

# Senior Digital Marketing & Communications Officer

March 2024



**Thank you for your interest in working for Right to Succeed. We are excited to be recruiting for a Senior Digital Marketing & Communications Officer to build on the great work the charity is already doing, and to help us achieve more.**

Right to Succeed supports communities in areas of high deprivation to work collectively to give children and young people the best start in life. We do this because we believe every child deserves the right to succeed, no matter where they live.



### **Working for Right to Succeed**

We're looking for people to join our team who are committed to supporting communities to improve outcomes for their children and young people. We offer the following benefits to all employees:

#### **Recognition for the work you do**

We offer a competitive salary and benefits package that is benchmarked against similar roles in the industry. This includes access to healthcare and enrolment into a pension scheme with employer contribution.

#### **A work-life balance that works for you**

We offer flexible working arrangements and offer a hybrid working arrangement to all employees to ensure we can attract the best people to the job, whatever their situation and wherever they live.

#### **Commitment to professional development**

We invest in our people by offering learning and development opportunities and career progression through the organisation.

#### **Opportunities to impact the lives of children and young people**

We believe that all roles at Right to Succeed contribute to improving the lives of children and young people, whether you work in direct programme delivery or part of a central team.

**Join us and harness the power of the collective to improve the future for children and young people.**



Graeme Duncan, Chief Executive

## Job Details

<b>Title:</b>	Senior Digital Marketing & Communications Officer
<b>Reports to:</b>	Communications Manager
<b>Contract type:</b>	12 Month Contract
<b>Hours:</b>	37.5 hours per week Monday- Friday
<b>Location:</b>	Hybrid - Liverpool (3 days a week in the Liverpool Office with 2 days a week at home)
<b>Salary:</b>	Grade 4, £29,965.95 (5% pension, Medcash and group life assurance, 27 days annual leave per annum for FTE)

## Role Summary:

As the Senior Digital Marketing & Communications Officer, you will be responsible for researching, developing and implementing new and existing digital communications plans, to increase brand awareness and support the Communications Manager with building the charity's brand profile.

## What You'll Need To be Successful For This position

You will need previous experience in a Digital Marketing or Communications role, with a strong background in content creation. It is key that you have a broad-ranging, tech-savvy skill set for creating website content, managing social media channels and using graphic design software. You will be a proactive and creative individual with good communication skills.

## Key Responsibilities:

### Work with the Communications Manager to:

- Develop and implement social media strategy.
- Manage all social channels, leading with the creation and design of engaging content; providing analysis on performance; and making recommendations for improvements through media monitoring, research, and testing.
- Assist with the management and maintenance of the external website and internal staff intranet, ensuring content is accurate, up to date and measuring its effectiveness through Google Analytics.
- Ensuring compliance with best practice in terms of quality, accessibility, search standard and improving the user experience.
- Set up, control, and evaluate ROI of social media and paid ad campaigns (Facebook Business)

- Provide in-house graphic design for online and offline channels, ensuring all marketing materials that are produced are effective, engaging and in line with brand guidelines.
- Film and edit video content for use across digital channels.
- Capture, and edit images for communications libraries for use on social channels and the website.
- Develop, design, and create templates and content for email campaigns, ensuring best practice for all emails sent; and monitoring and analysing response rates.
- Be involved and proactive in organising and participating in cross-function and organisation-wide activities as well as representing the charity at external events.
- Build strong working relationships within the organisation and communities that we serve

### Digital Communications

- Lead on the day-to-day management of Right to Succeed online platforms including website and social media tools, ensuring that they remain current and effective in building support for the work of the charity and its partners.
- Support the management of the charity's relationships with design and print agencies.
- Support internal teams on the design and production of key external marketing tools including the Annual Report, Discovery reports and slide decks.
- Understand and support identified communication needs within our programmes.
- Lead on the development and delivery of an external newsletter (minimum termly) and on the publication of regular case studies profiling the work of our partners.

