



**START
SOMETHING**

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Digital Marketing Manager	PAY BAND:
FUNCTION:	Marketing & Communications (MarComms)	Support Delivering
THE TEAM:	The MarComms team aims to promote the work of The Prince's Trust by delivering a blend of creative and engaging campaigns (on and offline) to support various teams across the organisation.	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team

WHERE YOU WILL FIT

CEO	Deputy Director of Operations	Deputy Director of Marketing	Senior Head of Digital Marketing	Digital Marketing Manager	Digital Marketing Executive
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will be responsible for project managing high-profile campaigns for The Trust in partnership with key corporate supporters to the highest quality across our digital marketing channels (website, social media, e-newsletters, internal communications etc), to raise awareness of our work to attract more young people onto our programmes. This work is balanced by using the same channels to encourage supporters to donate, fundraise and volunteer for The Trust through special projects.

WHAT WILL YOU DO?

- 🔧 Develop and deliver innovative digital marketing acquisition strategies to support The Trust's activities – from attracting young people who are out of work to sign up to online jobs fairs to driving donations through virtual fundraising events to generate supporter income – to help meet our strategic goals.
- 🔧 Plan and develop accessible content of the highest standard to effectively represent The Trust's activities, whilst ensuring it is relevant, engaging and maximising latest trends.
- 🔧 Lead digital marketing best practice with The Trust's region and country marketing managers to ensure content can be tailored for local audiences to maximise reach and optimise value.
- 🔧 Support The Trust's influencer strategy to inspire more young people to get involved, by identifying, managing and sustaining relationships with a range of relevant activities, while monitoring and improving impact.
- 🔧 Work with The Trust's Fundraising teams to deliver digital marketing plans that raise the profile of our corporate partnerships – including L'Oréal, Schuh and TK Maxx and Homesense – and philanthropic priorities such as Women Supporting Women.
- 🔧 Develop and maintain an understanding of The Trust's target audiences' needs, wants and preferences by understanding their digital behaviours.
- 🔧 Support colleagues in writing and editing copy for use across digital communication materials, in line with brand guidelines.
- 🔧 Support on the successful delivery of email marketing campaigns using DotDigital.
- 🔧 Manage a Digital Marketing Executive, overseeing their professional development by shaping objectives in line with policies and procedures set by People & Learning.

THE SKILLS YOU'LL BRING



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All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Creative and enthusiastic, with a practical approach to problem-solving.	You will be able to interpret briefs and come up with creative solutions in a timely manner.
Able to work on own initiative, and to meet tight deadlines.	
Highly effective written communication including creative copywriting, accurate punctuation and proof-reading skills.	Will be used daily in this role to communicate and produce work.
Use of Microsoft Office applications.	
Experience	Why do we need this?
Some experience in generating leads / income through digital marketing as part of a flexible acquisition model.	Experience in a similar role means you'll effectively manage our digital platforms
Some experience in development of online content, preferably including using website CMS systems.	
Use of analytics platforms, social and website analytics.	
Development of accurate and effective copy targeted to distinct audiences.	
Use of social media platforms for organic and paid activity: YouTube, Twitter, Facebook and LinkedIn, Instagram and TikTok.	

WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
GCSE education level English Language and Mathematics.	Knowledge will be used daily in the role.
Marketing in the youth and/or charity sector.	The skills and knowledge gained from working in a similar role within the sector could enhance our digital output.
Project management skills, including the ability to work to tight, competing deadlines on a range of different projects.	
Use of e-marketing / marketing automation systems such as DotDigital.	
Use of digital technology to create excellent online content such as Adobe Photoshop and InDesign.	
A working knowledge of HTML.	
Skills & Knowledge	Why do we need this?
Digital fundraising experience.	The experience, skills and knowledge gained from working in a similar role could enhance our digital output.
Working in a large scale, distributed or devolved organisation with effective team working and interpersonal skills.	The Trust is a large charity with many stakeholders, so experience in a similar size organisation would be helpful.
Journalistic experience.	The role will involve developing accurate copy, creating scripts and storyboards for digital content.
Experience of PPC and SEO.	The role involves co-management of the main Prince's Trust website and experience in these disciplines would be helpful.
Analysis using Google Analytics and Data Studio.	We constantly review and improve our performance.

WHAT DO WE EXPECT FROM YOU?



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OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

Here at The Prince's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. More importantly, creating an environment where everyone, from any background, can be themselves and do the best work of their lives is the right thing to do.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by PT CAN (our Cultural Awareness Network), PT NOW (Network of Women), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBT Network). For more information, [click here](#).



Inspiring
We lead by example



Approachable
We are open minded and value diversity



Empowering
We enable positive change



Non-Judgemental
We focus on the potential, not the past



Passionate
We are absolutely committed to supporting young people



OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works in at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
<p>You inspire others through passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values</p>	<p>You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change</p>	<p>You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding</p>	<p>You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions</p>	<p>You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same</p>

THE WELFARE OF OUR YOUNG PEOPLE

The Prince's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment we undertake basic disclosure checks in accordance with the Codes of Practice for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.