

Job Description



JOB TITLE: Marketing and Events Manager

LOCATION: London

PAY: £28,900 - £35,000 (Inclusive of London weighting)

RESPONSIBLE TO: Head of Marketing

RESPONSIBLE FOR: N/A

About King's Trust International

Founded by HM The King, our Royal Founding President, to tackle the global crisis of youth unemployment, King's Trust International (formerly Prince's Trust International) has been supporting young people worldwide since 2015.

Our **vision** is that every young person should have the chance to succeed.

Our **mission** is to empower young people to learn, work and thrive.

Our programmes and interventions are now present in 20 countries within the Commonwealth and beyond, across Asia, Africa, Caribbean and the Americas, the Middle East and Europe.

We are committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of our work. This complements global efforts to deliver the Sustainable Development Goals, particularly those relating to quality education and decent work.

King's Trust International is committed to representing, at all levels, the global communities, and young people that we serve. We seek to work to the highest quality standards and to ensure the health and safety of all the young people we work with as well as the well-being of our colleagues and partners.

Ways of working

The King's Trust International works with local partners around the world to deliver education, employment and enterprise programmes that empower young people to learn, earn and thrive. We provide opportunities to develop the skills and confidence to succeed and deliver tangible employment outcomes, supporting young people to build their own futures.

We work with a mixture of governments, NGOs, and corporate partners and employers on our programmes and are increasingly thinking about how we can support the creation of green jobs to help deliver the low carbon transition.

See our website for details of our programmes and case studies celebrating some of the amazing achievements of a selection of young people.

Purpose of the Role

As Marketing and Events Manager, you will play an important dual role. Firstly you will design, coordinate and execute a diverse and high profile portfolio of global events. You'll take a project management lead on the design, scheduling, and branding of events including sponsor management, creating key marketing materials, content gathering and partner relations. You will be an integral part of our annual flagship events

such as the King's Trust Awards – a celebration of the extraordinary achievements of the young people we work with, at a high profile venue, attended by many well known celebrities, royal engagements, the King's Trust Global Gala in New York and inspiring regional programmatic events. You'll work closely with high-profile ambassadors, VIP guests, and external suppliers to ensure every event tells our story, elevates our brand, and leaves a lasting impact..

Secondly you will take ownership of the King's Trust Group brand, managing our presence across digital channels, physical collateral, partner relations including regular brand audits to increase our reach and ensure the correct use of the brand. As part of a small but high performing marketing and communications team, you will also be required to support the overall Marketing, Communications and External Affairs strategy.

Key Relationships

- Head of Marketing
- Director of Marketing, Communications & External Affairs and wider Marketing, Communications & External Affairs Team.
- King's Trust International (KTI) Programmes team
- KTI's fundraising team
- KTI's Senior Leadership team
- King's Trust Group colleagues, including colleagues working for King's Trust Australia, King's Trust Canada, King's Trust New Zealand, King's Trust UK and King's Trust USA.
- Programmatic stakeholders and partners.
- Contractors and External Suppliers such as creative agencies

Key Areas of Responsibility

- Leading on designing the portfolio all KTI events and supporting brand and marketing for KTI, with a view to raising the profile of KTI, celebrating the young people we work with, securing new donors and partners and stewarding existing ones.
- Project managing all aspects of event delivery - venue, suppliers, contributors, invoicing and financial reporting, health and safety and broader event compliance.
- Project Managing a range of marketing initiatives including, campaigns, events, awards, advertising and sponsorship activity, innovating new methods of engagement to cultivate and steward donors.
- Project management of King's Trust Awards international categories, and regional awards.
- Overall management and guardianship of the KTI brand to ensure effective use– including management of brand guidelines, assets, templates, photography.
- Support with the development of all marketing channels including website, social, marketing collateral, PR, newsletters, video, advertising and sponsorship.
- Proactively seek opportunities to further evolve the event portfolio, with a focus on ensuring the events run by King's Trust International are the best in the sector.
- Content strategy and planning of materials for events, maximising assets and brand visibility.
- Leading on partner brand audits including brand logos, website features and events marketing.
- Management and ownership of marketing collateral for events including copywriting and proofing of brochures and other materials.
- Development, production, and delivery of events from proposal to delivery including setting, communicating, and maintaining timelines of event comms.
- Management and briefing of external videographers and photographers to create content for events and from events.
- Measurement and reporting of marketing activity to monitor performance, including strong standards of data capture and management.

Person Specification

Please read these notes carefully:

Essential criteria describes the skills, knowledge or qualifications that are necessary to do the role. Some criteria will be assessed at the shortlisting **(s)** stage and this will be based on the information you have provided in your CV and supporting statement. Skills or experience can be gained in a variety of ways, in your personal life as well as professionally. Do not just say, for example, 'I have good communication skills.' Tell us how you have gained experience or used a particular skill or knowledge. Other criteria may be assessed as part of an assessment **(a)** or at interview **(i)**. Desirable criteria will only be used where a large number of people meet all the essential criteria, or at interview to differentiate extra skills. **As a minimum, address how you meet all essential criteria in your application.**

