

Digital and Marketing Lead

Job Title: Digital and Marketing Lead
Reporting to: Director of Communications, Campaigns and Research
Responsible for: Social Media & Digital Marketing Manager, Digital Officer
Based: Office is based in Angel, London with hybrid models of working
Hours: 28-35 hours per week, open to job share or other flexible options
Salary: Band B1, £48,126 per annum for a 35 hour week or pro-rata



OVERALL PURPOSE

The Digital and Marketing Lead will lead our digital, marketing and brand strategies to raise the profile of Young Women's Trust, support and mobilise more young women to raise their incomes and challenge injustice, and engage all audiences in delivering our purpose: to create an equal world of work and raise young women's incomes.

You will oversee our marketing and brand to increase our impact, relevance and support. You will ensure we are using and optimising the best platforms and channels to engage our audiences. You will lead a data-driven, integrated approach to our marketing and digital activities, providing a seamless user experience and supporter journeys. And you will work across all our teams to ensure that Young Women's Trust activities and campaigns are reflected in dynamic, accessible and user-centred web content.

We're looking for someone who is a great communicator, project and people manager, with excellent digital marketing skills and the ability to develop all aspects of a brand. You will be happy playing a hands-on role in a small team, whilst also able to see the bigger picture and make sure all our communications and digital activities are joined up, audience-centric, and have a clear impact.

KEY ACTIVITIES

Marketing and Brand

- Develop and implement digital and marketing strategies to raise the profile of Young Women's Trust, get the financial injustice young women experience on the agenda, and support our services, fundraising, and influencing aims.
- Develop and oversee planning processes to ensure marketing and digital output reach the right audiences at the right times and that external-facing activities are coordinated for maximum impact.
- Manage and develop the Young Women's Trust brand, including visual and verbal identity; ensuring it is impactful and relevant, consistently brought to life across our channels, and that teams have the training, tools and templates they need.
- Champion a data-led, audience-centric approach to all our marketing and digital activity, including leading on research and insight projects and putting in place regular monitoring and reporting processes.
- Lead on cross-channel marketing campaigns in support of organisational objectives, from planning through to delivery and evaluation, bringing together cross-functional teams.
- Develop and maintain relationships with suppliers for creative, production and digital work, ensuring excellent quality and value for money.

Digital

- Oversee the Young Women's Trust website and digital platforms including email and social media channels.
- Oversee development of digital content ensuring that all Young Women's Trust output is engaging, accessible and includes young women's voices.
- Lead our approach to digital mobilisation, including helping us to attract and support more young women and engage them in campaigning.
- Support the development of digital service delivery models, including community building and online peer support.
- Oversee digital roadmap, ensuring all projects are prioritised and scheduled appropriately.
- Oversee delivery of any new projects, ensuring adequate project management processes are in place and the projects are delivered to an excellent standard on time and budget.
- Make recommendations for digital improvement based on research, insight and developments in technology to ensure YWT is making the best use of digital platforms and techniques.
- Ensure a holistic, user-centric and data-driven approach to supporter journeys across the organisation.
- Develop the team's capabilities to deliver effective digital marketing activities and campaigns to reach key audiences and support organisational objectives.

Leadership

- Provide line management and support to the Social Media and Digital Marketing Manager and Digital Officer and other colleagues.
- Provide regular updates on delivery against agreed objectives and make recommendations for future activities.
- Oversee digital and marketing departmental budget, tracking expenditure and restricted income, and ensuring targets are met.
- Support SMT with strategic development for the organisation.
- Enable the team to adopt agile ways of working.
- Build strong working relationships with colleagues across the charity at all levels, adopting and encouraging a collaborative working approach.

PERSON SPECIFICATION

Experience

- Significant experience in a marketing and/or digital role at a management level.
- Experience of developing marketing and digital strategies and campaigns that support organisational objectives, engaging staff and stakeholders in the process.
- Experience of brand management and development, including positioning, visual identity, tone of voice and staff engagement.
- Experience of managing and improving an organisation's web presence and performance.
- Experience of working with paid social, building digital campaigns and digital mobilisation and lead generation techniques.
- Line management experience.

- Experience of leading audience/user research and turning insight into actions, solutions, and compelling content.
- Experience of commissioning and managing agencies/consultants, designers and creatives.
- Experience of managing and delivering projects, bringing them in on time and to budget.

Skills and attributes

- Excellent strategic planning skills, with the ability to put in place processes for scheduling, prioritising and monitoring communications and digital content.
- Understanding of how to create excellent online content and translate complex material into compelling and accessible messages and material for external and internal audiences.
- Excellent analytical skills, with experience of monitoring, evaluating and optimising digital and/or marketing activity.
- The ability to build a strong team and good working relationships across the organisation.
- Understanding of governance of digital projects, regulation and best practice, including GDPR.
- An understanding of the charity aims and mission and the challenges that young women face.

At Young Women's Trust we value and celebrate diversity, and welcome applications regardless of age, gender, ethnicity, disability, religion, sexual orientation or gender identity. We particularly encourage applications from communities under-represented in our sector including racially minoritised people, people with disabilities, and those from low socio-economic backgrounds.

You'll be joining a team that will embrace your ideas and support and encourage you to bring your whole self to work.