



Job title: Youth Marketing Officer
Location: Remote working in the UK
Responsible to: Marketing Manager
Salary: £25,000 to £35,000
Contract: Full time, 37 hours a week
Closing Date: Wednesday 19th January 2022
Interview Date: Friday 28th January 2022

Please note, if you do not provide a covering letter, your application will not be considered.

Why us?

Speakers for Schools is a dynamic, swift-moving and fast-growing charity. We are on a mission to support a million young people across the UK annually by 2023. Having taken the first steps on the road to achieving this, our team has grown tenfold in the past two years. This has supported growth in our employer network from 70 to 700 leading employers and 3800% growth in the number of work experience places offered during the same period.

We want to level the playing field, making sure that all young people can access inspirational opportunities and experiences to fuel their ambition.

We are united and unique in our mission to transform lives through raising the aspirations of millions of young people every year. Each year, 1,500 senior leaders, celebrities and industry experts deliver a difference by sharing their story with students in schools and colleges in every corner of the UK. We connect employers such as Disney, The Bank of England, Spotify, PwC and almost seven hundred others to communities to provide access to the top opportunities for all across the UK. With us, you will be part of inspiring a generation to reach higher, broaden horizons and get equal access to the top.

To keep growing our charity and our impact, we need top talent and we are committed to treasuring, developing and supporting them to thrive within their roles.

Role Summary

We are seeking a creative and innovative individual to join the Speakers for Schools MarComms team to inspire young people through our existing programmes. You must be passionate about helping young people achieve their career ambitions through youth focused communications and represent the youth voice within the charity.

The ideal candidate will have their finger on the pulse of youth marketing and what works to engage young minds. This is an ideal opportunity for a candidate with a strong grounding in the full suite of

marketing skills looking to make their mark and help shape our marketing, digital and media strategies.

Key Duties / Responsibilities: -

This role is an exciting opportunity to build a national audience of young people engaging our services to improve their life and career opportunities. This role will focus on leveraging the charities marketing channels and innovative ways to position the charity as the diverse voice of young people.

- Working with the Marketing Manager to help shape marketing strategy through a youth perspective including contributing to campaign planning and rollout, assisting with design workflow and maintaining briefing best practice, budget and invoice tracking and managing internal and external stakeholder requests as appropriate.
- Assisting the Digital Marketing Executive in executing and implementing cross-channel digital strategy including email marketing, social media content creation, scheduling and housekeeping, PPC advertising and reporting with a critical eye for youth focused placement and creative content ideas.
- Supporting the Communications and Campaigns Manager with drafting quotes, proofing press releases, sourcing youth advocates for media opportunities and advising on media opportunities for expanding our youth reach and engagement.
- Work alongside our Web Manager and Copywriter to provide a youth perspective on digital content and copy, opportunities for blogs or other content, alongside general SEO and proofing support.
- Provide operational support to our Design team including liaising with suppliers (e.g. printers) for competitive quotes, support workflow, brief collateral and provide quality control support.
- Continually identifying opportunities to target young people with impactful and creative content ideas.
- Build relationships and consult across the charity as an advocate for youth content ensuring young people are at the centre of all collateral, content, communications, etc.
- Provide opportunities for streamlining processes of internal workflow and communications within the MarComms team.

Skills / Experience / Knowledge:-

- Proven consumer marketing experience and experience creating impactful marketing materials and campaigns utilising multiple channels and platforms.
- Strong understanding of online and offline marketing practices.
- Demonstratable experience and understanding of youth marketing and an ability to connect with young people.
- Experience working collaboratively within and team and across multiple departments.
- Running youth polls, surveys and workshops to build insight into the needs and interests of young people.
- Proven track record working across multiple projects and deadlines.
- An existing youth network is desirable but not essential.
- Comprehensive knowledge of Microsoft Office suite, including Teams, Excel, Word, and PowerPoint.

- Excellent interpersonal and communication skills to communicate effectively with a wide range of internal and external stakeholders.
- Strong time management skills.
- Experience managing invoices and tracking budgets
- The ability to learn quickly to ensure smooth delivery processes whilst maintaining a key eye for detail.
- A reliable team player with a positive, hands-on approach to working

Benefits offered at Speakers for Schools:

- Flexible working
- 25 days annual leave plus bank holidays
- Morning of your birthday off
- Pension scheme
- CharlieHR perks
- Perkbox
- £500 a year training allowance

Diversity at our core

At Speakers for Schools, we are committed to encouraging equality and diversity among our workforce, and to eliminating discrimination. Our aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

We welcome applications from all, including those where employment has been affected by Covid-19 and those seeking to change careers. Diversity is at our core, join us.

How to apply:

Please apply as soon as possible submitting your CV and a one page covering letter which outlines your specific interest and ability to successfully fill this role, as well as your salary expectations and current notice period. **Please note, if you do not provide a covering letter your application will not be considered.**

Appointees are subject to a successful DBS check, as contact with young people is likely.

You must have the right to work in the UK to apply.

The Journey to joining Speakers for Schools:

The closing date for this role is **Wednesday 19th January 2022.**

Please note, there will be a task issued to shortlisted candidates for this role. If successful at this stage interview will be scheduled for Friday 28th January 2022. Please keep this date free as alternative dates may not be possible.

Our new team member will start ASAP.

If you have not heard from us two weeks after the interview date, please presume your application has been unsuccessful.