



DIGITAL MARKETING MANAGER

ABOUT THE ROLE

We're looking for a digital savvy marketer to create and deliver a strategy that achieves Youth Music's marketing objectives to:

- Inspire inclusive practices amongst Projects and Professionals working with young people in music
- Build the credibility of Youth Music amongst creative career starters
- Grow awareness of Youth Music as the leading voice of young people and music
- Demonstrate the impact of Youth Music's work and partnerships

To achieve this, you'll review our digital marketing agency support system, with a view to appointing and managing suitable partners to help execute your strategy, alongside a Digital Content Officer and a team of freelancers.

You'll lead a number of integrated hero campaigns each year from conception through to execution, working closely with a Digital Content Officer and a pool of talented young freelance creatives – "NextGen". You will play a leading role in our upcoming website development project, review our e-newsletter ecosystem to grow audience reach and engagement, and improve our impact through SEO and PPC.

ABOUT YOU

You're a highly motivated, insights driven marketer with a track-record for planning, designing, executing, and analysing effective campaigns. Bringing with you multichannel experience including social media, websites, email and paid media, you'll be keen to make your mark on a growing brand with social purpose.

ABOUT YOUTH MUSIC

We believe that every young person should have the chance to change their life through music. Yet our research shows that many can't because of who they are, where they're from or what they're going through.

Our insights, influence and investment in grassroots organisations and to young people themselves means that more 0-25-year-olds can make, learn and earn in music.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England,



players of People's Postcode Lottery and support from partners, fundraisers and donors.

INTERESTED?

The salary for this role is £35,000 - £40,000 pro rata (dependent on experience), plus benefits. We are open to conversations around whether this is a full or part time role, but it will require presence in our London office on a regular basis. If you are interested, please send your CV to our Head of Communications & Marketing, abbi.oakley@youthmusic.org.uk in the first instance, who will be in touch to arrange a call.