

WE'RE HIRING.

**FAMILY-FRIENDLY
FLEXIBLE EMPLOYER**

We would be prepared to consider a job share of a part-time post for a suitable candidate.

Strategic Digital Marketing and Engagement Manager

Salary: based on experience and ability

Location: Huddersfield/Halifax, West Yorkshire



your dream job

Fourteen19[®]
ENGAGING YOUNG PEOPLE

Do you want to use your marketing skills to benefit the lives of *young people?*

As the lead marketing expert for Fourteen19® your role will be pivotal in developing and implementing strategies that utilise the skills of young people and our engagement experts to co-create campaigns to generate content that will increase the uptake of our client's products and services.

Job Description | Strategic Digital Marketing and Engagement Manager

We are looking for a marketing professional who can help take our organisation to the next level.

Based in West Yorkshire, we are one of the UK's leading youth engagement agencies with a client base of national and regional organisations including the Football Association and The Canal & River Trust.

Your job will be to ensure that products and services that will benefit young people, engage young people.

We help organisation's promote products and services that improve the lives of young people, whether this is

through offering opportunities to volunteer or by accessing support that will improve their employability and life skills. We care passionately about improving the lives of young people and this role will play an important and rewarding role in achieving this.

We are currently in the process of buying and renovating what will become a purpose-designed four-story office. Our new office will be the centrepiece of our continued growth and will help us to showcase our unique approach and house our innovative and life-improving services.



Key Responsibilities

1. To produce, manage and deliver client strategies across a number of key accounts
2. Utilise all digital and offline platforms and channels in order to deliver significant ROI for clients
3. Maximise all opportunities to retain and grow the business value of each client without detriment to high levels of customer service
4. Build long term relationships with existing and potential clients
5. Produce content for a variety of digital platforms and marketing channels
6. Work with all team members to ensure campaigns and delivered on time and within budget
7. Co-create activity and run insight sessions with young people to ensure that all campaigns are 'youth approved'
8. Work with the Head of Agency in the support of new business development
9. Brief third party suppliers as required
10. Produce regular performance reports for clients and other members of the management team
11. Create and sign off content
12. Keep up-to-date with youth content / marketing and share this information as appropriate
13. Help mentor staff and young people to generate low-level content
14. Update, refresh and evolve the Fourteen19[®] brand and play a key role in developing content to generate new content
15. Review creative briefing documents for projects that come to the communications team.
16. Perform other duties, as agreed with the Head of Agency for publications necessary to achieve the aims of this post.



Are you our ideal candidate?

We are looking for an experienced marketing professional 'all-rounder' with at least five years experience with an organisation involved in products and services that benefit young people.

You will have experience in a wide range of marketing disciplines including strategic planning, branding and producing campaigns, social media management, generating content, PR, online and offline advertising, market research, filming, managing events.

You will also be a person with a keen interest in all things 'youth'. As a result, you will be someone who is in tune with current youth trends and have a skill set that is equipped to deliver campaigns and activity across a wide variety of digital and offline platforms.

The person we employ will have the ability and confidence to manage the marketing output of our agency and ensure that it exceeds the needs of our clients. We would expect the successful candidate to be bursting with ideas and excited with the unlimited platforms at their disposal. You will relish taking on a creative brief and working with the full agency team to generate work that engages young people.

Our commitment to the development of young people extends to our staff and we are happy for the successful candidate to be only 80% equipped for the role. As a supportive agency we will identify potential areas where you are less strong and seek to put in place a programme where they can be improved. For us, a desire to constantly challenge and improve yourself is much more important than recruiting somebody who feels that they know everything about everything from the outset.

Person Specification

Strategic Digital Marketing and Engagement Manager

Area	Required	Desired
Qualifications	<ul style="list-style-type: none"> Qualification at degree level or equivalent 	
Experience	<ul style="list-style-type: none"> Minimum of three years' experience working in a busy marketing environment Ability to take projects from brief to strategy through to delivery Deliver of campaigns across a variety of digital and offline platforms and channels 	
Skills // Abilities	<ul style="list-style-type: none"> Ability to organise work flow Able to work under pressure and to deadlines Proven ability to work creatively in a team environment Strategic & creative problem solving skills Proven negotiation skills Ability to process critical feedback Ability to generate creative ideas & concepts Strong written communication skills 	<ul style="list-style-type: none"> Basic knowledge of Adobe Creative Cloud
Client Management	<ul style="list-style-type: none"> Deliver all activity against a detailed client strategy and delivery plan Have regular contact both in person and via telephone/Skype/email Be available to meet client when required Ensure all information required by the client is supplied in advance of deadlines 	
Strategic Planning	<ul style="list-style-type: none"> Detailed strategic marketing knowledge Ability and experience of delivering a client marketing audit Ability and experience of writing detailed client and internal reports Ability and experience of managing and producing creative campaigns across a variety of platforms and channels 	
Research & Insight	<ul style="list-style-type: none"> Arranging and managing focus groups and other insight generating activity Working with young people to generate youth-focused research Working with other youth-influencer groups such as education professionals, parents and youth leaders Producing reports highlighting the key findings and providing analysis on the results 	<ul style="list-style-type: none"> Arranging research in schools and colleges Arranging parent research sessions

Area	Required	Desired
Social Media & Digital Marketing Management	<ul style="list-style-type: none"> Produce strategies, campaigns, copy and other content for a wide variety of channels and platforms Have experience and the ability to produce email campaigns (including management of graphics, uploading of lists etc. Manage advertising spend and online campaigns Produce detailed analytics and reporting on all aspects of activity 	<ul style="list-style-type: none"> Basic Adobe Photoshop knowledge amend / resize graphics etc.
Film & Image Creation	<ul style="list-style-type: none"> Experience of working on film/ photography shoots Write a shooting script for a film that meets the objectives of the client and the campaign strategy Interviewing participants Arranging film/photography shoots including participants, location sourcing, travel, accommodation, props etc. 	<ul style="list-style-type: none"> Ability to use a digital camera in order to capture content
Meetings & Reporting	<ul style="list-style-type: none"> Manage and attend Monthly Meetings Manage Weekly report/meetings Manage and attend Quarterly Meeting Attend Networking Events 	
Personality	<ul style="list-style-type: none"> Confident Self-motivated and energetic Imaginative and enthusiastic Team player 	



Your next career step!

Get in touch!



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To apply please submit your CV, PDF portfolio and a covering letter to **hello@fourteen19.co.uk** demonstrating your suitability for the post.



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