

Social Media and Marketing Manager

Duration: Temporary – 6 month FTC

Salary: up to £41,254

Location: Hybrid Working with regular attendance at London Office

Reporting to: Role reports to Head of Brand, Marketing and Communications

Department: External Relations

Key working relationships: Head of Brand, Marketing and Communications, Director of External Relations, Media Manager, Talent and Storytelling Manager, Head of Engagement, Outdoor Learning team, external agencies, young people.

Short description (max 40 words): This position presents an exciting opportunity to become an integral part of our innovative and fast-paced Marketing Team for 6 months. As a Social Media Manager, you will join a dynamic team that is passionate about creating engaging and impactful content online. This role is a key component of our marketing efforts and offers a unique chance to shape our brand's digital narrative.

Purpose of the job

We are looking for a Social Media Manager to join our marketing team and help us build and maintain a strong online presence for our brand. As a creative and strategic thinker, you will be responsible for developing, executing and monitoring innovative social media campaigns that resonate with our target audience and elevate our brand to new heights.

Who we are

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 have influence as a sector-supporting infrastructure body, a direct delivery partner and a campaigner for social change. As outlined in our 2025 #unlockingyouthwork strategy, we believe youth work is a catalyst for change that young people need now more than ever. We play a unique role in addressing; the lack of investment into the youth sector, the lack of cross-sector understanding of how youth work makes a difference and the limited opportunities to embed effective solutions.

We are building a movement of change; galvanising likeminded individuals, organisations, government, and businesses from all sectors, to work together and deliver system change for all young people. Together we will create a society that understands, champions, and delivers effective youth work for all.

Key responsibilities

- Create, curate and manage all published content (images, video, written) across all social media platforms in alignment with the social media strategy.
- Monitor social media channels, respond to comments, messages and inquiries promptly and authentically.
- Analyse social media metrics and create comprehensive reports for management, showcasing the effectiveness and impact of social media efforts.
- Stay up-to-date with the latest social media trends and best practices to optimise content

and strategy.

- Line manage the Digital Marketing and Brand Officer.

Other responsibilities

- Stay current with emerging social media trends, tools and platforms.
- Work with the Talent and Storytelling Manager to maximise content from Influencers and Talent, to broaden brand reach.
- Monitor competitors and industry trends.
- Develop and maintain content calendars.
- Provide social media and brand support to staff within the organisation, ensuring consistent messaging and brand representation across all channels.
- Provide ad-hoc marketing support where necessary.

Personal specification

Experience:

- Proven experience as a Social Media Manager or in a similar role, with a track record of successful social media campaigns.
- Proficient in social media platforms (Twitter, Instagram, LinkedIn, Facebook, TikTok and YouTube) and management tools.
- Experience of designing and creating high-quality multimedia content in-house and managing external agencies effectively.
- Experience of advanced planning and time management.
- Experience of developing relationships with key influencers and stakeholders.
- Experience of effective line management.
- Experience of working with young people is a bonus.
- Experience in paid social media advertising is a plus.

Knowledge, skills and understanding:

- Knowledge of design tools including Canva, Photoshop, InDesign and Premiere Pro.
- Excellent knowledge of scheduling tools such as Hootsuite.
- Creative mindset with a keen eye for design and aesthetics.
- Strong analytical skills and proficient in Microsoft Excel.
- Excellent verbal and written communication skills.
- Excellent interpersonal skills.

Personal qualities:

- A pro-active approach.
- Self-motivated and enthusiastic.
- Great initiative and commitment to achieving results.
- Strategic thinker.
- Collaborative spirit.

Why work at UK Youth

We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising (even for those working remotely!) from lunch and learn sessions, staff quizzes, to virtual coffee meet ups.

UK Youth prides itself on being an Equal Opportunity employer, and we would particularly welcome applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010.

We value the differences that a diverse workforce brings and are committed to inclusivity and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment.

We welcome applications from groups currently under-represented in our organisation including BIPOC, LGBTQ+ and persons with disabilities. We are also currently underrepresented by men, and so are seeking applications from different backgrounds, cultures, age, experience and identity to bring a wide range of experience, ideas, views and insights to UK Youth.

What we can offer you

We offer a competitive range of benefits, good work/life balance, excellent learning and development opportunities and vibrant organisational culture.

- Flexible/Agile Working
- 27 days annual leave plus bank holidays
- Pension scheme (currently UK Youth match employee contributions up to 5%)
- Membership of our life insurance scheme which would pay-out up to 4 times your salary
- Employee Assistance Programme to support employees both professionally and personally
- 20% discount off bookings at Avon Tyrrell, our New Forest Outdoor Centre, including camping, lodges and outdoor activities.
- CycleScheme and TechScheme

How to apply

If you would like to be considered for this opportunity, please complete an application via our completely anonymised recruitment system provided by Applied which looks to create a fair and unbiased application process for all.

- Closing date: 30th October 2023 at 11:59pm (Midnight)
- First Round Interview dates are likely to take place from 1st November 2023

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.

As part of the recruitment process, UK Youth will be gathering and uses certain information about you. For further information regarding this, please review our [Data Protection Privacy Notice](#) which explains what data of yours we process and how we use it.