

Job Description: Head of Digital, Marketing and Communications

Duration: Permanent

Salary: SME2, London, £45,000

Location: Flexible

Reporting to: External Relations Assistant Director

Department: External Relations

Key working relationships: External Relations Director and Assistant Director, Head of Partnerships and Philanthropy and Head of Engagement, Head of Avon Tyrrell Capital Appeal, CEO, Leadership Team and Trustees, Ambassadors, young people, partners and youth organisations, press and external agencies and consultants

Purpose of the job

The Head of Digital, Marketing and Communications is responsible for transforming our approach to engaging with external audiences ensuring we grow the influence of our brand and increase cross-sector awareness of our work. This role will lead the transformation of the way the whole organisation uses digital to build and engage our key audiences, leveraging the power of existing and new platforms to grow our brand, as well as leading a new and bold approach to campaigning for change. A commitment to storytelling sits at the heart of our new strategy, and this role will work closely with department and organisation leaders to develop new creative approaches to some of the challenges we face, being brave in their approach to test new ideas that help increase support and income for the organisation. The successful candidate will need to have a strong creative flair and a passion for digital and storytelling in order to realise the ambitions of our new strategy.

Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

Key responsibilities

- Lead the development and implementation of UK Youth's Marketing and Communications strategies and support the teams with the associated operational business plans
- Lead the Digital, Marketing and Communications team to achieve organisational goals and objectives
- Transform the organisation's use of digital to grow our brand awareness and help triple our income in three years (from £7m in 2020/21)
- Develop the organisation's storytelling ability to connect our cause with all key stakeholders and audiences
- Identify new opportunities to achieve organisational objectives especially through the utilisation of digital
- Lead the delivery of UK Youth campaigns to affect change.

Other area of responsibilities

Creative, Innovation and Digital

- Take a human-centric approach to designing all content for external audiences, supporting the wider team and department to embed this approach into everything we do
- Grow the utilisation of new digital tools and approaches for UK Youth to increase our reach and influence with key audiences

- Spot opportunities to test and implement new ideas and approaches that grow our reach, brand awareness and income
- Work closely with the other Department Heads and Leads to think differently about our communications to key audiences related to income generation
- Lead the development and implementation of campaigns design to affect social change, working closely with other departments
- Work closely with the Digital lead and COO to develop a new organisational Digital Strategy.

MarComms

- Oversee all marketing and communications activity, including brand management, short and long-term marketing plans, online and offline promotional materials, website design, management and content creation, increasing engagement across our social media channels, event management, media opportunities, crisis communications and strategic delivery
- Work collaboratively with other areas of the charity to launch UK Youth's new strategic objectives, including growing the evidence, sharing and embedding learning and campaigning for change
- Work closely with the Director of Collective Action and Public Affairs Lead on strategy for policy and campaigning, supporting the implementation of an effective engagement plan for UK Youth spokespeople, including media, Public Affairs, events, advising on messaging and writing speeches where required
- Lead on the co-ordination and production of the Annual Review and Financial Report.
- Lead the internal communications strategy and maintain effective internal communications to ensure that trustees and staff across the charity are kept informed
- Produce segmentation of key customer/stakeholder groups and identify their needs in order to develop tailored messaging
- Analyse all marketing activity (e.g. website visits, bounce rates, email delivery, open and click-through rates, event attendance and feedback) to measure effectiveness and optimise return on investment, delivering against KPIs
- Prepare regular management information reports on all aspects of the charity's marketing and communications activity for the Senior Leadership Team, Chief Executive and Trustees
- Work closely with agencies, where appropriate, to ensure consistently high-quality output and value for money
- Oversee the Digital, Marketing and Communications budget, working closely with the Finance Team to ensure spend is within budget and accurately recorded.

People

- Lead and develop the Digital, Marketing & Communications team, creating a high performing culture to ensure the successful delivery of department objectives
- Line manage Fundraising Marketing Manager, Press & Communications Manager and Social Media & Campaigns Manager.
- Ensure monthly 121's and annual appraisals completed for every team member
- Support the professional development of the team through informal and formal opportunities.

Strategy and Performance

- Be responsible for setting income targets and develop a comprehensive set of reporting and analytics, including KPIs, ROI and retention reporting, to deliver insight and analysis, which improves the effectiveness and impact of fundraising activities
- Produce regular update reports for the Director of External Relations, Senior Leadership Team, Trustees and others as required
- Ensure the CRM system and other internal systems are being fully utilised by the team, kept up to date and accurate
- Build a network of relationships within the charity and events sectors to ensure UK Youth is at the forefront of industry developments and best-practice

- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Subject Matter Experts behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work.
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds an understanding of equity, diversity and an inclusive culture
- Able to provide detailed feedback to direct reports on performance and development areas
- Able to mentor and develop skills in others
- Able to support others to learn from mistakes and support wellbeing
- Able to delegate work effectively and provide practical support

Person specification: Head of Digital, Marketing and Communications

Experience

- Background and professional experience in Digital & MarComms
- Experience of setting strategy, managing and creating budgets, including forecasting, monitoring, maintaining agreed budgets and regular reporting of outcoming against KPIs
- Experience of developing new approaches and testing new products to increase income
- Experience of developing creative content campaigns across multiple channels to drive social change
- Experience of working in PR to secure national and local coverage across platforms and as well as a network of established media and policy contacts
- Experience of leading marketing plans to drive engagement and meet sales targets
- Experience of developing integrated communications campaigns
- Proven experience of leading, managing, and retaining a team of exceptional talent as well as creating a culture of innovation and a commitment to achieving results.

Knowledge, skills and understanding

- A robust understanding of how to build brand recognition through advertising, press and public affairs
- Ability to manage external agencies and stakeholder engagement programmes
- Excellent senior stakeholder management and partnership development skills
- Excellent written and communication skills to create compelling, creative and persuasive communications
- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently
- Flexible, adaptable and proactively responsive to change
- Well-developed numeracy and analytical skills for entering, recording, interpreting, analysing and presenting financial and other data in clear and accurate formats to identify opportunities, risks and evaluable their viability
- Understanding of the power of digital and storytelling to achieve results
- Excellent stakeholder management and partnership development skills
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Robust decision-making skills

- Creative and proactively seeks innovative solutions.

Personal qualities

- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- A 'can-do' and flexible approach with the ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes focused and target driven
- Passionate about supporting young people
- Collaborative in approach
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.