

Recruitment Pack

Marketing and Communications Manager





About the role

The Marketing and Communications Manager is a brand-new role to the organisation. This provides a great opportunity for the successful candidate to make the role their own as they support the organisation to reach and work with more centres in the formal and informal education landscapes.

The role is ideal for someone looking to utilise the breadth of their marketing experience and build upon their team leadership competencies. They will be responsible for combining creativity with strategic thinking to develop and deliver campaigns and plans that create impact for both the organisation and the young people we support.

Previous experience of developing and executing multi-channel marketing campaigns with real-world impact is particularly important to the role, along with a growth mindset and the ability to foster innovative ways of working.

This is a brilliant opportunity for someone who wants to be part of a movement to empower young people to shape their futures and lead their communities. There will be multiple occasions to work with our centres and young people to develop and convey powerful stories.

Working knowledge of digital marketing tools, alongside the ability to produce high quality, engaging content is essential for the role. We also encourage a curiosity mindset that looks to trends, data and intelligence to support continuous improvement to our work as a department.

The Marketing and Communications Manager role will be key as we drive towards our objective of being recognised as the trusted voice of leadership skill development for all young people and communities by 2033.

If you believe yourself to be the person that can support us to achieve this, we would love to hear from you.

Victoria Anderson-Adair
Head of Marketing and Communications

About the Leadership Skills Foundation

With a 40+ year heritage, the Leadership Skills Foundation exists to help young people build the confidence to believe, the qualities to lead and the skills to succeed.

Working with close to 100,000 young people every year across 2,500 delivery centres (schools, colleges and community organisations), we provide an empowering environment and learning frameworks where everyone is empowered to shape their futures and lead their communities.

97% of centre staff believe Leadership Skills Foundation programmes provide young people with the skills to succeed.

As an awarding organisation, all our programmes are accredited in line with regulatory conditions, ensuring learners achieve meaningful and recognised qualifications and awards. Our programmes equip learners with employability skills for life (communication, problem solving, teamwork, self-belief, self-management) improving motivation, self-esteem and confidence.

90% of learners said that our programmes develop important skills for their futures.

We want young people to possess the skills, knowledge and resilience needed to face the world with confidence and optimism. By enabling organisations to deliver carefully considered leadership programmes, we help shape future generations.

Over two-thirds of businesses believe young people are not effectively prepared for work when they leave school (British Chamber of Commerce).

Our values

We are better together

Together, we do great things. Collaboration, belonging and individuality aren't just buzzwords to us; they're deeply held commitments in the way we work. As we solve problems together, we make sure everyone feels listened to and valued.

We are guided by goals

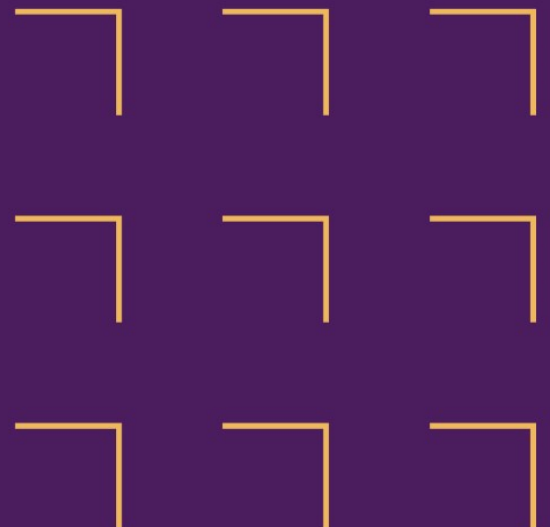
Every initiative we developed is guided by clear aims. From giving young people the confidence to achieve, to bringing major change to communities, all our goals are significant and focused on improvement.

We evolve and innovate

As the world changes, so do the opportunities and challenges of the people we support. As different times call for different skills, we are brave enough to be different and to innovate to be fit for the future.

We have pride in our programmes

We never forget how valuable everyone's future is. That's why we go above and beyond to deliver high-quality trustworthy and regulated programmes.



What you can expect from us

There are numerous benefits that are available to you as a member of Leadership Skills Foundation.

