



youthscape.co.uk
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Job Description and information

Job title: Marketing Manager

Hours - 40 hours a week

Salary - From £25,000 pa

Youthscape is a youth work organisation passionate about seeing transformation in the lives of all young people. We develop innovative, proven ways to address the key contemporary issues that they face and especially those involving their social, emotional and spiritual health. Our team are based in Luton, Bedfordshire, where we pioneer work with young people in schools, churches and the local community. The hub of this local work is building, Bute Mills - a five-storey youth centre and training facility, a place where new youth work ideas are constantly being born and put to the test. We then share what works nationally through our training, consultancy and resources - and inspire and equip churches to transform the lives of young people in their communities. Our nationally recognised projects include SchoolworkUK, SelfharmUK, Romance Academy and The National Youth Ministry Weekend.

About this role

The Marketing Manager will play a key role in the life of Youthscape, delivering marketing messages and material to support brand awareness, event and product sales and fundraising. The successful applicant will be a marketing professional with at least 3 years' experience who will be organised and flexible with an eye for detail. They will be motivated, and will bring their own initiative, creativity and relevant experience to the role.

Key responsibilities and tasks

1. To develop and grow the Youthscape brand.

- 1.1 To develop and fulfil a marketing plan for the development of the Youthscape brand
- 1.2 To plan and deliver marketing campaigns which communicate and serve the visions and values of Youthscape.
- 1.3 To work on brand development activities alongside the leadership team.

2. To manage marketing across Youthscape.

- 2.1 To take overall responsibility for marketing our resources and events (but not training)
- 2.2 To liaise with the Head of Training to ensure marketing synergy across our different brands and products
- 2.3 To manage and spend the Youthscape marketing budget effectively

- 2.4 To ensure the Youthscape store is promoted and accessed more widely
- 2.5 To support project leaders in marketing project-specific work as required

3. To set direction, manage content and scheduling for digital marketing across Youthscape

- 3.1 To develop a strategy for our social media accounts
- 3.2 To ensure coherent messaging and branding across our digital platforms (including all websites)
- 3.3 To oversee all Youthscape's social media accounts, managing and scheduling posts for the main Youthscape accounts.
- 3.4 To ensure the Youthscape social media is compliant with internal and external policies including safeguarding, copyright and photography.
- 3.5 To create content using a range of media
- 3.6 To create content for email marketing and to support project leaders in this area where necessary
- 3.7 To liaise with the Youthscape team to gather stories and information to share on social media

4. To manage Youthscape's presence at conferences and exhibitions

- 4.1 To produce a schedule of events at which Youthscape will have a presence
- 4.2 To decide the nature of our offering at events, and deliver this
- 4.3 To manage Youthscape's presence at events and other exhibition opportunities including the administration of the event, team and stock

5. To fulfil wider responsibilities as a member of Youthscape

- 5.1 To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.
- 5.2 To participate in Youthscape collaborative work, as required.
- 5.3 To carry out any other reasonable tasks as required by your line manager.

Person specification

1. Skills

People skills

- Good interpersonal skills
- Strong written communication skills
- Ability to communicate with different audiences reflecting appropriate tones for each

Strategic skills

- Attention to detail
- Organised and methodical
- Creative skills
- Judgment and decision-making
- Ability to implement schedules and timed campaigns
- Ability to create and edit material in a range of media including graphics, video and audio

Personal skills

- Honesty and integrity
- Personal effectiveness and self-management
- Motivated and committed

2. Experience

- Experience of taking a lead in marketing for a medium-sized charity or organisation
- Experience of managing non-personal social media accounts
- Experience of marketing products, events and services
- Experience of administering conference exhibitions

3. Values and ethos

- There is a requirement that the role be held by a Christian.

4. Desirable

- Relevant marketing qualifications
- Experience or interest in Christian youth work
- Holds a full driving licence

Conditions of employment

Location	Bute Mills, Luton
Salary	From £25,000 pa
Hours	40 hours per week
Holiday	25 working days plus bank holidays
Probation	6 months
Termination	1 month by either party

Existing Youthscape terms and conditions of employment apply.

Youthscape is committed to safeguarding the welfare of young people and expects all employees to share this commitment. All appointments are subject to a satisfactory DBS check being received.

How to apply

Completed application form and CV to be sent to karen.hornett@youthscape.co.uk.

Application forms are available at www.youthscape.co.uk/about/work-with-us