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| **YOUNG ENTERPRISE JOB DESCRIPTION**  **Digital Engagement Manager** |

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| Job title | Digital Engagement Manager |
| Department | Marketing |
| Reporting to | Head of Marketing |
| Pay grade | 5 |
| Contracted hours | Full time - 37.5hrs per week (1.0 FTE) |
| Reports | None |
| Location | Flexible |
| Main job purpose | Design, implement and maintain an innovative digital engagement strategy which helps support and deliver the No Time Like the Future Strategy (2020- 2023).  This role will play a pivotal part in raising awareness of our brand, the NTLTF Strategy and driving campaigns across all digital channels.  Develop and deliver engaging social media campaigns and strategies to engage and excite our key audiences - potential and existing investors, teachers, educators, young people, journalists, policy makers and Young Enterprise staff. |

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| **KEY TASKS AND TARGET OUTCOMES** | |
| **Task** | **Target Outcome** |
| Carry out a detailed review of the current YE digital strategy and make recommendations for digital development. Project management of new development work. | Clear and concise recommendations for YE’s digital strategy based on the understanding of channels and outputs and the needs and wants of audiences.  Projects delivered in line with agreed briefing/proposals. |
| Strategic development: To develop and deliver the YE digital strategy to ensure effective use of digital channels for engagement purposes. | Digital strategy is created and implemented, with all development contributing towards overall business plan. |
| Manage the charity’s national social media channels: to grow followers and greater visibility of the charity’s impact.  Coordinate and create content across our social media channels. | YE grows social media presence as an influencer in the field of enterprise and financial education and engagement with stakeholders and target audiences increases. |
| Website management:  Manage the website content including making web updates, commissioning new content, improving Information architecture (IA) and the goal conversation rates.  Develop a clear process to disseminate content from the other teams within the charity. | Audiences are communicated with appropriately; digital channels are updated in a timely manner and YE is abreast of new digital platforms and developments. |
| Email communications: Assemble and craft content for email bulletins. Improve engagement and ensuring that communications are on brand. | Email bulletins are created and disseminated in a timely manner, with appropriate tone of voice and to relevant audiences. Engagement is improved. |
| Digital engagement campaigns: Deliver social media, display, paid search and affiliate advertising to reach targets for our campaigns. Work alongside the Communications/Content Manager and Head of Marketing to deliver integrated campaigns. | Targets for profile raising campaigns across digital are met or exceeded. YE is abreast of new marketing channels and tactics which are integrated into campaigns accordingly. |
| Ongoing monitoring and evaluation of all digital work. | YE has an excellent understanding of what digital engagement is successful and why, and can make informed decisions based on analysis and evaluation. Digital engagement is consistently reviewed and improved. |
| Prepare quarterly reports using google analytics | Regular reporting will enable us to interrogate and understand the impact and engagement of our digital channels to ensure campaigns and strategies are supporting us to achieve the objectives |

***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** | Able to demonstrate successful experience in digital engagement at management level  The ability and motivation to work largely unsupervised to deliver strong outputs. |
| Experience of successfully creating and implementing digital strategies and campaigns. |
| Experience of managing agencies including writing briefs, overseeing work, testing and providing feedback. |
| Experience of digital engagement including Search Engine Optimisation SEO and Pay Per Click PPC. |
| Experience of using Content Management System CMS (experience of using Wordpress and Drupal is essential). |
| Excellent copy writing and proof-reading skills. |
| Experience of managing social media channels including Twitter, Instagram and Tik Tok. |
| Comprehensive understanding of and experience in analysis of digital campaigns. |
| Agile project management and organisation skills, including proven ability to plan and manage multiple tasks simultaneously. |
| Knowledge of policies, guidelines and laws governing digital work such as Data Protection Act, The UK Code of Non-broadcast Advertising and Direct & Promotional Marketing CAP Code, copyright guidance. |
| Creativity – support the Head of Marketing to evolve the charity’s visual identity. |
| Energy, drive and a positive attitude that motivates others. |
| Excellent interpersonal skills and ability to work with wide variety of stakeholders utilising strong negotiation and persuasion skills. |
| Excellent verbal and written communications skills. |
| Excellent design/editing skills - Adobe (Indesign, Photoshop, Premier, Pro) or Canva |
| **Desirable** | Experience of working in the not for profit/charity and/or education sectors. |
| Experience of managing digital builds including scoping and development work. |

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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 educators  ***All YE Staff are encouraged to model these values at all times*** |

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