

Job description: Outdoor Learning Marketing Manager

Duration: Part time 22.5 hours a week, Permanent

Salary: M3, Avon Tyrrell, £32,042 pro rata

Location: Avon Tyrrell Outdoor Centre with flexible working in place.

Reporting to: Head of Communications

Department: External Relations

Key working relationships: Commercial Marketing Officer, Digital Marketing Manager, Customer Experience Team, Income Generation Teams, Outdoor Learning team, Head of Communications and Assistant Director of Communications, Direct of Outdoor Learning, Assistant Director of Outdoor Learning, press, young people, schools, general public, external agencies.

Purpose of the job

Working closely with the Commercial Marketing Officer and the Customer Experience team, this role is responsible for overseeing marketing for our Outdoor Learning provision, which currently is centred around our outdoor centre, Avon Tyrrell. This role will develop and implement marketing strategies designed to grow Outdoor Learning income, designing and leading innovative marketing campaigns to target audiences including schools/groups and the friends/family market. With a focus on digital marketing techniques, this role will help contribute to growing our organisational income.

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

- Working closely with the Assistant Director of Communications and Head of Communications and the Outdoor Learning team, to develop and implement a new outdoor learning marketing strategy targeting key audiences to grow income year on year
- Maintain strong cross departmental relationships and communication
- Lead the creation of all outdoor learning related marketing materials, advertising and content to our key audiences to support our growth ambitions
- Line manage the Commercial Marketing Officer
- Oversee the management and development of the Avon Tyrrell website and social channels, ensuring it meets the needs of key audiences
- Working closely with the Customer Experiences Team, design and develop digital marketing and paid social campaigns to promote Outdoor Learning to agreed audiences based on business priorities.

Other area of responsibilities

Income Generation

- Provide direction and support to the Commercial Marketing Officer to implement a marketing strategy to grow income year on year.
- Work closely with the Customer Experience team to grow our base of schools, groups, individuals and supporters through providing bespoke marketing support for pitches, campaigns, appeals and events
- Create content and materials for events (onsite and external), collateral, storytelling and other ad hoc tasks
- Devise B2C and B2B integrated marketing campaigns with the aim of acquiring and retaining customers
- Deliver regular reports of marketing and advertising results, including web analysis and evaluation of KPIs, using this insight to improve plans and strategies moving forwards.
- Work with the Income Generation teams to identify and secure new commercial income opportunities for our outdoor learning business.

Digital, Engagement and MarComms

- Linked to the annual outdoor learning business plan and with support from the Customer Experience team, oversee management of the Avon Tyrrell website, streamlining user journeys, ensuring copy and content is up to date and in line with brand guidelines, uploading regular content including a greater focus on digital and video content to engage key audiences, and monitor and report on key analytics to evaluate the effectiveness of our digital strategies and making recommendations for changes to ensure we realise the ambitions of our new strategy
- With support from the Digital Marketing Manager, work to increase the number of people reached through Avon Tyrrell's website, email and social media audiences through SEO, PPC, digital marketing, paid social advertising and paid search, and ensure digital metrics are implemented, consistently reported and widely used
- Manage the maintenance and develop our photography portfolio and support consent gathering, in-line with GDPR
- Act as a brand ambassador and guardian, leading colleagues to ensure all digital collateral and merchandise is correctly branded. Champion the learning and implementation of the UK Youth brand through Brand Champions, regular internal training, maintaining an accessible database of designed templates etc
- Support wider organisational objectives about raising awareness and understanding of youth work and outdoor learning with key audiences
- Raise the profile of Outdoor Learning and our outdoor provision, Avon Tyrrell, amongst young people, general public (local and broader), educational groups and policy makers
- Be a point of contact for outdoor learning marketing expertise for the organisation and support other departments with advice on an ad-hoc basis.

Strategy and performance

- Provide audience expertise into planning cycles and strategic decisions that influence the

creation of products and propositions

- Work together with the Customer Experience lead to create a holistic marketing and sales report that outlines progress against agreed KPIs.
- Manage and operate within the agreed business plan and budget to support Outdoor Learning income targets being met
- Keep on top of new and innovative ways to present outdoor learning digital content, proposing and experimenting with ways to develop its content in line with changing digital trends and audience preferences

Person specification: Outdoor Learning Marketing Manager

Experience

- Experience of working in test and learn environment, taking a bold approach to innovation to engage online audiences
- Experience working cross-departmentally to implement a marketing strategy
- Experience of digital marketing
- Experience of B2B and B2C marketing (Key audiences will include families and schools/groups)
- Experience of working as part of a creative team with competing priorities
- Experience of managing external agencies to support in content creation of paid digital advertising
- Experience of effective line management

Knowledge, skills and understanding

- Skill in monitoring KPIs and reporting on these to senior stakeholders
- Knowledge of analytics tools, user research and audience insight methods, used to develop and optimise activity
- Ability to design and deliver innovative content and advertising activity
- Knowledge and understanding of effective stakeholder management
- Brand sentiment management skills
- Design skills in Adobe Creative Suite (ideally Photoshop and InDesign) and Canva
- Ability to lead website content management platforms.

Personal qualities

- Professionally and positively represent the organisation at all times
- Attend and participate proactively in staff meetings, team meetings and other meetings as required
- Work effectively with colleagues to achieve the aims and objectives of the charity
- Support organisation-wide initiatives to facilitate cross-team working
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development
- Provide leadership in area of expertise
- A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results
- Flexible approach to work
- Excellent interpersonal skills
- Excellent influencing and persuading skills
- Excellent organisation and time management skills

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.