



The Talent Foundry

Job applicant information pack

Marketing Manager



Help discover talent

A message from our CEO, Jenni Anderson

All of us at The Talent Foundry believe that a young person's success should be determined by the talents and abilities they have, not where they come from.

All too often we hear from teachers in our school network that those from underserved communities are missing out on skills and development opportunities that could completely change their futures.

This is why we offer free programmes in schools which ignite and enhance a young person's confidence in the abilities that they have - and connect them to employers and industries where they can have a successful career.

Improving social mobility is a team effort, and we offer an opportunity where people from all backgrounds can thrive and contribute.

This year we've grown and expanded our work with our wonderful partners from the commercial and public sectors to reach thousands more young people develop their skills and confidence.

We know we can do more and I hope this job pack inspires you to join us.



Our impact

Our mission is to increase social mobility by helping young people from underserved backgrounds discover what they are amazing at, develop valuable new employment skills, and take that first step into the world of work.

We are founded on two core beliefs, and these underpin all our work:

- **firstly**, we believe that everyone has something they can be amazing at. They just need to discover what that is, and we can help them do that.
- **secondly**, we believe that all young people deserve equal opportunities in life, regardless of their background or financial circumstances.

[You can read more about our Theory of Change on our website.](#)

This year we delivered a record-breaking 32 employability programmes working with 21 partners across England, Wales and Scotland.



45,792

YOUNG PEOPLE SUPPORTED

Sectors we supported:

Engineering, Healthcare, Rail, Finance, Professional Services, Entertainment, Technology, Construction, Retail, Sciences, Built Economy.

We are proud that our programmes are recognised by the Skills Builder Impact Accreditation

- Network Rail Track to the Future - Impact Level 4
- KPMG WorkReady - Impact Level 3
- M&G Enterprise Challenge - Impact Level 2
- The Bid Idea Workbook - Impact Level 2



Our values

We believe that our **team values** are essential to achieving our mission.

Everyone on our team is:

- Passionate about the charity's vision to improve social mobility
- Motivated by team success
- Proactive in getting things done

The values of **ambition, inquisitiveness**, and **inclusivity and equity** guide us in everything we do:

We are **ambitious** for young people, our partners, and for ourselves. This means we strive to help everyone discover their talents and abilities, and support them to develop the confidence to use them.

Whether we're working with students or with each other, we believe that setting high goals and pushing ourselves to achieve them is key to success.

We are also **inquisitive**. We welcome feedback and spark discussions around how to continuously improve ourselves and our work. We're not afraid to ask questions and seek out bold new ideas, keen to learn and grow.

Finally, we are committed to **inclusivity and equity**. We believe that everyone should have equal access to opportunities and resources, regardless of their background or circumstances.

We work to create safe and welcoming spaces where everyone feels valued and respected, and to identify and address systemic barriers that prevent young people from underserved communities from achieving their full potential.



Marketing Manager

About this role and where it sits in the team

This is a new role for The Talent Foundry that will lead our **schools engagement team** and provide **marketing expertise** and experience to engage a range of stakeholders to increase our reach and impact with young people.

You will be leading a small and high-performing team responsible for attracting teachers and education advisers to book our programmes, as well as raising the profile of TTF and supporting our partners demonstrate our collective impact.

You will be excited by the opportunity to create inspiring marketing campaigns, build on our email communications, produce insightful, digital content, and develop our social media channels to make it easy for teachers to find the perfect opportunity for their students.

This opportunity will suit you if you are looking for a role that provides exposure to, and development in, different areas of marketing, communications, and content and wants to make a real impact in a small team.

Key responsibilities

What you will be doing

You'll be a brilliant project manager, someone who is action-orientated, organised and enjoys bringing creativity to problem-solving.

Grow our network of teachers and advisers

There are 1,900 schools, colleges and alternative provision settings eligible for our free workshops. You will:

- Develop a schools engagement strategy to reach more young people in areas of the country that most need our help.
- Design, deliver and optimise integrated marketing campaigns to schools, across multiple channels.
- Work across the team to advise and co-create segmented communications to schools through telephone, email marketing, print, direct mail, and trade events.
- Build relationships with intermediary career organisations to promote TTF opportunities to a wide network.
- Investigate email/newsletter platforms and establish new systems and processes to segment audiences and offer excellent customer service.
- Use campaign data and analytics tools to monitor and measure performance.

