



**London  
Youth**

**Marketing Manager**

**August 2017**

Accountable to: Head of Membership Development

**Responsible for:** No line reports

**Location:** Pitfield Street, London

## We are London Youth...

London Youth has a long and proud history of supporting and challenging young people to become the best they can be; ensuring they grow up healthy, able to navigate a fulfilling career and make a positive contribution in their communities. We do this through our network of diverse quality assured member youth clubs in communities right across the capital.

We deliver our mission through four strategic objectives:

1. Developing, training, connecting and quality assuring our membership network to deliver good youth work (**Membership Development**) – *this exciting role will specifically contribute to meeting this objective.*
2. Creating a broad and inclusive range of quality opportunities for young people in social action, sports development, employability and outdoor education (**Opportunity**)
3. Ensuring our expertise and the on-the-ground voices of youth workers and young people are reflected in public policy, practice and opinion (**Voice**)
4. Being the best we can be ourselves; fundraising effectively, financially robust and a great place to work (**Best we can be**)

In the last 12 months we've delivered sports, social action, outdoor education and employability programmes directly to more than 25,000 young people – in addition to the 60,000 plus helped through our club network. We support them to develop the confidence, resilience and relationship skills they need to do this, delivering with and through our network of 300 community youth clubs and at our two residential centres. We work with all young people but place a particular emphasis on those who wouldn't otherwise have access to these kinds of opportunities.

We've also sought in recent years to better understand the needs of our network of member organisations, to give them a stronger voice in policy development in London, to help them meet emerging and existing needs, and to build stronger partnerships with each other. We are at a hugely exciting time in this journey and seeking to extend our offer and range of support through building a strong, dynamic and high performing membership development team.

And we strive to act in line with our four simple principles:

1. **Honesty** – about what works (and what doesn't) and we learn from our mistakes
2. **Collaboration** – with each other, young people, our members, and the world beyond
3. **Improvement** – committed to continual improvement
4. **Fun** – in everything we do

Because good youth work works

## Why work for London Youth...?

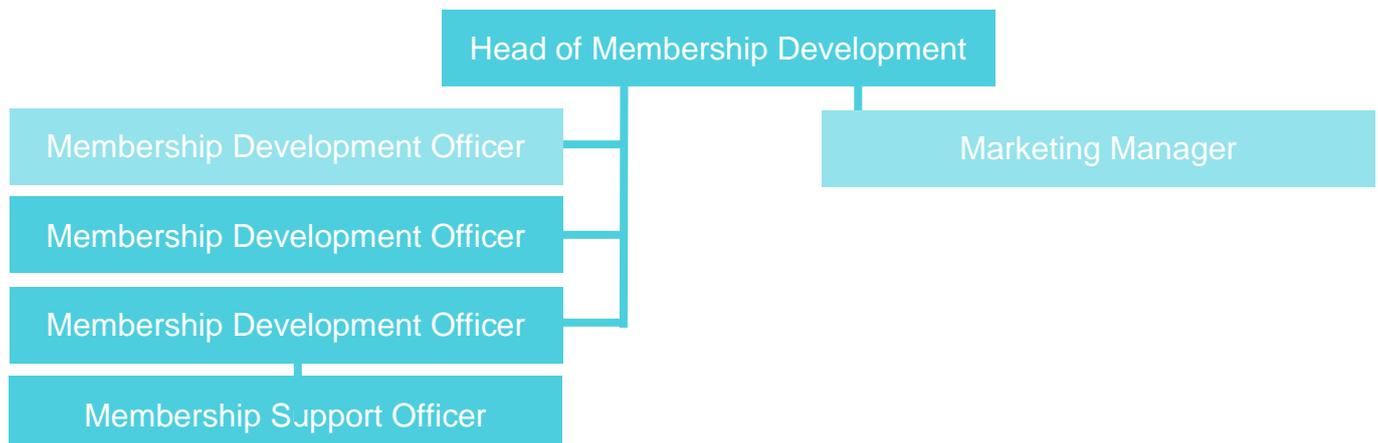
Our most recent Employee Survey revealed...