In addition to working for an organisation that is forward thinking with a clear commitment to your wellbeing, we also offer an array of both contractual and non-contractual benefits as outlined below.

Contractual benefits:

- Standard 36 hour working week.
- 25 days annual leave rising to 30 days per year after completion of five years' service.
- Automatic enrolment into NEST Pension scheme after three months, with the option to join group personal pension plan with matched contributions up to five percent following successful completion of probationary period.
- Agile/flexible working.
- Home working.

Non-contractual benefits:

- Discretionary extended Christmas break.
- Vitality Health Care Plan following successful completion of probationary period – with the option to add family/significant others at reduced rate.
- Meaningful and regular one-to-one system as part of a structured personal development process.
- Sight test and eyewear financial support.



Role details

Role title: Marketing and Communications Manager
Reports to: Head of Marketing and Communications
Salary: £38,000
Contract: Permanent
Location: Home-based with some travel to other locations when required.
Hours: 36 hours

Role summary

Role purpose:

1. To develop and implement comprehensive content and marketing plans that proactively contribute to the organisation's objectives.
2. To plan, execute and optimise marketing campaigns that support the realisation of the organisation's new business and retention targets.
3. To create, coordinate and manage the distribution of content that supports the organisation's reach, credibility and engagement.

Main duties and responsibilities

1. **Planning:** Develop and implement comprehensive content and marketing plans across various channels, including digital and traditional marketing. Support with the integration of these to wider communication planning and needs. Integrate key business intelligence and context provided by colleagues and teams into plans.
2. **Campaign management:** Oversee the planning, execution, and optimisation of marketing campaigns, ensuring alignment with overall business goals.
3. **Content creation:** Manage the creation and distribution of engaging marketing content, including website copy, blog posts, social media content, and marketing collateral.



Ensure all content is consistent with our brand voice, style and tone, and adheres to the organisation's house style writing guide.

4. **Market research:** Conduct regular market research and analysis to identify trends, customer insights, and competitor activities.
5. **Performance analysis:** Track, analyse, and report on the performance of marketing campaigns, using data to identify areas for improvement and optimisation.
6. **Budget coordination:** Work with the Head of MarComms to support the management and monitoring of the marketing budget, ensuring efficient allocation of resources, providing analysis of return on investment (ROI) for marketing activities.
7. **Team leadership:** Supervise and mentor two marketing team members, fostering a collaborative and high-performing environment. Drive the development of internal processes to increase efficiency, transparency and communication in the team.
8. **Relationship management:** Build and maintain relationships with external vendors, agencies, and key stakeholders.

Skills, experience and knowledge

Required/essential:

- Strategic thinking: Ability to develop and implement effective marketing plans and activities. (E)
- Analytical Skills: Ability to analyse data, identify trends, and make data-driven decisions. Strong working knowledge of Google Analytics. (E)
- Communication Skills: Excellent written and verbal communication skills for internal and external communication. (E)
- Project management: Ability to manage multiple projects simultaneously, prioritise tasks, meet deadlines and work to budgets. (E)
- Digital marketing expertise: Strong understanding of digital marketing channels, including SEO, social media, email marketing, and paid advertising, including PPC. (E)
- Creative thinking: Ability to develop innovative and engaging marketing campaigns. (E)
- Team leadership experience: Proven track record of motivating and managing at least one direct line report in a marketing role. (E)
- Budget management: Ability to manage and track marketing budgets effectively. (E)

Desired:

- CRM expertise: Understanding and working knowledge of integrating of CRM system to marketing and communications activities. (D)
- Working knowledge of Canva and/or other digital creative tools. (D)

Recruitment timetable

Closing date for applications: Monday, 11 August 2025 at 17:00

Notify candidates for shortlisting: Wednesday, 13 August 2025

First interviews to be held (online): 18-20 August 2025

Second interviews to be held (in person): 26 August 2025 onwards

Start date: As soon as possible

To Apply

We look forward to your application for the role.

Apply here: <https://app.beapplied.com/apply/ezfiw4h7hu>

Applications no later than 17:00 on Monday, 11 August 2025.

Further information

If you would like to discuss the role further, please email
vaa@leadershipskillsfoundation.org

