

Job description: Head of Brand, Marketing and Communications

Duration: Permanent

Salary: SME2, London £48,853

Location: Flexible, with London or Avon Tyrrell hub as the base (please note Avon Tyrrell base would not include London weighting salary)

Reporting to: Director of External Relations

Department: External Relations

This is a key leadership role within a vibrant and busy department and organisation, and we're looking for someone to inspire, lead and support a skilled and multidisciplinary team to achieve our ambitious goals.

The role has been created to directly support and promote our brand and reputation. Through public relations, corporate communications and our campaigning work, you'll provide a wide range of marketing and communications expertise to internal and external audiences.

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.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. We welcome applications from groups currently under-represented in our organisation including BIPOC, LGBTQIA+ and persons with disabilities. We are seeking applications from different backgrounds, cultures, age, experience and identity to bring a wide range of experiences, ideas, views and insights to UK Youth.

Purpose of the Job

The Head of Brand, Marketing and Communications will be expected to provide functional expertise and support within UK Youth, actively participating in the organisation's strategy, communications, brand management. The Head of Brand, Marketing and Communications will be responsible for all external communications, liaising with both internal and external stakeholders in implementing UK Youth's marketing plans.

The Head of Brand, Marketing and Communications is responsible for transforming how we engage with external audiences, ensuring we grow the influence of our brand and increase cross-sector awareness of our work.

This role will also play a key role in how 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 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.

Key responsibilities

- Develop and lead the implementation of UK Youth's Brand, Marketing and Communications strategy and associated operational business plans
- Develop and deliver effective marketing strategies and campaigns to increase awareness, understanding and consideration of our vision, mission and strategic objectives, working closely with the extended senior leadership team
- Lead the Communications team to achieve organisational goals and objectives
- Transform the organisation's use of digital to grow our brand awareness and help grow income
- Develop the organisation's storytelling ability to connect our cause with all key stakeholders and audiences
- Compile, develop and execute UK Youth's marketing plan, in line with organisational strategy
- Working closely with the Director of ER ensure all Brand, Marketing and Digital strategies and plans are supporting the implementation of the organisational vision and strategy – and also ensuring that Communication plans are fully aligned
- Championing and embedding an audience-centric organisational approach, with storytelling at its heart
- Leading on the development and maintenance of website content and digital marketing and social media channels, including continuous improvements in search engine optimisation (SEO)

Other area of responsibilities

- 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 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 Director of External Relations to support the development of a new organisational Digital Strategy
- Oversee all marketing, PR, media, talent 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, media opportunities, crisis communications and strategic delivery

- Work collaboratively with other areas of the charity to promote UK Youth's strategic objectives
- Work closely with the Head of Policy to implement the Policy & Public Affairs strategy, 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
- Support the Impact Function and Charity Services in the promotion of our evidence and impact, including 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
- Work closely with agencies, consultants and Freelancers, where appropriate, to ensure consistently high-quality output and value for money
- Oversee the management of the teams operational budget, working closely with the Finance Team to ensure compliance with budgets and financial processes and requirements

People

- Provide inspiring leadership and support to the Communications team, creating a high performing culture to ensure the successful delivery of department and organisational objectives
- Ensure monthly 121's and annual appraisals are completed for every team member
- Support the professional development of the team through informal and formal opportunities

Strategy and performance

- 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 communications sector 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

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 Brand, Marketing and Communications

- Background and professional experience in Brand, Marketing and Comms
- 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
- 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
- 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 evaluate their viability
- Understanding of the power of digital and storytelling to achieve results
- 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 communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker



As this role involves working in a regulated environment with young people, any offer will be conditional to satisfactory background checks, which include criminal record check and employment reference.