



**Job title:** Marketing Executive

**Location:** Remote working in the UK

**Responsible to:** Marketing Manager

**Salary:** £25,000 - £28,000 per annum (plus London Weighting where appropriate)

**Contract:** Full-time, 37 hours a week

**Closing Date:** **Monday 15<sup>th</sup> August at 9:00am, Please note, due to the volume of applications we are currently receiving, we may close this role earlier than the closing date. Please apply as soon as possible to avoid disappointment.**

**Interview Date:** **Interviews will be taking place as applications come in. Please apply as soon as possible to avoid disappointment.**

**Please note, that 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 by 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 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.

### **Speakers for Schools Values**

**PASSION:** We are committed to levelling the playing field for young people across the UK, creating social mobility and tackling disadvantages.



AGILITY:	We challenge our ideas of what is possible in order to better meet the needs of those we support. We are human, make mistakes, learn, evolve and adapt.
INTEGRITY:	We act with empathy and bring our authentic selves to work every day. We value and respect the talent, time and intentions of those we work with.
COLLABORATION:	We are one team with one mission and only by working together can we deliver better outcomes for young people. We support each other unconditionally and feel motivation in shared success as well as individual progress.
DIVERSITY:	We know it takes people with different ideas, strengths, identities, interests, and cultural backgrounds to make our organisation succeed. We encourage constructive debate and critical friendship.

### **Role Summary**

Are you a highly organised, creative individual with an eye for detail? Are you looking for a new challenge and somewhere to make your mark? Speakers for Schools are looking for a dynamic Marketing Executive to join our MarComms department to help support our fast-paced team in an exciting period of growth and change.

This is the perfect opportunity for a Marketing Executive to gain hands-on experience and grow their career. We are looking for someone who can think on their feet and work quickly and autonomously to support the day to day workings of our team.

The Marketing Executive will report directly to the Marketing Manager but will provide support across the wider MarComms team.

### **Key Duties / Responsibilities:**

- Supporting the Marketing Manager to help execute marketing strategy including contributing to multi-channel campaign planning and rollout.
- Assisting the Creative Studio with design requests and workflow whilst acting as a Brand Guardian to help maintain brand design and best practice across the wider charity.
- Provide support to our Web Manager to help edit and maintain Speaker for Schools website including regular updates to our main programme pages.
- Managing and assisting with the production and execution of events including assisting with printed collateral requests and delivery.
- Supporting the Digital Marketing Executive with digital marketing activity including end-to-end creation and rollout of engaging email campaigns and PPC advertising.
- Assisting the Communications and Campaigns Manager with drafting quotes, proofing press releases and sourcing youth advocates for media opportunities.
- Supporting the Content Manger with community management, influencer outreach, scheduling and monitoring.



- Building relationships and communicating effectively across departments and managing internal and external stakeholder requests.
- Process orientated, coming up with effective and efficient processes and systems to support daily team practices.
- Assisting with the management of invoice tracking and budget upkeep.

### **Skills / Experience / Knowledge:**

#### **Essential**

- Previous marketing experience is essential. You might be a Marketing Assistant looking for your next step, or an Executive level looking for a new challenge.
- A proven track record in successfully creating and facilitating marketing campaigns and supporting social media communities.
- Organised and proactive, with lots of initiative, you're able to prioritise a busy workload and consistently deliver high-quality work, often to tight deadlines.
- Proficient in Microsoft Office including Powerpoint, Word and Excel.
- Proven experience working across multiple tasks/projects at any given time.
- Good communication skills with a positive, hands-on approach to working.
- A reliable team player able to adapt to and manage multiple tasks in a fast-paced environment.
- Excellent organisation and time management skills and ability to learn quickly to ensure smooth delivery processes whilst maintaining a key eye for detail.
- Enthusiasm, energy and a passion for what you do are essential.

#### **Desirable**

- Understanding of Adobe Acrobat, InDesign and Photoshop is beneficial but not essential.

### **Benefits offered at Speakers for Schools:**

- 25 days annual leave plus bank holidays
- Morning of your birthday off
- Pension scheme
- 3 voluntary days per year
- Wellbeing programme
- Enhanced maternity/paternity/adoption package
- Subsidised office furniture
- 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.

### **Disability Confident Employer**

Speakers for Schools are glad to be Disability Confident Employers. This means that if you have a disability and you meet the minimum criteria for the role you will be invited to interview.

Please note that in certain recruitment situations, such as a high number of applications and seasonal and high-peak times, Speakers for Schools may limit the overall number of interviews offered to both disabled people and non-disabled people.

We usually ask for a CV and covering letter to be submitted as part of the application process. However, we understand that this is not always accessible to everyone, so we welcome video and phone call applications as alternative ways to apply. For additional information or support, please contact 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, that 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 **Monday 15<sup>th</sup> August at 9:00am**. Please note, due to the volume of applications we are currently receiving, we may close this role earlier than the closing date. Please apply as soon as possible to avoid disappointment.

**Interviews will be taking place as applications come in. Please apply as soon as possible to avoid disappointment.**

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.