Criteria	Essential	Why is this needed?	How will this be assessed?
Skills and Knowledge	Degree in relevant subject area, professional qualification or equivalent experience.	Level of responsibility in leading with confidence in a critical role within a high paced charity.	S
	Proficiency in the Adobe suite and Canva as well as other design and editing software.	The software listed is essential for execution of all elements of the job description.	S
	Excellent written communications skills.	You will be required to support with a range of copy including website content, blogs, marketing materials etc.	I
	Excellent time management and organisational skills	As part of a small but high performing team you will be responsible for managing competing deadlines.	I
	Ability to build strong, authentic relationships with donors, colleagues, high-profile contributors and event sponsors, and volunteers.	Meeting the needs of multiple teams and stakeholders will require effective relationship-building at all levels.	I
	Proficient knowledge and understanding of the brand and communications discipline including marketing strategy, digital and print communications, content, advertising and sponsorship, events, brand management and communications.	You will take ownership of event collateral, branding, coverage, and sponsorship.	S
Experience	Events project management, Communications and Marketing, ideally in a charity environment	This role will require an experienced individual who can take ownership of the marketing, project management and pr of events in country and in the UK.	I
	Confidence working independently and being fully accountable for good event planning decisions-leading to positive event outcomes.	Accountability in good decision-making is key to the long-term success of this role.	S
	Creating reports and presenting to senior stakeholders.	This role requires you to lead on performance evaluation of events and present these findings to senior leadership.	







	Demonstrable experience of managing competing deadlines and projects.	This is a fast-paced role which will require the management of multiple deadlines and priorities.	I
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Criteria	Desirable	Why is this needed?
Skills and Knowledge	Knowledge of one or more web stat evaluation packages e.g., Google Analytics	Google Analytics is used by PTI to monitor traffic and audiences. An understanding of this software will ensure higher digital performance however, additional training can be given.
	Understanding of SEO	Website management will be a daily responsibility of the role. A basic understanding of SEO will support higher performance.
	Understanding of paid social and paid advertising e.g. PPC	PTI is looking to move into paid advertising in the next 12 months.
Experience	Developing video content for a range of platforms and audiences	Video content aids digital performance and an understanding.
	Evaluating and reporting on digital performance.	Experience of evaluating and reporting to senior leadership is beneficial to this role.
	Experience working in the development/charity/non-profit sector	
	Experience working in a global setting with different cultures.	

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.

 Youth-centred	 Nurturing partnerships	 Impact	 Diversity	 Honesty	 Integrity
We believe in placing youth at the centre of all activities and decisions	We value robust relationships based on mutual trust and respect	We focus our passion and attention on what we believe will create a positive impact	We understand, value and promote diversity of experience and thought to enable our staff, partners and young people to thrive and achieve their full potential	We value sincere, authentic and straightforward communications and behaviours	We believe in applying strong morals, high standards and ethical principles to our work

Here at Prince's Trust International, we are committed to equality, diversity and inclusion. We want to be an organisation that is representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity, gender, socio-economic background and perspective. We want to ensure that everyone can be their authentic selves at work.

We are a Race at Work signatory and a Disability Confident employer. Our staff and volunteers are supported by PT CAN (our Cultural Awareness Network), PT GEN (our Gender Network), PT DAWN (Disability & Wellbeing Network) and Pulse (LGBTQ+ Network). Talk to us about flexible working hours.






THE WELFARE OF OUR YOUNG PEOPLE

Prince's Trust International is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to a basic Disclosure Having a criminal record will not automatically exclude applicants.

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public.

These are our core behaviours for all staff.

 Effective communicators	 Approachable	 Solution-oriented	 Inclusive	 Emotionally intelligent & resilient
<p>We demonstrate an open, honest, jargon-free and clear communication style to build rapport and nurture partnerships with internal and external stakeholders.</p> <p>We communicate core expectations, for example around safeguarding, clearly and effectively to ensure young peoples' safety is at the centre of our work and never compromised.</p> <p>We value the importance of transparency, honest feedback, setting clear expectations, understanding roles and responsibilities, and speaking up for what we believe is right.</p>	<p>We demonstrate characteristics of open-mindedness, respect and honesty to anyone wishing to approach us.</p> <p>We apply our behaviours to support this by being mindful of our own reactions and being receptive to ensure people want to engage with us, we actively listen and demonstrate our appreciation of their input.</p>	<p>We focus our energy on enabling solutions to the challenges we meet.</p> <p>We demonstrate leadership by owning our work, taking responsibility for our actions and pro-actively engaging with our stakeholders and partners to gain deep understanding of the environments we work in and the young people we work for.</p> <p>We support our partners, colleagues and youth in solving problems and delivering impactful programmes.</p> <p>We plan and adapt our interventions and processes and employ proactiveness to enable the most meaningful outcomes.</p>	<p>We value different backgrounds, experiences and opinions and believe that these will make us better equipped to make quality decisions, apply sensitivity to context and mutual exchanges, as well as recognise potential throughout our organisation and our partnerships.</p> <p>We actively invest in rapport building with all stakeholders and strive to support team work internally and externally.</p> <p>We respect others and our planet. We apply humility and empathy and strive for reciprocity and equality in all exchanges.</p>	<p>We nurture awareness and reflection, including being mindful of self-biases, cultural differences, as well as our own and other people's circumstances.</p> <p>We foster the capacity to be aware of, control, and express our emotions, and to handle interpersonal relationships judiciously and empathetically.</p> <p>We build resilience to risk, making mistakes as a way of learning.</p> <p>We celebrate creativity, curiosity, eagerness to learn and open-mindedness.</p>