

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Fundraising and Partnership Marketing Manager	PAY BAND:
FUNCTION:	Fundraising, Brand & Marketing	Support Delivering
THE TEAM:	The Brand and Marketing Team build our brand and inspires audiences to act with us. The team includes fundraising marketing, youth marketing, brand, content and creative services, individual giving, legacy giving, celebrity ambassadors and events.	Specialist/Managerial Technical Lead/Function Head Senior Leadership Team

WHERE YOU WILL FIT

Director of Brand & Marketing	Senior Head of Marketing	Head of Fundraising Marketing	Fundraising and Partnership Marketing Manager
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will be responsible for planning and delivering marketing campaigns and initiatives that support key corporate partnerships and fundraising events and campaigns. These inspiring campaigns will help drive actions that support our strategy, generate vital funds and raise awareness of The King's Trust and the critical work we do with young people.

WHAT WILL YOU DO?

-  Lead integrated marketing campaigns that meet objectives for allocated corporate partnerships, fundraising events and campaigns – using digital and traditional channels.
-  Work alongside the Corporate Partnerships team to help reach new supporters or youth audiences, improve brand awareness and support income generation through marketing activity.
-  Work alongside Mass and Special Events teams to deliver marketing that supports income generation, supporter acquisition and brand awareness objectives.
-  Brief and manage inhouse content teams and external suppliers in content production, media planning and print to meet marketing objectives and enable engaging storytelling.
-  Develop and deliver engaging social media plans, to support project and organisational objectives.
-  Shared responsibilities for social/digital community management and out-of-hours social media monitoring.
-  Manage and report on budgets for campaigns and projects.
-  Analyse and evaluate marketing performance against objectives, providing recommendations for future success.
-  Identify and develop marketing activities that support the team to deliver its equality, diversity, and inclusion strategy.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Detailed understanding of the marketing communication mix, including appropriate media to reach different audiences and social media marketing (organic and paid)	To meet The Trust's and partner's objectives, you will need to understand routes to market and how to tailor the marketing mix and content strategy to make the right strategic and tactical decisions
Highly effective written communication including creative copywriting, accurate punctuation, and proofreading skills. Use of Microsoft Office applications	These skills and knowledge will be used daily in this role to communicate with partners and internal teams and produce impactful campaigns that drive engagement and action
Creative, diplomatic, and enthusiastic, with a practical approach to problem-solving	You will need to interpret briefs, working with various internal Fundraising and Marcomms teams. Externally you will engage agencies, partners or supporters to develop creative solutions and balance the needs of multiple parties
A clear understanding of the role of brand and skilled at using brand toolkits and applying brand identity to marketing activations	Our brand is one of our strongest assets. When used correctly, it can improve perceptions and recall of our work
Experience	Why do we need this?
Significant experience planning and delivering marcomms activity within a corporate partnerships or fundraising market context and managing marketing budgets	This role must be adept at using a breadth of marketing channels and strategies to engage with corporate partners and individual supporters to drive action and brand reach
Use of website and social analytics platforms, email marketing and social media platforms (Facebook, Instagram, TikTok, LinkedIn) to deliver organic and paid campaigns	Digital channels are crucial for reaching our audiences. Experience in a similar role means you'll effectively manage our digital platforms
Experience translating audience insight and data into effective creative campaigns	To ensure that our communications resonate with target audiences and prompt action we insight and data to inform our ideas and decision making

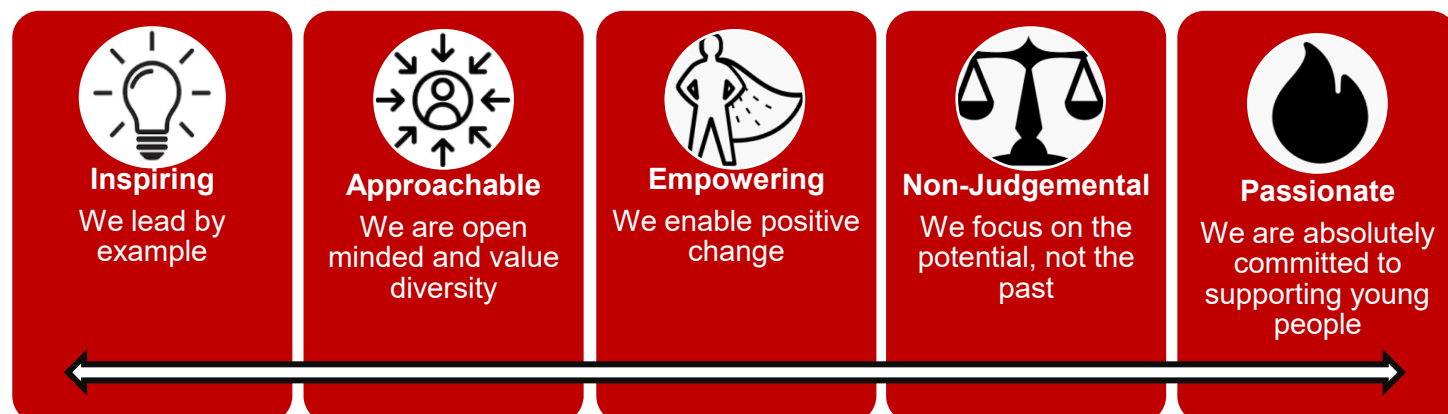
WE WOULD LOVE IT IF YOU COULD DO THIS

Experience	Why do we need this?
Experience within a purpose-led organisation and/or with the audiences of young people and supporters.	Experience working with our target audience will better inform the decisions we make within the marketing team.
Experience working with celebrity ambassadors or influencers to drive awareness	To create earned and owned promotional strategies
Experience developing organic social media strategies and content plans	This role plays a part in managing our social media channels
Demonstrable experience of working under pressure and responding to change, whilst maintaining attention to detail.	To succeed within a busy marketing department
Skills & Knowledge	Why do we need this?
Degree, equivalent experience or a CIM qualification.	An understanding of marketing theory and best practices will improve our approach to planning and implementing activities
Understanding of considerations relating to compliance with Marketing and Fundraising regulations and standards, and data protection – e.g. advertising standards, GDPR, Code of Fundraising Practice	So our marketing activity is fully compliant.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.



Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change	You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.