- ✓ 99% staff want to contribute to London Youth's success
- ✓ 92% staff feel they can ask questions when they do not understand something
- ✓ 91% staff enjoy their job
- ✓ 95% staff are proud of the work we deliver

## The Team

London Youth has a membership of around 300 community based youth organisations, located across the capital. This is a unique asset base for the organisation, for young people in London, and for the communities in which they are located. Our members are an incredibly diverse range of organisations – traditional youth clubs, community centres, arts and sports clubs, projects for refugees, disabled young people and many other groups. We want to support our members so that whenever a young person goes through their doors they receive a high quality experience which meets their needs, allows them to learn and have fun, and helps them gain confidence, resilience and build stronger networks and relationships.

The Membership Development team was established in 2014 and, since then, we have increased investment in our membership offer, developed improved systems to manage membership information, and strengthened our capacity building portfolio for members. We recognise that the needs of young people – and therefore those of our members – are constantly changing; and that within London, particularly after deep cuts to local authority services for young people, there is an even more pressing need for high quality organisations supporting young people in more communities across London. So we want to grow our membership over the next 3 years to 500 organisations – meeting more needs of more young people and giving provision for young people outside school a stronger status and recognition for the value it provides.



We are currently a team of four made up by the Head of Membership Development, two Membership Development Officers and a Membership Support Officer. Alongside the new Marketing Manager role, we are also in the process of recruiting for a third Membership Development Officer to join the team and lead on the work with our Associate Members. In the next 12 months, we envisage that the team will grow further – including strengthening the data management and analysis capability so important for marketing success - to enable us to achieve those ambitious strategic objectives for 2020.

The Membership Team work closely with London Youth's dedicated Communications Team who lead on media, public affairs, policy, the website and social media. And this role will also have strong links with the experts in London Youth's Learning and Evidence and Fundraising teams.

## **The role: London Youth Marketing Manager - Membership**

This is an exciting new role within the Membership Development team. As the Marketing Manager you will be responsible for developing marketing strategies and campaigns to deliver new member recruitment, engagement and retention. Working closely with the three Membership Development Officers, you will plan and manage the delivery of a range of promotional activities to recruit new members, playing a fundamental role in the organisation's ambition to reach 500 members by 2020. You will also support teams across London Youth to develop marketing plans and campaigns to promote our offer amongst current members to increase participating in our programmes, adoption of our quality mark and ensure they get the most out of their membership.

As the Marketing Manager, you will also working with external consultants to scope and implement market research, develop our existing CRM database, and oversee the development of marketing materials. You will shape London Youth's Awards and AGM event in spring and work closely with the Head of Membership Development to review and develop our membership offer

This role offers the chance to make a huge difference to young people and the organisations who support them in London. Your technical skills are vitally important, but equally valuable will be your passion and enthusiasm to make London better for young people –and to grow and galvanise the network of organisations in London Youth's membership. This job will give you the opportunities to grow your own skills, bring new ideas to a hugely respected organisation, and work across teams to bring a real marketing approach to London Youth's work. It is a role which epitomises London Youth's core values: it will require collaboration; a commitment to constant improvement; an honesty of approach to ensure our members understand and value what they are offered; and of course the opportunity to have fun with colleagues and with inspirational youth organisations across London.

The perfect candidate for this role will be a creative, experienced and ambitious marketing professional looking to make a mark and shape the new marketing capability within London Youth. If you think this is you, then we'd love to hear from you.

<b>Main duties of the role</b>	<b>Approximate allocation</b>
<b>Develop marketing strategies and campaigns to support membership recruitment.</b>	50%
Ensure a clear and effective customer journey for London Youth members, with clearly defined metrics and devising opportunities to increase success at key stages.	
Support the Membership Development team on insights generation to better understand our market - such as member segmentation and needs, new product and service development, and success factors. Leading on adopting different methods for member insight, e.g. undertaking or commissioning research, user groups/panels etc.	
Lead on the testing and roll out of recruitment strategies and marketing activities to lead to membership growth from 300 to 362 by August 2018 and to 500 by August 2020, working closely with the team to ensure the membership offer is compelling.	
Ensure we are audience driven, understanding member needs and seeking ways to engage and involve them in service development and campaigns.	
Support the creation and development of new products and services to attract members based on market analysis and members' views and needs.	
<b>Lead on London Youth's marketing activities for members to ensure engagement and retention</b>	25%
Deliver marketing campaigns across a wide range of channels, creating or sourcing content/ideas from across the organisation to continue member engagement and increase participation.	
Ensure that marketing activity is integrated and messages are consistent across different media and channels, working closely with the Communications Team.	
Lead on the planning and delivery of London Youth's annual AGM and Awards event.	
Support the reputation and profile of London Youth working closely with the Communications Team to ensure members stories, case studies, impact and points of view are showcased and integrated into the organisation's marketing, communications and policy activities.	
<b>Lead on CRM systems and data management for membership and supporting a data driven culture within the organisation</b>	25%
Responsible for the membership Salesforce database for member recruitment, engagement and retention. Ensure best data management practise and development to meet organisation's needs, compliance and staff needs.	

