

WE'RE HIRING.

Youth & Education Engagement Manager

Salary: based on experience and ability

Location: Huddersfield/Halifax, West Yorkshire

FAMILY-FRIENDLY FLEXIBLE EMPLOYER

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



your dream job

Fourteen19[®]
ENGAGING YOUNG PEOPLE

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

As our Youth & Education Engagement manager you will be responsible for managing our vital relationships with schools, colleges, teachers and young people. This role will be pivotal in delivering teen-focused strategies either directly to young people or to the increasingly important network of influencers that young people rely on for advice and guidance to improve their future opportunities.

Job Description | Youth & Education Engagement Manager

We are looking for a marketing professional who can continue to 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, the Canal & River Trust and Sports Leaders UK

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 recently purchased and renovated a purpose-designed four-story office. Our new office is the centrepiece of our continued growth and provides a great place to work, helps us to showcase our unique approach and house our innovative and life-improving services.



Key Responsibilities

1. Manage all external relationships with schools and young people
2. Co-create activity and run insight sessions with young people to ensure that all campaigns are 'youth approved'
3. Utilise existing databases and personal contacts in order to maximise client strategies
4. Be responsible for coordinating activity within a number of schools and colleges and ensuring appropriate attendance from students and young people
5. Deliver projects and insight sessions either in-school or within the Fourteen19® office
6. Produce questionnaires (online and offline) and produce evaluation reports
7. Keep up-to-date with education issues /youth content /marketing and share this information as appropriate
8. Produce, manage and deliver client strategies across a number of key accounts
9. Maximise all opportunities to retain and grow the business value of each client without detriment to high levels of customer service
10. Build long term relationships with existing and potential schools and young people
11. Work with all team members to ensure campaigns are delivered on time and within budget
12. Brief third party suppliers as required
13. Produce regular performance reports for clients and other members of the management team
14. Create and sign off content
15. Help mentor staff and young people to generate low-level content
16. Contribute to the update, refresh and evolution of the Fourteen19® brand and play a key role in developing content to generate new content
17. Review creative briefing documents for projects that come to the communications team.
18. Perform other duties, as agreed with the Head of Agency for publications necessary to achieve the aims of this post.

This is an office-based role that will require you to spend time in meetings and briefings, as well as staying in close contact with clients. Working hours will be standard office times, however deadlines may stretch this further.



Are you our ideal candidate?

We are looking for a marketing professional with experience of working with young people and within the education sector. You will understand how schools and colleges work and the key issues that affect them. You will then be able use this knowledge to underpin marketing activity that will encourage schools to engage with ourselves and our clients.

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 deal with all levels of education from the new teacher to the college principal. You will also have the ability to work with a group of young people and produce a co-created campaign or detailed piece of client insight.

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 | Youth & Education 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 and/or education environment Ability to take projects from brief to strategy through to delivery Ability to co-create and generate insight from a diverse range of young people 	
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 and oral communication skills Effective team player Keen attention to details 	<ul style="list-style-type: none"> Strategic & creative problem solving skills Ability to generate creative ideas & concepts
Management of education and young person relationships	<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 when required Ensure all information required is supplied in advance of deadlines 	
Marketing, Research & Insight	<ul style="list-style-type: none"> Ability and experience of delivering marketing solutions to meet client objectives Ability and experience of writing client briefs and internal reports 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 briefs and provide all necessary information to allow strategies, campaigns, copy and other content to be produced for a wide variety of channels and platforms • Have experience of producing email campaigns (including management of graphics, uploading of lists etc. • Experience of producing 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 • Experience of writing a shooting script for a film that meets the objectives of the client and the campaign strategy 	<ul style="list-style-type: none"> • Ability to use a digital camera in order to capture content • Experience of interviewing participants • Experience of arranging film/photography shoots including participants, location sourcing, travel, accommodation, props etc.
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"> • Excellent written • Confident • Self-motivated and energetic • Imaginative and enthusiastic • Team player • A person who takes responsibility all the way to project conclusion 	



Your next career step!

Get in touch!



t: 01484 250 070

e: hello@fourteen19.co.uk

w: fourteen19.co.uk

Fourteen19®
1 Coronation Street
Elland
West Yorkshire
HX5 0DF



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



Fourteen19®
ENGAGING YOUNG PEOPLE