

YOUNG ENTERPRISE JOB DESCRIPTION
Digital Engagement Manager

Job Title	Digital Engagement Manager
Department	Marketing
Reporting to	Head of Marketing and Communications
Salary	£38,000 - £42,000 depending on experience
YE Pay Grade	6
Hours	Full-time, 37.5 hours per week
Duration	Permanent
Direct Reports	None
Location	London/Hybrid (working from the London office 4 days per month)
Main Job Purpose	<p>This is an exciting time to join Young Enterprise as we prepare to launch our Transforming Futures strategy (2024-2030).</p> <p>The Digital Engagement Manager will play a crucial role in designing and implementing an innovative digital engagement strategy that helps us deliver Transforming Futures.</p> <p>We are looking for an experienced digital expert, to develop our digital presence and continue to raise the profile of Young Enterprise.</p> <p>One of the first, most important and high-profile projects will be leading on the design and implementation of a digital transformation project to a) enhance our website and improve user experience and b) develop a new portal for educators.</p> <p>The job holder will also develop and deliver engaging social media campaigns to engage and excite our key audiences – educators, funders, young people, volunteers and policymakers.</p> <p>In line with our brand refers in 2023/24, the Digital Engagement Manager will implement our new brand strategy across all digital channels.</p>

Key Tasks

- Lead project to develop and deliver a new Young Enterprise website, which offers a modern, user-friendly digital experience which appeals to our key target audiences. This will involve co-creating the strategy, then managing the day-to-day execution and implementation by an external digital agency, as well as consulting with and managing feedback from multiple internal and external stakeholders. The jobholder will be expected to understand and promote appropriate technical solutions, including relating to integrations with other YE systems, as well as effectively communicating with and updating senior stakeholders who may not have a digital background.
- Scope, lead and implement a new portal for educators, to offer teachers a single point of access to all programmes, deepening our digital relationships and allowing us to cross-promote our offering.
- Develop and deliver a digital strategy for Young Enterprise to maximise use of digital channels for marketing and engagement purposes during period of Transforming Futures strategy.
- Collaborating with colleagues from across the charity, propose, agree and implement a social media strategy highlighting the impact of Young Enterprise’s work, to engage existing audiences and grow our followers. Manage weekly schedule via Hootsuite and provide reporting and recommendations on how to enhance our presence.
- Gather, analyse and present data from digital engagement across all channels.
- Working with other members of Marketing team, design processes for content gathering, approval and distribution.
- Ongoing management of website, including day-to-day management of content updates, translating requirements from across the charity into appropriate and timely solutions for digital, plus implementing a process to review and remove expired content.
- Management of production process of email newsletters, planning content, timings, user journey, approvals, design and tracking for various audiences, with a number of internal teams.
- Delivering social media, display, paid search and affiliate advertising to reach targets for our campaigns. Manage our Google Ad grant to ensure spend is used effectively.
- Contribute to brand refresh project and implement new brand designs across digital channels.
- Designing branded assets for social media and other channels.

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 its overall objectives.

Skills/ Attributes/ Knowledge/ Experience

Essential	<ul style="list-style-type: none"> • Demonstrated evidence of success in digital engagement at management level. • Experience of digital transformation projects, including at least two large-scale technical projects which the candidate can evidence they have successfully led. Excellent understanding of best practice digital design and user experience plus scoping, agreeing high-level objectives and daily management of building a new website. • Experience of successfully creating and implementing integrated digital strategies and campaigns.
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	<ul style="list-style-type: none"> • Successful social media management experience across multiple channels with content tailored for different audiences. • Understanding the value of reporting and analysis to inform future planning. • Experience of managing agencies including writing briefs, overseeing work, testing and providing feedback. • Candidate is likely to have at least five years of relevant experience. • Use of Search Engine Optimisation and Pay Per Click; ability to produce high-quality, SEO-friendly, engaging messaging. • Experience of using CMS, Hootsuite, Google Analytics 4. • Understanding of brand and design, and optimal ways to use them to create standout and engagement on digital channels. • Excellent copywriting and proofreading skills. • 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, e.g. GDPR. • Energy, drive and a positive attitude that motivates others. • Excellent interpersonal skills and ability to work with a wide variety of stakeholders, utilising strong negotiation and persuasion skills. • Excellent verbal and written communications skills, particularly being able to adapt approach to suit those with varying levels of digital knowledge. • Follower of developments and best practice in digital marketing.
Desirable	<ul style="list-style-type: none"> • Experience of working in the not-for-profit and/or education sectors • Design/editing skills – Adobe (Indesign, Photoshop, Premier, Pro) or Canva

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 expected to model these values at all times.