

# Job Description

**Job title:** Marketing and Engagement Manager, Good Growth Hub

**Reporting to:** Senior Communications Manager

**Contract:** Fixed Term, 12 months (with extension pending funding)

**Hours:** Full time

**Salary:** £33,770-£40,184 (depending on experience)

**We are looking for a Marketing and Engagement Manager to lead on implementation of a Communications strategy focusing on Good Growth Hub employment programme.**

## About us

**A New Direction** is an award-winning non-profit organisation working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years and into employment.

A New Direction's **employability programme for young Londoners**, is transforming London's workforce by supporting and developing individuals who are under-represented in the creative and digital industries. Through the programme, we deliver:

- **Training** - we co-design industry-based training with top employers
- **Opportunities** - we help young creatives into paid employment
- **Connections** - we connect talented, creative young people to mentors and peers.

The **Good Growth Hub** (GGH) is a skills, employment and training hub based at Hackney Bridge on Queen Elizabeth Olympic Park (QEOP). The GGH brings together people and businesses in east London to offer career opportunities, training, and skills to 18- to 30-year-olds in our community, and fresh new talent to local businesses.

[Find out more about the GGH and A New Direction here](#)

## Our values

Our values are embedded in how we work with young people, partners, funders and as a team. They are:



Equity



Connectivity



Trust & Respect



Creative Culture



Kindness

Find out more about our values here: <http://www.anewdirection.org.uk/values>

## About the role

We are looking for a **Marketing and Engagement Manager** to develop and implement the Communications strategy for our employment and skills programme – with a particular focus on raising the profile of the Good Growth Hub (GGH) in east London.

Many of our programmes are delivered through the GGH, and we aim to communicate the experiences, impact, and outcomes of those who experience them, and use this to extend our reach deeper into communities in order to engage more local people in these opportunities.

We are passionately working to make a difference to the lives and opportunities of creative and diverse young people, and influencing change within the cultural, creative, and digital industries.

Our programme is wide and ambitious, and we are looking for a talented and enthusiastic individual with the motivation to help us grow and reach new young people and partners and raise the profile of our work.

We need a dynamic, enthusiastic, and hands-on individual who demonstrates initiative and can contribute to our employment and skills strategy. We want to find ways to tell our story most effectively, make connections, build networks, raise our profile, and build our reputation with partners, funders, as well as our audience of creative and local young people looking for work, training and opportunities.

We need someone with strong B2B, charity or creative sector communications experience, who is values driven, identifies with our ethos, and can work collaboratively within a small and busy programme team who are delivering complex programmes with multiple stakeholders, partners, and funders.

Line managed within our Communications team, the post-holder will be an integral part of the Employment and Skills team, collaborating with communications and programme colleagues across the organisation, connecting and planning within the wider context of the charity's work.

## Key responsibilities

- **Strategy and planning** - to develop and implement communications and marketing strategies for A New Direction's employment and skills programmes, and the Good Growth Hub, raising profile, reaching into communities and co-

ordinating activity across a complex range of programmes with multiple stakeholders, partners and funders

- **Programme recruitment and outreach** – to support programme and outreach colleagues to reach their targets, by overseeing and implementing specific, target driven marketing and outreach campaigns to advertise and recruit local young people on to our training programmes, through a synchronised mix of ecomms, social media, press, marketing, community outreach, partner working and referrals, networking and other tactics.
- **Brand development** - to build on and establish the Good Growth Hub brand, developing clear narrative and consistent messaging, developing tone of voice, and adherence to brand and visual guidelines.
- **Content creation** – to lead on the commissioning of all marketing materials and creative assets – from design and social media assets, partner packs, photography, audio and film, blogs and web content designed to showcase our work, and the work of our young people, alumni, employers and partners
- **Web content and development** - to lead, plan and manage website content and for the employment and skills programme – across A New Direction’s website, the Create Jobs Community Platform, and importantly managing the Good Growth Hub website - working with the Senior Communications Manager, wider comms team and external web agencies and developers to progress, improve and update our online platforms.
- **Social Media** – to continue to build on and engage relevant audiences through existing social channels, e.g. Instagram, twitter and LinkedIn – co-ordinating cross-channel campaigns and overseeing paid promotion in order to engage and recruit local young people on to our programmes. To be abreast of new social channels and be an early adopter for emerging trends that will increase A New Direction and Good Growth Hub audiences.
- **Ecommunications** – to plan and co-ordinate regular, targeting ecomms campaigns to segmented audiences, increasing sign-ups and click through rates to drive engagement for both A New Direction’s Employment and Skills newsletter, and the Good Growth Hub newsletter.
- **Community Building** – to work closely with the Community Manager for the Good Growth Hub to develop and mobilise the local community in East London. To coordinate a network building strategy that ensure that the Good Growth Hub communications strategy grows our audience to reach a broader range of local residents. This will include working collaboratively to ensure we build relationships with community partners, local authority employment brokerage agencies, Jobcentre Plus as well as with our community of young people within our alumni, bringing life to our Community Platform, and identifying opportunities to work in partnership with, or commission work by creative young people – generating content that can be used to profile our