### Event Management

- Support the Communications Manager and fundraising team with the development of marketing materials for the launch and delivery of key events including 'frontline' visits for funders, roundtable breakfast events, programme events, Development committee meetings and other external-facing events in the calendar.

Please note the critical responsibilities of this role are described above. They may be subject to reasonable changes from time to time in line with business needs.



## Person Specification:

### Experience required (essential)

- Strong understanding of all social media platforms and how to use them to engage support.
- Proficient in video editing software such as Adobe Premiere Rush.
- Proficient in editing and design software Adobe Indesign, Photoshop, Canva.
- Proficient user of Wordpress

### Experience required (desirable)

- Minimum 3 year experience in a marketing or communications role
- Experience of managing external supplier relationships
- Experience in developing and maintaining relationships with a range of stakeholders.
- Experience using Meta Business Suite, Buffer & Mailchimp
- Knowledge of HTML

### Skills (essential)

- Strong project planning and time management skills and the ability to work to tight deadlines
- Strong interpersonal skills.
- Excellent communication skills, both written and oral, with an ability to interpret varied information and adapt messages for different audiences.

### Other qualities

- Commitment to the aims and ethos of Right to Succeed and a genuine desire to bring about positive change for children and young people.

### Key Behaviours for the role

Our Values	Key Competency 1	Key Competency 2
<b>Commitment</b>	<i>Provide excellent client care by being attentive to the needs of managers and staff in a timely and responsive manner and remaining calm and measured while juggling multiple tasks</i>	<i>Maintain attention to detail by being conscious of the need that all programme and impact information is accurate and clear, and brand values and guidelines are adhered to at all times.</i>
<b>Integrity</b>	<i>Demonstrate understanding of appropriate use of partner and beneficiary stories in all communications, ensuring that correct permissions are in place when producing public content.</i>	Follow through on responsibilities
<b>Humility</b>	Show flexibility and adaptability by dealing with a range of activities as necessary and effectively deal with change	Demonstrate learning and the application of your learning
<b>Curiosity</b>	<i>Self-motivated, demonstrating positive energy and enthusiasm, with a can-do approach</i>	Take the initiative in learning about how our programmes create impact and the evidence behind our work

<b>Collaboration</b>	<i>Ability to work with a range of people inside and outside the organisation, using appropriate methods of communication</i>	<i>Willingness to be hands-on in a growing organisation</i>
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## Equal Opportunities

Right to Succeed is an Equal Opportunities Employer and is committed to ensuring no candidate or employee receives less favourable treatment on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, religion or belief, sex or sexual orientation.

Diversity and Inclusion is critical to our success and we actively seek to recruit, develop and retain talented people from a diverse candidate pool.

We particularly encourage applications from those candidates with lived experience of the issues our programmes seek to address as we recognise the value this adds to the delivery of our services.

As a Disability Confident employer we would encourage any applicants who need assistance or alternative versions of our recruitment pack to get in touch so that we can help.

We're proud to be an organisation that is aligned to the 'happy to talk flexible working' campaign and will positively consider all applicants who wish to discuss flexible working arrangements.



## Background checks

Due to the nature of the role and the work Right to Succeed carries out we will ask the successful candidate to complete an Enhanced DBS check and any offer of employment will be subject to this background check, along with references from previous employers and checks on their right to work in the UK.

As an equal opportunity employer Right to Succeed does not discriminate against those with criminal records and any information disclosed on the background check will only be considered against the risk that could be posed to our staff members or the recipients of our work, and we comply in principle with the DBS Code of Practice.

## How to Apply

To apply for this position, please send a CV and a supporting statement to [recruit@righttosucceed.org.uk](mailto:recruit@righttosucceed.org.uk) by **COP Friday 5th April 2024**.

Unfortunately, we can't consider any candidates who do not submit a supporting statement.

