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| **YOUNG ENTERPRISE JOB DESCRIPTION**  **Marketing Assistant** |

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| Job title | Marketing Assistant |
| Department | Marketing |
| Reporting to | Head of Marketing and Communications |
| Pay grade | Grade 3 |
| Salary | £26,000 pro-rata |
| Hours | Full-time, 0.6 or 0.8 PT available. Position available immediately, for a 6-month period. |
| Reports | None |
| Location | London/Hybrid (work from the London office 4 days per month) |
| Main job purpose | This is an exciting time to join Young Enterprise as we prepare to launch our Transforming Futures strategy (2024-2030).  The Marketing Assistant will play a key role in helping the marketing team with the production of marketing and communication materials and the implementation of the rebrand of Young Enterprise.  The person will provide advice to colleagues on branding and content and will need to evidence excellent project management skills as they be managing the flow of files and the process of creating marketing materials.  The job holder will also be involved in all other aspects of communications, such as contributing to creating content for social media, helping to prepare and deliver integrated campaign activity, creating basic designs for social assets and helping our internal clients shape and activate marketing briefs.  The job holder will need to quickly develop relationships with stakeholders across the charity, especially with our Programmes and Services team.  In line with our brand refresh in 2023/24, the Marketing Assistant will help with preparing artwork and templates across multiple areas of work in preparation for our new brand launch.  We are looking for an enthusiastic person with some knowledge of marketing and a keen desire to learn more. |

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| **Task** |
| * Take briefs from internal clients, ensuring objectives are clear and agreed and all assets, photos, infographics and other content are prepared and ready for design. * Act as traffic manager for updates or new marketing materials, liaising between design agencies, internal clients and other members of marketing team. * Log status of all materials and keep track of all approvals, comments and amends. * Brief external designers on materials required for YE rebrand. * Liaise with email production agencies to agree communications briefs. * Provide first set of comments on new materials, e.g. email campaigns, new videos. * Assist with sourcing and preparing content for social media. * Arrange print and delivery of materials for other teams. * Save all draft versions and final version of marketing materials in appropriate central place, communicate with internal teams when materials ready for distribution. * Participate in production process of other digital and print marketing materials, contribute to team tasks and projects as required. * Assist in preparation of reporting and monitoring of activity, to track effectiveness of marketing campaigns. * Supply branded assets such as logos to colleagues and third parties on request. * Assist team with administration tasks such as processing invoices. |

***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.***

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| **SKILLS/ATTRIBUTES/KNOWLEDGE/EXPERIENCE** | |
| **Essential** | * Previous experience in a marketing role. * Experience of contributing to the creation and implementation of integrated marketing and communications campaigns. * Experience of both print and digital marketing – working with artwork, social media and email marketing, across multiple channels with content tailored for different audiences. * Excellent copywriting and proofreading skills. * Agile project management and organisation skills, including proven ability to plan and manage multiple tasks simultaneously. * Experience of working with agencies including writing briefs, overseeing work, testing and providing feedback. * Candidate is likely to have at least two years of relevant experience. * Understanding of brand and design, and optimal ways to use them to create standout and engagement. * Understanding the value of reporting and analysis to inform future planning. * Energy, drive and a positive attitude that motivates others. * Excellent interpersonal skills and ability to work with a wide variety of stakeholders, utilising negotiation and persuasion skills. * Excellent verbal and written communications skills. * Follower of developments and best practice in third sector marketing. |
| **Desirable** | Experience of working in the not-for-profit and/or education sectors.  Experience in using Hootsuite. |
| Design/editing skills - Adobe (Indesign, Photoshop, Premier, Pro) or Canva |

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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*** |