(and their) work, and promote the Good Growth Hub and our other programmes

- **Partner engagement** – to build connections and opportunities to partner with employers and community partners and agencies working with and for the benefit of young people.
- **Press / PR**– working with partner agencies and A New Direction’s Senior Communications Manager to increase A New Direction’s PR output, to complement relationships with national, local and trade media and broadcast, bloggers, influencers and networks to increase our media coverage and raise our profile, and that of the Good Growth Hub.
- **Business development** - to support both the business planning and fundraising goals of the employment team as well as the wider organisation, working with the Senior Communications Manager to feed into a cohesive approach to communications across A New Direction
- **Internal Communications** – working with colleagues to promote our values and organisational culture, increase information flow and sharing updates across the team, ensuring a consistency of messaging and feeding into the overarching narrative of the organisation.
- **Managing agencies and suppliers** - to work with freelancers and external suppliers, including designers, printers, and web developers to develop marketing materials that adhere to the brand and visual identity. Also producing branded materials in-house as required.
- **External relations** - To represent A New Direction’s employment team externally, attending meetings, developing and delivering pitches, and networking at events and conferences.
- **Impact** - to prepare communications reports, including impact reporting, web and social media analytics, press and media monitoring, as well as evaluation on communications-led stakeholder events.
- **Data and compliance** - to manage our image and film bank, ensuring and tracking consent and IP relevant information in line with GDPR.
- **Finances** - to monitor the effective use of budgets across the programme, and work with the finance team to process contracts and purchase orders
- **Line management** - to line manage and support the Communications Officer

This is a description of the role as currently presented. The role and responsibilities are subject to change through scheduled review and discussion with the post holder.

All staff must ensure A New Direction’s policies and procedures are adhered to, including safeguarding and health and safety.

# Person specification

**We aim to provide a supportive and challenging work environment where programmes work towards our vision and mission, as well as a great benefits package. We are looking for someone with the following skills, experience and approach.**

We welcome applications from people who have transferable skills and/or do not meet every skill requirement as we know women and other under-represented groups are less likely to apply for a role if they are not 100% qualified. We promote a diverse, inclusive, and empowering culture.

## Skills and Abilities

- Ability to prioritise skills, with the ability to balance on-the-ground delivery, with strategic planning and overview
- Ability to make connections – both internally and externally, to develop quick and productive working relationships with colleagues, partners, funders – and young people
- Ability to work confidently across the full range of marketing and communications disciplines, including an understanding of outreach and community building
- Ability to communicate effectively in a range of different settings and to act as an effective ambassador for the organisation and the GGH programme
- Ability to perform audit exercises to benchmark/baseline current performance and or outcomes of campaigns and make recommendations
- Ability to combine creative and strategic communications – generating engaging and dynamic content that supports our narrative and documents our work
- Project planning skills, including the ability to meet multiple deadlines, to keep to budget and to achieve project objectives
- Ability to drive PR campaigns and a track record of developing media relationships and generating coverage with aim of increasing audience growth and development of social channels regards increased reach
- Ability to drive local, regional, and national press campaigns as relevant
- Editing and proof-reading skills, including the ability to work with accuracy and attention to detail
- Ability to research information from a wide range of sources
- Good financial management skills
- Report writing skills including monthly reporting of website and social analytics as well as wider collection of data to inform decision making
- Strong line management skills

## **Knowledge/ Qualifications/ Training**

- Strategic marketing and communications planning
- Experience of working with web CMS
- Experience of working with social media platforms and tools
- Experience working with analytics, both web and social media
- Working knowledge of Microsoft Office, Adobe Creative Cloud (e.g. Photoshop, InDesign) and other computer software
- Understanding of data protection practise and GDPR compliance
- Knowledge of office systems and procedures

## **Experience**

- Experience of working in partnership with and reporting to external stakeholder and funders - managing complex and sensitive relationships
- Experience of developing and delivering PR, communications, or marketing strategy
- Experience of event planning and management
- Experience of working in a busy team
- Experience of the management and control of budgets
- Experience of managing and co-ordinating staff and contractors
- Experience of brokering new and effective partnerships

## **Approach**

- Is values driven, displaying a strong empathy with the values and vision of A New Direction and the Good Growth Hub (see the About GGH accompanying appendix)
- Is diplomatic, measured and exhibits trust and respect in colleagues, partners and the people we work with
- Exhibits a passionate interest in, and commitment to, the best outcomes for children and young people
- Demonstrates confidence in working with young people from a range of backgrounds, championing lived experiences
- Displays a commitment to Continuing Professional Development (CPD)
- Displays a commitment to working positively within a framework, which values and celebrates diversity

## **Desirable**

- Has an interest in creative, cultural and digital sector
- Understanding of policy context around employment and education
- Knowledge of the changing landscape of East London, it's local communities and the growing business districts on and around Queen Elizabeth Olympic Park

- Understanding of CRM database (Salesforce) to maintain records, and of working towards GDPR guidelines

**A New Direction is committed to equal opportunities and values diversity in its workforce.**

**A New Direction is committed to implementing safeguarding through safer recruitment.** All our roles require the successful candidate to complete a Disclosure and Barring Check, the receipt of satisfactory references and be eligible to work in the UK.

## **Special Conditions**

It is likely that on occasions there will be a requirement for this role to work unsocial hours including evenings and weekends. We operate a TOIL (time off in lieu) system and when appropriate this position may require later start and finish times.

A New Direction has a hybrid working policy, with the team working from the offices and from home. Our central office is located on Worship Street near Liverpool St Station, however this position will work out of the Hackney Bridge space where the Good Growth Hub is located.

## **How to Apply:**

Full details of how to apply can be found on the [A New Direction Job Board](#)