Your supporting statement must not exceed two pages and should cover your motivation for applying for the role and how your skills and experience meet the criteria outlined in the Person Specification. This is also your opportunity to evidence the written communication skills that will be necessary for the role.

If you need any advice or guidance on what to include in the supporting statement, please contact [recruit@righttosucceed.org.uk](mailto:recruit@righttosucceed.org.uk).

**Please note we will be interviewing candidates as applications are received and may close the vacancy earlier if a suitable candidate is identified. Candidates are advised to apply as early as possible.**

## Timetable

Applications invited by **COP Friday 5th April 2024.**

Interviews: ongoing and as applications are received

These dates may be subject to change.

## Queries

For queries about the role or, for additional information, please contact:

[recruit@righttosucceed.org.uk](mailto:recruit@righttosucceed.org.uk)

## About Right to Succeed

### How we work

We bring together residents, professionals and decision-makers to co-design a development programme that is bespoke to the needs of the local community. We call this way of working “place-based change”.

### Why we exist

The wealth of your parents still determines how well you do in education and in your career – we don’t think that’s right. Too many children in the UK are not getting the right start in life, leaving them unable to realise their full potential. We believe that no single organisation can solve this problem on their own, but together we can.

### Our Vision

Strong communities where every child is supported to succeed.

### Our Mission

We work collectively to strengthen communities and systems that enable children and young people to succeed.

### Our Values

Our culture and values underpin the way we work, how we see our relationships and the decisions we make. Our organisational values are:

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#### Collaboration

We drive collaboration in everything we do, supporting our colleagues and partners to work better together by pooling resources, learning and expertise.

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<b>Commitment</b>	We are committed to achieving only the best in the long-term for the children, young people and communities that we serve, and we place sustainability at the heart of our work.
<b>Curiosity</b>	We ask questions, listen without bias, and strive to keep an open mind.
<b>Integrity</b>	All our work is guided by our values and mission; we are willing to have difficult conversations to ensure this, and use clear processes and decision-making mechanisms to hold ourselves accountable.
<b>Humility</b>	We understand that the people in the communities we work with are the experts on their own lives, and we are constantly learning from them.

## Where we work

### Blackpool

We have supported Blackpool's implementation of their 10-year education strategy, building on the legacy of the Blackpool Opportunity Area, and focused on enabling children to thrive and achieve their potential in adulthood.

The town-wide priorities are to:

- Improve literacy
- Promote inclusion
- Support development of employability and skills

We have been working in the town for 8 years and alongside our support for the 10-year education strategy, we are currently working with leaders and schools on two programmes:

- **Pathways for All** - supporting the town's most vulnerable school leavers into post-16 education, employment or training
- **Youth Futures Foundation Discovery project** - focused on developing a collective, locally-led, evidence-informed approach to NEET systems change across the town

### Liverpool City Region

We work in North Birkenhead, Wirral on a place-based change programme called **Cradle to Career**, which puts the community at the heart of decision making for its children and young people. Cradle to Career is now into its 4th year of delivery and due to its success, the Combined Authority has pledged funding to help us launch five new place-based change programmes across the region.

Delivery started in **Knowsley** and **Halton** in 2023, with further Discovery also starting in **Sefton** and **St Helens**. The Discovery in **Liverpool** is due to start in 2024.

## Great Yarmouth

We are currently delivering a place-based change programme in [Central Great Yarmouth](#), Norfolk that aims to reduce youth violence and crime among children and young people by focusing on preventative measures including:

- Youth Offer
- Literacy
- Education Employment and Training

## Rochdale

In September 2023, following a year-long Discovery process for a [new collaborative project to improve inclusion](#), working collaboratively with the Council, DfE, EEF, local primary, secondary and special schools we started a Delivery Project focusing on Literacy and Inclusion across the borough.

## Tameside

In September 2023, we began a Discovery process working collectively with the Council, DfE, EEF, local secondary school sector focusing on raising Literacy standards across the area.