

ROLE PROFILE

POST:	Marketing Coordinator
SALARY:	£19,000 - £23,000 per annum
HOURS:	37.5 hours per week
REPORTING TO:	Fundraising Development Manager

Main Purpose

The Marketing Coordinator will be responsible for generating brand awareness of Blackburn Youth Zone and supporting business development and youth service promotion. The Marketing Coordinator will take ownership and oversight on a day-to-day content creation (narrative, photos, infographics and videos) aligned to a more strategic approach. Promoting Blackburn Youth Zone to key local, regional and national audiences, maximising opportunities to raise our profile and increase our reach. Managing all platforms and channels, will provide an opportunity to explore ways to increase brand awareness through an engaged community and measure impact. Ensuring all forms of communication are connected and align with core messages and brand values.

Blackburn Youth Zone

Blackburn Youth Zone is an iconic, state-of-the-art facility for young people in the heart of Blackburn which opened in June 2012. Attracting young people from across the town and beyond by its fantastic facilities, Blackburn Youth Zone provides sports and arts activities and practical support, especially for those who are disadvantaged.

The three-storey building has a dedicated sports halls with a climbing wall, gym, dance and performing arts spaces and as well as visual arts facilities. Also included are a cafe, games and social areas and an outdoor all-weather pitch on the roof. The centre is open 365 days a year.

The main characteristics of our work with young people are:

- We start where young people are and go where young people take us
- We offer opportunities for supportive adults to develop positive relationships with young people
- We will bring our town together to support young people

Key Tasks

- In line with Blackburn Youth Zone Business Plan implement a Marketing strategy including digital communications.
- Work with the internal team across the organisation to ensure that BYZ digital presence (website) is well maintained and regularly updated.
- Take the lead in developing new, engaging content types for different digital channels: photos, videos, infographics, copy; in liaison with BYZ staff team, young people and external stakeholders in an accurate and timely way. Use analytics to monitor and improve the effectiveness and reach our online presence.
- Build positive relationships with local and regional media to build BYZ profile and brand identity generating positive coverage and distribution of key messages
- Write and distribute press releases to all relevant media in the local region.
- Develop a P.R approach and process to manage all media enquiries
- Plan and coordinate / produce as appropriate a wide range of communications and marketing

materials both on- and off-line including the research, content, writing, editing and design.

- Work closely with designers, photographers, and printers (and others) to implement delivery of campaigns
- Act as the guardian of The BYZ brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity, promoting good practice and training colleagues as appropriate
- Stay well-informed of external communications trends, highlighting where new approaches might be beneficial and champion new technology, learn new skills and then train and enthuse others to put these into practice
- Work with young people/services directly, obtaining case studies and supporting young people to tell their own stories.
- Work with colleagues to develop mechanisms to capture content from the young people and ensure communication of a coherent brand.
- Develop communication action plans to support core campaigns to help drive maximum impact and coverage.
- Act as the champion and expert for communication and marketing activity within BYZ
- Coordinating internal communications, keeping the Blackburn Youth Zone team connected.
- Manage volunteers involved in marketing as and when required.
- Work closely with the Business Development team in their work
- Work closely with the Youth Work team to promote their programme of work

Person Specification

Competencies;

Being able to gather information needed to inform marketing plans, with strong attention to detail

- Execute a Marketing strategy, reporting on measurement data and plans to the Fundraising Development Manager
- Creative and current approach to communications including social media to build strong external customer relationships and reputation
- Manage public relations
- Assisting the achievement of brand positioning and awareness
- Contributing to the development marketing and communications of services, campaigns and appeals

