious trajectory.

Youth Employment UK is a trusted and recognised brand in the industry but we know there is scope to further develop our content, reach and social media presence for all audiences.

Each audience is important to our mission and understanding them and their needs is key to our success within the marketing team. Staying ahead and keeping our content and outreach engaging and current is an exciting and extremely important part of who we are.

- **Young people** aged 11-30 explore our content as they are looking for career and skills development support, inspiration, information and advice and support across a range of areas.
- **Employers** who are looking for advice and support on becoming an employer of choice for young people, employers create brand profiles on our website and showcase their opportunities through our platform.
- **Providers and parents** who want to support their young people with career and skills information.
- **Policy makers and other stakeholders** as the leading expert on youth employment we share research, insight, events and much more with a wide range of stakeholders looking to us for our expertise.



The Job Purpose

We are looking for an experienced marketing professional to support the team and our wider content and engagement strategies.

Reporting to the Head of Marketing you will be instrumental in supporting the marketing team and the delivery of our marketing activity.

Responsibilities:

- Audience development : Identify, target, and interact with specific audiences, creating an engaged community.
- Social Media Strategy : Develop and implement effective social media strategies that align with business goals and objectives.
- Monitor industry trends : Identify opportunities for innovation and improvement.
- Cross-Platform Management : Overall management of all company social media accounts, ensuring brand consistency across all platforms, with our two distinct audiences in mind.
- Project management: Supporting across numerous projects to ensure deliverables are met.
- People management : Assisting with daily line management of the marketing team and working closely with the team to execute marketing strategies.
- Designing and delivering video content : Supporting the development of our content marketing strategy, including the introduction of video content across a variety of platforms. Video content experience including story boarding, filming and editing is desirable, but not essential.



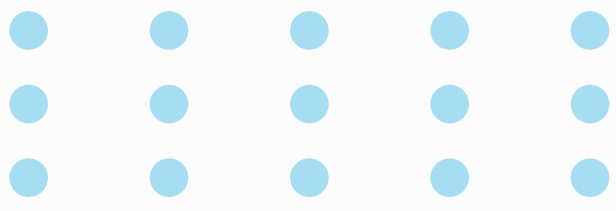
Who you are

We are looking for someone with experience in marketing and communications and who is passionate about their specialism. Quality and process management will be something that is a top priority to you and you will be able to demonstrate how you have led and managed multiple processes and projects in your previous role.

We are also looking for someone who has previous people management experience, ideally with apprentices and can demonstrate how they are able to support the career development of others through their leadership experiences.

The skills you'll use:

- Communication : this is a communications role, both internal and external and so your written and verbal communication skills must be excellent.
- Administration : you will be managing multiple workloads and activities through our project system Monday.Com and Google Drive, experience of these or similar systems is crucial and it is important that you can evidence your attention to detail and quality.
- Team work : you will need to support colleagues and the wider team with enthusiasm and drive, we work hard at Youth Employment UK but also look after each other and being a team player is key to our success.
- Creativity: you will help feed into our marketing strategy with creative ideas on content and platforms, helping us to become an industry leading marketing team. You will also have a creative approach to problem solving.



The Package

Working Hours: Full Time 37.5 hours a week.

Location: Kettering office base combined with travel required for meetings, opportunity for some hybrid working

Salary: £29,000 - £34,000 f.t.e depending on experience

Benefits:

- 25 days holiday pro rata per annum in addition to bank holidays; 4 wellbeing days and 2 volunteering days per year
- Breakfast & lunch provided
- 2pm finish on Fridays
- Dog friendly office
- Standard pension scheme package

Reporting to: Head of Marketing

Line Management: 2 x Marketing executives

Budget: Some budget responsibilities

Training: TBC

Additional Benefits:

- Annual appraisal and pay review
- Commitment to your development through training and mentoring, regular lunch n' learns
- Opportunity to attend a wide range of events
- A social and fun working environment, regular team activities including sports day, quizzes and bake off



Application Process

We require interested applicants to send through a CV and Covering Letter to our Office Manager Susan Ryan - susan@youthemployment.org.uk

Please answer the following 2 questions in your Cover Letter:

- What areas of Youth Employment UK's work most interest you?
- What is your prediction to be a big marketing trend in 2024?

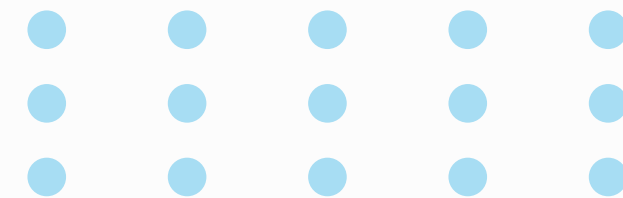
Deadline for application is the 1st February

Once applications have been reviewed there will be a 2 stage interview process.

Stage 1: informal interview via zoom. Proposed dates are 12th/13th February.

Stage 2: an in person interview which will include a presentation to a selection of colleagues, meeting the staff team and visiting our Kettering base. Proposed dates for interview are 15th-16th February.

All candidates will be required to complete an enhanced DBS & employment is subject to references being received.



Contact & Connect

Address

Britannia House, 29 Station Road, Kettering, NN15 7HJ

Phone

01536 513388

Email

info@youthemployment.org.uk

Website

www.youthemployment.org.uk

Socials



Twitter:

[@YEUK2012](https://twitter.com/YEUK2012)



Facebook:

[@YouthEmploymentUK](https://www.facebook.com/YouthEmploymentUK)



LinkedIn:

[@YouthEmploymentUK](https://www.linkedin.com/company/YouthEmploymentUK)



Instagram:

[@youthemploymentuk](https://www.instagram.com/youthemploymentuk)