Develop our profile and share our impact

We have so many great stories of success to tell from the students every day. You will:

- Bring our charity brand to life by creating impact-focused, engaging content across email, film, case-studies, thought-leadership articles, news stories and podcasts.
- Plan and execute our social media strategy (inc. connecting with partners, awareness day and relevant educational news)
- Work with the programme team and senior management to identify and draft news stories
- Lead on website development
- Support the CEO on brand management and development

Team management and leadership

You will line manage a small team and provide support and guidance to manage demand across our school network. You will be a team player and won't be afraid to jump on the phones or respond to teacher queries about the best programmes for their students in order to support your team at busy times.

You will support the Head of Programmes and Partnerships identify learning and development needs and be involved in recruitment through to annual review, providing ongoing supervision and direction to your team.

Everyone in our team:

- Operates as a flexible team player and provides a high level of self-administrative support to facilitate a 'one team' approach
- Understands and complies with, all policies and procedures at TTF including Safeguarding, Health & Safety and Data Protection & GDPR responsibilities
- Supports diversity and equal opportunities for all, appreciating, and supporting the role of other professionals
- Attends and participates in TTF meetings, events, training and learning activities
- Undertakes all other duties commensurate with the level of the post as required



Person specification

Knowledge and skills

Experience

- Have worked in a previous marketing role, within the education or youth sector or equivalent B2B market
- Designed and delivered integrated outreach campaigns for customer acquisition.
- Used data to drive decisions, including understanding of audience behaviour.
- Team management, including direct reports with the ability to develop and support your staff.
- Ability to spot opportunities for collaboration across the team and with our partners.
- Great self-starter who can independently oversee projects from start to finish.

Skills

- Advanced digital literacy and proficiency in digital tools for marketing and communications (eg email platforms, CMS, social media, AI and MS software).
- Excellent written communications, including copy-writing.
- A strong planner with the ability to juggle priorities and time management.
- Data analysis skills, including Excel and PowerBI (desirable).

Knowledge

- Customer service in relation to an understanding of the challenges facing schools in our network.
- Interest and understanding of the UK education system.
- Bring creativity and innovation to new challenges.

While it's not a criteria, we're especially interested to hear from applicants who have lived experience of some of the challenges young people face today.

It's also important to us that the people we hire do not discriminate. We believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status, or social economic background.

"I learnt so much and now think I know what I want to do in the future."

Job details

Salary and benefits

Salary

up to £35,000

Annual leave

28 days, plus Bank Holidays

Reports to

Head of Programmes and Partnerships

Hours

Full time, 37.5 hours per week, Monday to Friday

We are open to hearing from candidates who are interested in part-time hours/job share.

Contract - Permanent

Place of work

This is a hybrid role. You will be working from home (IT equipment provided), with 2-3 individual days per month (on average) in London for team together days in a co-working space. These days are considered as commuting days.

This role does include travel to projects and visits to schools across the UK (expenses paid).

Also:

- Employee Assistance Programme
- Training and development budget
- Social activities at a team together day
- The afternoon of your birthday off (or the morning after)



To apply

- A comprehensive CV (please include a note if you have any gaps in your employment history).
- A covering letter or personal statement outlining (max two pages):
 - Your skills and relevant experience in relation to person specification.
 - An example of a marketing solution you have developed and delivered.
 - Which The Talent Foundry programme you would most enjoy promoting to teachers and why.

Applications that fail to meet these criteria will automatically be discounted. We want you to have every opportunity to make the best impression - please let us know if there is anything we can do to make sure the application process works for you.

Closing date

We are actively hiring for this role and will be interviewing successful candidates on a rolling basis in March 2024.

Next steps

If you are shortlisted for the role, you will be invited to a virtual interview on MS Teams with the Hiring Manager. We always send interview questions out in advance. Second interviews will be in-person and reasonable travel expenses will be reimbursed.

Safeguarding

We are committed to safeguarding and promoting the wellbeing and welfare of children and we require everyone associated with The Talent Foundry Trust, including all trustees, employees, and volunteers to share this commitment. Successful applicants will need to undergo child protection screening appropriate to the role, including completing our Safer Recruitment process, references from past employers and Disclosure and Barring Service checks.