Ensure that measurable KPIs are set for all activity and results are tracked and insights used for future activity.	
Work with developers and external consultants to develop London Youth's systems to manage membership data and explore innovative approaches to ensure adoption of new technologies and opportunities to support recruitment and retention.	
Supporting wider organisation on ensuring accurate and integrated data collection where relevant to membership and on new opportunities as these emerge.	

<b>Corporate responsibilities</b>
<b>Planning and budgeting</b>
<ul style="list-style-type: none"> <li>• Contributing to the formation of Team annual plans and budget</li> <li>• Managing performance within delegated responsibilities under the planning and budgeting framework</li> <li>• Reporting regularly on actual versus planned performance</li> <li>• Providing data to budget holders for monthly forecast outturn figures</li> </ul>
<b>People</b>
<ul style="list-style-type: none"> <li>• Preparing thoroughly for one to one meetings and annual appraisal with your line manager</li> <li>• Taking responsibility for your ongoing professional development</li> </ul>
<b>Corporate development</b>
<ul style="list-style-type: none"> <li>• Understanding and supporting the vision, mission and aims of London Youth</li> <li>• Contributing to the formulation and delivery of London Youth's strategic development plans</li> <li>• Committed to and actively promotes London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships</li> <li>• Managing resources to the highest professional standards and act as a custodian of best practice</li> <li>• Maintaining awareness of your own and others' Health and Safety, and comply with London Youth's Health and Safety and Safeguarding policies</li> <li>• Undertaking other duties as may be reasonably requested within the responsibilities of the post</li> </ul>

## Person Specification

Skills, experience and knowledge	Essential (E) Desirable (D)	Demonstrated at Application (A) Interview (I) Selection Test (T)
Proven experience of planning and delivering successful marketing campaigns, across range of channels, preferably in the not-for-profit or charity sector or B2B	E	A/I
Management of CRM experience, preferably with Salesforce database, for marketing purposes	E	A/I
Strong creative outlook with knowledge and experience of a wide range of marketing techniques and concepts	E	A/I/T
Experience of insights generation methods and preferably user involvement to devise effective products, services and marketing campaigns	E	A/I/T
Able to build positive relationships with diverse stakeholders	E	A/I
Experience of developing, monitoring and evaluating frameworks for marketing activities and campaigns	E	A/I/T
strong project management skills	E	A/I
Experience managing suppliers and budgets	D	
An understanding of London Youth's members, benefit of membership, and marketing methods to attract and engage this audience	D	A/I
<b>Qualifications</b>		
Educated to degree level or equivalent qualification/experience	E	A
Degree in Marketing, Communications, Business or a related field	D	A
<b>Personal attributes</b>		
Creative, able to come up with ideas, spot opportunities and come up with plans to deliver	E	A/I/T
A commitment to high-quality output and service, with an eye for detail	E	A/I/T
Strong oral and written communication skills	E	I/T
Self motivated and able to work to own initiative	E	I
Collaborative working style and able to build strong internal and external relationship	E	I
Absolute discretion and ability to maintain confidentiality	E	A/I
Able to manage competing priorities and take effective action to deal with these using project management techniques	E	I
Able to analyse complex situations and advise appropriately	E	A/I
Ability to work in a changing and flexible organisation	E	I
Willingness to work occasional evenings	D	A/I

## **Terms and Conditions**

While this post is office based, there will be a need to work evenings and occasional weekends in line with our members' needs, as youth organisations mostly operate outside of the school day.

Salary: £33,353 per annum

Pension: London Youth currently uses The People's Pension as its pension vehicle.

Leave: 26 days pa plus 8 bank holidays and 5 'closure' days  
Leave entitlement will be calculated on a pro-rata basis for part-time employees

Term: 12 months fixed term contract with possibility of extension