Skills

- Excellent written and verbal communications skills
- The ability to speak confidently about Blackburn Youth Zone and its activities to a wide range of audiences
- Thorough and accurate with excellent attention to detail
- Ability to work under own initiative, managing own workload
- The ability to work collaboratively with Youth Zone colleagues, young people and external experts
- Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks
- Ability to design and deliver communication plans that reflect Blackburn Youth Zone's core objectives
- Creative and innovative in approach
- Sound IT skills
- The ability to negotiate and influence
- The ability to draw out stories from young people and Youth Zone staff and use them to

demonstrate the positive impact of our work

- The ability to write articles and communications for a variety of different audiences
- Video editing and production skills and photography skills are desirable
- Some knowledge of graphic design packages would be an advantage

Experience

- Extensive experience in delivering a comprehensive marketing service
- Experience in the development of communications and marketing strategies
- Experience in planning and delivering proven multi-media strategies in line with organisational objectives and aims
- Experience in developing and maintaining website content
- Experience in building strong relationships with the media
- At least two years experience within a communications or media relations role, preferably working across the private and third sectors (if not third sector experience, working creatively to deliver solutions in a department with a limited budget is important).
- Experience in managing relationships with agencies, suppliers, designers
- Experience in producing and uploading content for social media quickly with proven effectiveness
- Experience in managing content and production of high quality printed materials for a variety of stakeholders
- Experience in email marketing is desirable
- Experience in developing and maintaining an intranet and leading on internal communications
- Preferable experience of Salesforce and Google docs.

Knowledge/ Qualifications

- Professional qualification in PR/communications/marketing or equivalent experience
- Degree level education, preferably in a communications-related subject
- Familiar with uploading information onto Facebook, Twitter, YouTube and the content management system WordPress
- Proven and demonstrable experience in developing strategies across a wide range of media

General

The job is full-time and will be located at Blackburn Youth Zone, Jubilee Street, Blackburn.

The hours of work are those necessary to fulfil the requirements of the position. This may involve working unsocial hours in the evenings and at weekends during Youth Zone sessions or at events, and also working during the day. In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check.

Person Specification

Selection Criteria* A = Application Form; I = Interview; T = Test/Personality Profile	Essential or Desirable	Method of Assessment
Experience		
Experience in being able to gather information needed to inform marketing plans, with strong attention to detail	Essential	A & I
Extensive experience of delivering comprehensive communications and marketing of services, campaigns and appeals	Essential	A & I
Experience of executing a Marketing strategy, reporting on measurement data and plans to the CEO	Essential	A & I
Experience of web content development and website management	Essential	A & I
Experience of working within a mixed office environment	Essential	A & I
Extensive experience of using varied IT systems in digital communications	Essential	A & I
Experience in planning and delivering communications and marketing plans in line with organisational objectives and aims	Essential	A & I
Extensive experience in PR and delivering publicity at a local level	Essential	A, I & T
Experience in advising and communicating to colleagues, partners and third parties on all communications	Essential	A & I
Experience in building relationships with senior stakeholders	Desirable	A & I
Project and budget management experience	Desirable	A & I
Experience in assisting the achievement of brand positioning and awareness	Essential	A&I
Educational/Vocational Qualifications		
Professional qualification in Communications/PR/Digital Communications/Marketing	Essential	A
GCSEs or equivalent in literacy and numeracy	Essential	A
Skills		
A creative and current approach to communications including social media to build strong external customer relationships and reputation	Essential	A & I
Excellent ability to design and deliver digital communications plans that reflect The BYZ core objectives	Essential	A
Thorough and accurate with excellent attention to detail	Essential	A & I
Ability to work under own initiative and work collaboratively	Essential	A & I
Excellent written and oral communications skills	Essential	A & I
Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks	Essential	A & I
Sound IT skills	Essential	A & I
Knowledge		
Familiar with all the latest social media applications and how to effectively utilise them for organisational development	Essential	A & I
Strong understanding of digital communications and developing social media output	Essential	A & I

Knowledge of a range of relevant systems e.g. Mail Chimp; Hootsuite; WordPress; Text Local	Essential	A & I
Understanding of what makes marketing and communications effective for different audiences	Essential	A & I
Understanding of creative programmes such as Photoshop, Indesign, Premier etc.	Desirable	A & I