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| **YOUNG ENTERPRISE JOB DESCRIPTION****Communications & Content Manager** |
| Job title | Communications & Content Manager |
| Department | Marketing |
| Reporting to | Head of Marketing |
| Pay Grade | (up to £37k pro rata for hours worked (up to £30.4K)) |
| Contracted hours | Part-time – 30hrs per week (0.8 FTE) |
| Reports | None |
| Location | Flexible with travel for meetings |
| Main job purpose | The Communications & Content Manager works strategically to ensure that the content within our marketing and communications campaigns will engage specific key audiences (potential and existing investors, teachers, educators, young people, journalists, MPs, policy makers and Young Enterprise staff) to raise the profile of the charity.The role works hands on to deliver campaigns and devise engaging content strategies and works closely with the Head of Marketing, Head of Public Affairs & Public Relations, the Digital Engagement Manager and members of the Senior Leadership Group to produce compelling content and communications strategies. |

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| **KEY TASKS** |
| Work alongside the Marketing and Public Affairs & Public Relations (PA&PR) Teams and other stakeholders across the Organisation to identify, agree and align communications for the Charity. |
| Review existing communications and messaging to form and provide clear and strong recommendations. |
| Develop engaging content and communications campaigns for YE’s three-year strategy – currently the [No Time Like The Future Strategy (NTLTF](https://www.young-enterprise.org.uk/NTLTFstrategy)) and raise awareness of the crucial work of the charity with internal and external stakeholders.  |
| Undertake detailed research in order to develop meaningful content which will engage and resonate with young people to help to position the charity as a vibrant youth focused organisation. |
| Provide recommendations on how we can successfully weave in podcasts and events under the overreaching strategy to provide clarity to internal and external audiences.Provide crucial support in supplying compelling content for the Marketing & PA&PR Teams to utilise in their roles. |
| Lead on generating content to develop and deliver engaging and measurably impactful communications strategies to increase the charity’s visibility, engage the relevant audiences and support the charity’s long-term strategy. |
| Support the Head of Marketing to develop and deliver marketing and communications plans, working with teams across Marketing, Programmes, Fundraising, Evaluation, and national events on initiatives with corporate and high-profile stakeholders. |
| Proactively identify communications opportunities to raise awareness of the charity to help to build and instil recall of the Young Enterprise brand. |
| Work collaboratively internally (Programmes, Fundraising, Evaluation, Regional) looking at the ways in which communications messages are being tangibly applied and measured throughout the functions**.** |
| Support the marketing team including PA&PR to gain an understanding of the types of messages that are needed for different audiences of Young Enterprise. |

***The above tasks are not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the Charity and it’s overall objectives.***

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| **SKILLS/ ATTRIBUTES/ KNOWLEDGE/ EXPERIENCE** |
| Essential | Proven experience of developing and executing engaging communications campaigns with compelling content to a wide range of audiences (including young people). |
| Excellent project management and organisation skills with the ability to work well under pressure, prioritise workload and to meet tight deadlines. |
| The ability to produce a wide variety of content to reach and engage specific target audiences. |
| Strong interpersonal skills, ability to collaborate, communicate and build relationships effectively at all levels. |
| Excellent copywriting skills with proven experience in producing and/or editing long-form and short-form copy. |
| Strategic thinking, with the ability to form clear and strong recommendations. |
| The ability to build and nurture strong relationships with internal and external stakeholders. |
| The ability to manage and deliver multiple projects. |
| Excellent writing including scripts, editing, and proofreading skills. |
| A positive flexible attitude, happy to pitch in where needed. |
| A strong proven background in a senior communications role and/or a relevant qualification. |
| Experience within a not for profit and charities space and/or the private sector . |
| Desirable | Knowledge of the education/youth sector and its key audiences is desirable. |
| A proven passion for social action and the youth-led development sector – experience of content development in the charity sector or for brand social impact projects is preferred. |

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| **YOUNG ENTERPRISE CORE VALUES** |
| **Young Enterprise has 4 Core Organisational Values:****Unlocking Potential:** Recognising and developing the potential of all; in our organisation; in the young people we champion and the stakeholders we work with**One Team:** Working together effectively to achieve our goals**Enterprising and Resilient:** Embracing change, innovating, adapting and responding to challenges and opportunities**Creating Great Impact:** Aiming for the biggest impact on young people and their educatorsAll Young Enterprise Staff are expected to model these values at all times. |

