

Marketing & Digital Executive Job Description

Job Title: Marketing & Digital Executive

Location: Hybrid / Head office in London (SW1W)

Hours of work: Your hours of work will be as per your contract of employment. A full-time role equates to 35 hours per week, not including breaks. Flexibility is required to meet the needs of the Charity and business delivery

Salary: £29,000 to £34,000 per annum dependent on experience

Contract Type: Permanent

Who we are

The Feathers Association is a well-established, highly energetic charity delivering a range of programmes that focus on changing lives and communities for the better. The Charity provides opportunities for children, young people and communities, currently in and around London to develop in a positive way through informal education, sporting, cultural and recreation activities.

The Charity, founded in 1934 at the behest of the then Prince of Wales, has built up a substantial reputation for supporting centre-based youth work, has a youth and community centre based in the City of Westminster, which provides differing young people programmes Monday to Friday, throughout the day and evening. The Feathers Association has positively impacted on thousands of lives over the 88 years since it started. The centre's facilities include: an IT suite, recreation room, a commercial kitchen, music / recording studio with links to Abbey Road Studios, astro turfed football pitch, dance studio with sprung floor and a skate park; all which are just at the side of Marylebone train and tube Stations.

How we make a difference

We make a difference by providing young people and communities with the opportunity to take part in activities and development programmes that would not normally be open to them via school or home life.

A new era for the Charity

Whilst the Feathers Association has a long standing and rich heritage, the board of Trustees have embarked on ambitious plans to grow the organisation within London, as well as take it beyond the London borders to a national level. A new CEO and Chair was appointed last year and with that a newly invigorated and engaged board, with diversity at the heart, has been formed along with a new Senior Leadership Team. The Feathers Association, as part of the expansion, is investing in a new internal team to deliver their vision. This is an exciting time to join the organisation and a fantastic opportunity to build a team within the role and unlock the huge potential the organisation has to offer. The new team will have the full support of the board and be able to draw on a wealth of expertise, in particular, marketing and PR.

Are you ready to spearhead a transformative era for the Feathers Association, leveraging its rich legacy while steering it into new territories across the UK? We are seeking a proactive Marketing & Digital Executive to lead the evolution of our historic brand, facilitating growth and impact in alignment with our ambitious future.

Objectives of the Post

- Develop and implement brand and marketing strategies leveraging our extensive history to enhance our presence.
- Support the growth strategy by improving fundraising and marketing capabilities, exploring opportunities to raise brand awareness and expand our reach.
- Collaborate with key stakeholders including the Senior Leadership Team, CEO, Board, and Committee members to align initiatives with organizational goals.
- Forecast and manage resource demands efficiently, preparing for potential team growth to meet future needs.

This role requires a forward-thinking individual capable of translating concepts into actionable plans, contributing significantly to the evolution of the Feathers Association. You'll play a vital role in shaping our brand narrative and extending our impact across the UK.

Join us in championing positive change and driving the Feathers Association into an exciting new chapter of growth and influence.

The Role

Principal Accountabilities/Responsibilities of the role

Operational Excellence:

- Generate high-quality content for marketing materials, website, and digital platforms, including impactful case studies showcasing our charitable impact.
- Plan and execute marketing campaigns for Youth Club activities and fundraising events, ensuring timely delivery and assessing performance metrics for optimisation.
- Oversee internal and external communications and PR activities, maintaining consistency in messaging and brand representation.
- Collaborate with the COO on crafting engaging annual reports to complement fundraising efforts and manage relationships with external creatives.
- Ensure GDPR compliance and manage the marketing budget efficiently for cost-effectiveness.

Success Metrics

- Timely campaign delivery within budgetary constraints.
- Generating high-quality leads meeting or surpassing business targets.
- Effective product marketing driving engagement and participation.
- Analysing audience and engagement metrics reflecting operational goals.

Person Specification, Qualifications, Skills & Experience



THE FEATHERS ASSOCIATION

- Highly motivated and self-initiated professional with a deep affinity for our mission and ethos.
- Demonstrated ability to work autonomously, meet tight deadlines, and deliver impactful results.
- Exceptional communication, relationship-building, and presentation skills.
- Adept at crafting compelling copy and possessing a visionary approach to design and campaigns.
- Proficient in Microsoft Office 365, with knowledge of GDPR compliance and multi-tasking abilities.
- Prior experience in successful editorial stewardship and implementing multi-channel marketing campaigns.
- Comfortable in managing competing demands and achieving targets in the not-for-profit sector.
- Bachelor's degree preferred.
- Specific marketing qualifications or membership in a professional body is advantageous
- At least 2 years of marketing experience with a focus on campaign implementation and content creation.
- Proven track record of successfully delivering against KPI's
- Proficient in PR campaigns and design/editing software is advantageous.

Working Together

At Feathers Association, we prioritise sustainable business practices and the well-being of our employees and users. Together, we endeavour to:

- Efficiently utilise resources to minimise unnecessary usage.
- Support and implement sustainability initiatives and positive people practices approved by Feathers Association.

Note - This description provides an overview; your role may encompass additional duties associated with the position.