

Job Description

Job title: PR & Marketing Manager

Reporting to: Director of Employment and Skills

Location: London

Contract: Fixed Term 12 months

Hours: Full time

Salary: £32,144 - £38,249 (depending on experience)

We are looking for a PR & Marketing Manager to lead and develop a PR and marketing strategy, specifically focusing on our creative employment programme for young Londoners, Create Jobs.

About Us

A New Direction is a not-for-profit organisation that exists to ensure that all children and young people in London can develop their creativity and play an active part in the culture and heritage of the city.

Create Jobs is A New Direction's employability programme for young Londoners. Our vision is for a dynamic and diverse creative workforce. Through the Create Jobs programme, we are transforming London's workforce by supporting and developing individuals who are under-represented in the creative and digital industries. To do this 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.

Core Values

Creativity and culture are crucial: We need creativity and culture to prosper as individuals and as a society. They teach us empathy, improve our ability to think outside the box, and make our lives more exciting.

Equity is essential: All children and young people deserve the chance to be creative. Wealth, background, geography and other characteristics should not be barriers to thriving.

Trust is key: We trust the children and young people we work with. They are the heart of what we do and their voices are vital to the success of our mission.

About the role

We are looking for a PR & Marketing Manager to lead and develop a PR and marketing strategy, specifically focusing on our creative employment programme for young Londoners, Create Jobs.

We are a team 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.

Over the coming year we have a very full and ambitious programme and are looking for someone who will complement this delivery and who has the motivation to help us grow. We are looking for a dynamic, enthusiastic and hands-on individual who demonstrates initiative and will contribute to our employment and skills strategy, aligning experiences and opportunities that meet skills gaps and alternative pathways for employers and young people alike.

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 young people looking for work, training and opportunities.

We need someone with strong B2B, charity or creative sector PR and 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 the Employment programme team, the post-holder will need to work closely and collaboratively with Senior communications colleagues across A New Direction's wider programme, connecting and planning within the wider context of the charity's work.

Main responsibilities and tasks

- **Strategy and planning** - to develop and deliver a PR and marketing strategy for A New Direction's employment programme, Create Jobs, co-ordinating activity across a range of programmes with multiple stakeholders, partners and funders
- **Business development** - to support both the business planning and fundraising goals of the Create Jobs 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
- **Press / PR** - to increase A New Direction's PR output, develop relationships with national, local and trade media and broadcast, bloggers, influencers and networks to increase our media coverage and raise our profile
- **Brand development** - to manage and grow the Create Jobs brand (and our sub-brands – Flipside, STEP, Creativity Works, Meet-a-Mentor), developing clear narrative and messaging, ensuring consistency and adherence to brand and visual guidelines

- **External relations** - To represent the Create Jobs team externally, developing and delivering pitches, and networking at events and conferences. Additionally, to work with freelancers and external suppliers, including printers and designers, to develop marketing materials that adhere to the brand and visual identity. Also producing branded materials in-house as required.
- **Web content and development** - to lead website content and development for the Create Jobs programme, working with the Senior Communications Manager and external web agencies and developers to progress, improve and update our online platforms.
- **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 the Create Jobs 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 Create Jobs Communications Co-ordinator, overseeing effective and targeted e-communications, social media engagement and dynamic content creation.

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

Skills and Abilities

- Ability to communicate effectively in a range of different settings and to act as an effective ambassador for the organisation
- Good communication skills in oral, written and visual communications
- Ability to plan strategically, combined with well-developed creative skills, with the ability to think laterally and innovatively
- 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 with experience and a track record of developing media relationships and generating coverage
- Editing and proof-reading skills

- Able 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
- Line management and delegation skills

Knowledge/ Qualifications/ Training

- 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
- Understanding of policy context around employment and education

Experience

- Experience of working with a wide range of stakeholders, managing complex and potentially 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 co-ordinating staff and contractors
- Experience of collecting high quality evaluation evidence
- Experience of brokering new and effective partnerships
- Experience of managing staff and freelancers

Approach

- Is values driven, displaying a strong empathy with the values and vision of A New Direction and the Create Jobs programme
- 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
- Demonstrates a clear communication style
- Displays a commitment to Continuing Professional Development (CPD)

- Is tactful, calm and sensitive, collaborative and friendly,
- Is outcomes orientated, solutions focused
- Has a high degree of integrity, excellent organisation skills, and be a self-starter with a sharp eye for detail
- Displays a commitment to developing innovative and flexible ways of working
- Displays a commitment to working positively within a framework, which values and celebrates diversity
- Exhibits a flair for, and understanding of, creativity and creative learning
- Has an interest in arts education, creative and cultural education

Special Conditions

It is likely that on occasions there will be a requirement for this role to work unsocial hours including evenings and weekends.

Please note that the successful candidate for this post will be required to complete a Disclosure and Barring Check and must be eligible to work in the UK.