

Job Description and information

Job title: Marketing and Engagement Manager, Satellites

Reports To: Event Director

Location: Luton, Bedfordshire (with some flexibility for home-working)

Hours - Full time (40 hours per week) (plus irregular hours during event)

For the right candidate, we would consider applications on the basis of a part-time role

Salary – £25,000 pa

In August 2021, Youthscape will be running a brand new event for teenagers. It's called Satellites, it's taking place at the East of England Showground, Peterborough, and we've created it because we want to give thousands of young people the opportunity to know and experience the love of God together. It's going to be masses of fun, packed full of creativity, and focussed on helping teenagers understand how their faith can make a huge difference to their everyday lives. It's a week in the summer, for year-round faith.

To make the dream become a reality, we now need to find some exceptional people who share our love of God and young people, and who want to bring their skills and experience into a newly-established team responsible for building Satellites from scratch. If you want to be part of shaping something amazing - we want to hear from you.

Key Responsibilities

1. To develop a marketing strategy for the Satellites event and wider brand
2. To assume responsibility for the execution of that strategy, working as the specialist in a small and dynamic team
3. To take responsibility for the development and management of the event website and social media presence
4. To fulfil wider responsibilities as a member of the Satellites and Youthscape teams

Duties and tasks to fulfil the key responsibilities:

1. To develop a marketing strategy for the Satellites event and wider brand

- 1.1 To create a comprehensive marketing strategy for the launch (in year one) and then on-going growth of the Satellites youth event.
- 1.2 To take responsibility for the Satellites brand, which will include – but not be limited to – a large summer event for young people.
- 1.3 To develop the brand beyond the event, in line with the wider Satellites vision.
- 1.4 To develop a ‘voice’ for that brand, and lead on all communication for Satellites.

2. To assume responsibility for the execution of the marketing strategy, working as the specialist in a small and dynamic team

- 2.1 To implement the marketing strategy using a full range of marketing approaches including but not limited to: paid advertising, PR opportunities, digital and social media marketing, direct mail, email and events/exhibitions
- 2.2 To own responsibility for the marketing budget, and to deliver the marketing strategy in line with this budget.
- 2.3 To manage relationships with freelancers and seasonal staff, including recruitment and ensuring work is delivered within deadlines.
- 2.4 To work closely with the Youthscape marketing manager to ensure that opportunities for cross-promotion within the organisation are maximised, and to ensure smooth cohesion of brand and voice.

3. To take responsibility for the development and management of the event website and social media presence

- 3.1 To work with our web developer and designer to ensure that Satellites has a high-quality and functional website which enables and encourages engagement
- 3.2 To update the website regularly and as required, in line with the marketing strategy
- 3.3 To project-manage any major updates to the site.
- 3.4 To bear responsibility for the Satellites social media accounts – Facebook, Instagram, Twitter – and to ensure that these are maintained and regularly updated to a high standard.

4. To fulfil wider responsibilities as a member of the Satellites and Youthscape teams

4.1 To be a key team member on site during the event (10-14 August in 2021, plus set-up and break-down days either side) and take on all reasonable roles and responsibilities

4.2 To play a full part in debrief and follow-up after the event

4.3 To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.

4.4 To work as part of the team delivering the National Youth Ministry Weekend each November

4.5 To carry out other reasonable and relevant tasks as required by your line manager.

Essential knowledge, skills & experience

Key experience:

- Direct experience of developing and implementing a marketing strategy (essential)
- Relevant experience of marketing to a related or similar audience (essential)
- A marketing qualification (desirable)
- Event marketing experience (desirable)
- Exhibition or sponsorship experience (desirable)

Key skills:

- Good interpersonal skills^[1]_{SEP}
- Strong written communication skills
- Ability to communicate with different audiences reflecting appropriate tones for each
- Attention to detail
- Very strong creative skills
- Ability to implement schedules and timed campaigns
- Ability to create and edit material in a range of media including graphics and video

The post is subject to the requirement that the holder be a practising Christian, under Part 1 of Schedule 9 to the Equality Act 2010. As part of the Youthscape community you will be expected to take part in weekly chapels, termly retreats and regular prayer.

Conditions of employment

Location	Bute Mills, Luton
Salary	£25,000 pa
Hours	40 hours per week (plus irregular hours during event)
Holiday	25 working days plus bank holidays
Probation	6 months
Termination	3 months by either party

Existing Youthscape terms and conditions of employment apply.

Youthscape is committed to safeguarding the welfare of young people and expects all employees to share this commitment. All appointments are subject to a satisfactory DBS check being received.

How to apply

Completed application form and CV to be sent to martin.saunders@youthscape.co.uk.

Application forms are available at www.youthscape.co.uk/about/work-with-us

Closing date for receipt of applications is Friday 28th August 2020

Interviews will take place in the week commencing Monday 7th September 2020.