



# Marketing Executive Appointment Brief

## **Marketing Executive**

Do you have a passion for marketing and want to make a real difference for young people?

We have an exciting opportunity to join our team. We're looking for an experienced Marketing Executive to take the reins of our marketing activity on all platforms: print, web, graphic design, social media and e-comms.

You'll play an important role, working across the charity's teams, creating and executing new strategies to help us promote our inspiring youth programmes.

This is a diverse and hands-on role, working with others in a small marketing team planning campaigns and organising events, to working with digital design and analysing trends to feed into future marketing. You'll also see how our work makes a difference to young people's lives and help give them a voice.

We need a creative, pro-active and self-motivated person who will have opportunity to make the role their own.

Part time, permanent position 20-30 hrs a week.  
Salary £32 000 FTE

Working from Aylesbury with some remote working possible.

**If you want to change lives, call us - we want to hear from you!**

Become part of a dynamic charity, with a great mix of people committed to making a real difference for young people through a range of fun and challenging programmes and initiatives.

Action4Youth changes lives and creates better chances for young people by creating opportunities to discover their personal strengths and potential.

We work with young people from all backgrounds and all abilities to make a real difference to their futures.

We are a respected and dynamic charity based in Buckinghamshire and Milton Keynes but reaching young people across the wider south east region.

This is an opportunity for someone with a can do attitude and a strong desire to make things happen.

You will join a supportive, driven, committed team whose desire to achieve is matched by an intention to enjoy work on a day to day basis. You will be based in Aylesbury. You should expect to enjoy being part of a collaborative, loud and energetic organisation.

### **Our Mission**

To support all young people's growth towards fulfilling and responsible adult lives, Action4Youth develops physical, mental, spiritual, moral and cultural abilities which act as:

- A Springboard towards realising dreams
- A Safety Net for those at risk
- A Voice of influence from the young and for the young

In order to benefit as many young people as possible while maintaining Action4Youth's financial stability, we partner with those (government, schools, youth clubs, businesses, trusts and foundations and others) who share our mission.

## What we do

Action4Youth delivers various youth programmes including; the National Citizen Service (NCS), The Inspiration Programme (TIP), Breakout and an established mentoring programme.

Action4Youth takes the strategic lead for the voluntary organisations supporting children and young people aged 5 – 25 years across its area. It has around 75 organisations in membership and offers a range of essential support and services.

Our outdoor education centre, The Caldecotte Xperience in Milton Keynes, creates opportunities for young people to have amazing, challenging, fun and sometimes transformational experiences. They learn what they can do rather than what they can't, building their confidence and self-belief.

The Junction in High Wycombe is open to all young people and offers a timetable of weekly activities, a space for socialising and leisure activities and crisis support clinics.

Action4Youth is the operating authority for Buckinghamshire, Milton Keynes and Northamptonshire for Open Awards Groups for the Duke of Edinburgh Award Scheme.

## **Job Description**

### **Job Title**

- Marketing Executive

### **Location**

- Aylesbury, Buckinghamshire

### **Position in the Organisation**

- Reports To: Development Director
- Working With: The Action4Youth Staff Team

### **Main Purpose and Scope of the Role**

To support the Marketing Team in these main activity areas:

- Ensure effective communications across various platforms: print, web and social media
- Promote all Action4Youth's programmes and activities
- Event Management
- Desk research and information gathering for effective planning and optimising marketing content

### **Duties and Key Responsibilities**

- Work, as directed to raise Action4Youth's profile through all channels
- Work with Action4Youth's marketing and programme teams to promote all Action4Youth's programmes and activities
- Create, collate, and monitor analytics to inform strategy
- Data entry and management of the CRM system
- Support the implementation of the social media strategy working with colleagues to ensure maximum appropriate exposure and engagement
- Regularly review and update Action4Youth website for current content.
- Collation and preparation of all information required for range of print collateral
- Liaise with suppliers re: production of artworks and all print deadlines, and ensure appropriate timescales and budgets are adhered to.
- Maintain picture library
- Assist with preparation and running of fundraising events
- Desk research and information for marketing activity
- Support, where required, Action4Youth's teams in promoting the programmes in schools, including presence at events and parents' evenings etc

## General Responsibilities

- Support events and meetings when required.
- Support the continued development of quality standards as specified by Action4Youth.
- To have regard for the vision of Action4Youth and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.
- Administering own workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Attending relevant CPD training events in line with Performance Management appraisal.
- Undertaking responsibility, as part of the team, for all Health and Safety work related matters.
- Working within the guidelines of Action4Youth policies and procedures.

<b>Person Specification: Marketing Executive</b>	<b>Essential (E) Desirable (D)</b>	<b>Demonstrated at: Application (A) Interview (I)</b>
<b>Skills, Experience and Knowledge</b>		
A proven track record of developing and using digital technologies and social media as a tool for communication	E	I
Excellent design skills and ability to respond to a brief, with demonstrable examples	E	I
Excellent verbal and written communication skills	E	A/I
A full driving licence and access to a Car	E	A/I
Experience of working in a charity	D	A/I
Ability to write accurate and engaging copy	E	I
Knowledge of accessibility considerations and solutions	D	I
Ability to share information, contribute opinion and receive constructive criticism	E	I
Ability to maintain accurate and up-to- date data and online records	E	I
Experience of managing databases and web content management systems	E	A/I
<b>Qualifications</b>		
Obtained or studying a related subject at degree level	E	A/I
<b>Personal Attributes</b>		
Excellent attention to detail	E	A/I
Good time management skills	E	I
Willing to be flexible with working hours	E	I

## To Apply

To apply for this role please send a copy of your CV and a covering letter explaining why you are applying for this position to [office@action4youth.org](mailto:office@action4youth.org)

If you would like an informal chat regarding the role please call 0300 003 2334

**Action4Youth**  
**5 Smeaton Close**  
**Aylesbury**  
**Buckinghamshire**  
**HP19 8UN**

**Telephone: 0300 003 2334**  
[www.action4youth.org](http://www.action4youth.org)

Action4Youth is committed to safeguarding and protecting the young people that we work with. All our posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We have policies and procedures in place that promote safeguarding and safer working practices across the organisation.