



## Marketing & Engagement Manager

**Location:** We're based in Gloucester and we're open to hybrid working with a minimum of 3 days in the office per week

**Contract:** Permanent

**Hours:** full-time 37.5 hours per week

**Salary:** £32,000 - £38,000

**Report to:** Director of People

**Closing Date:** Sunday 30<sup>th</sup> March at midnight, although short-listing will be on a rolling basis, and we reserve the right to close recruitment early if the right candidate is found.

### About the role

We're seeking an experienced **Head of Marketing & Engagement** to join our team in a strategic leadership role.

As a Gloucestershire-based charity, we're deeply committed to our local community, with youth voice at the heart of everything we do. The successful candidate will lead a busy marketing team, develop and implement marketing strategies that advance our charity's mission, increase awareness of approach and our impact, and build engagement with current and potential partners, other organisations and young people.

This role requires both strategic vision and practical implementation skills. You'll need to design comprehensive marketing strategies while also being hands-on enough to ensure these are delivered effectively.

Working closely with the whole organisation, you'll shape how we communicate with our diverse stakeholder groups, from funders and partners to young people and community members, while ensuring each interaction reflects our core values. Your expertise in marketing and stakeholder engagement will be instrumental in growing our reach and deepening our impact, particularly in our local communities.

This role would be ideal for an existing Head of Marketing looking for a new challenge or a senior marketing professional with management experience looking to

progress. It offers the opportunity to make a lasting impact on The Music Works and the young people we work with.

## **Key Responsibilities**

### **Team Leadership and Operational Management**

- Build and lead a high-performing team that is clear on its strategy and fully committed to its delivery
- Line-manage and/or mentor the marketing team, flexing the approach to meet the needs of our employed staff and freelancers
- Prioritise, plan, lead and manage our regular marketing and engagement activities alongside targeted campaigns and other priorities, ensuring the team consistently delivers with impact
- Stay current with industry trends and best practices, finding new opportunities for innovation and growth and supporting the wider team to develop and learn as marketing professionals
- Manage marketing budgets and resources effectively, prioritising to ensure maximum impact

### **Strategic Development and Implementation**

- Design, develop and implement marketing, communications, and stakeholder engagement strategies that align with our existing and evolving strategic priorities
- Develop and implement approaches that effectively reach diverse and harder to reach audiences and communities
- Manage and further develop a broad range of marketing channels, including digital platforms; traditional media; community outreach activities; events and multimedia content
- Determine effective key performance indicators and report these to senior leadership and trustees

### **Brand Development**

- Ensure we maintain an authentically youth-led brand, enabling young people to shape our plans and deliverables so they are integrated in our approach

- Communicate what we offer and the impact it has in a clear and inspiring way, both locally and nationally
- Evaluate the success of our campaigns and engagement strategies using robust measures; then adapting our approach to ensure continuous improvement

### **Stakeholder Engagement**

- Create targeted communication approaches for different stakeholders, ensuring messages resonate with specific groups while maintaining our consistent voice
- Build and maintain valuable relationships with all stakeholders, including partners, funders, media, internal teams, and the wider creative sector
- Collaborate with internal teams to ensure our communications reflect our commitment to youth participation and empowerment and showcase our projects, programmes and partnerships

### **General**

- Continually explore ways to bring young people's voice into all aspects of our work
- Maintain records of feedback and evaluation from young people through our data capture system
- Promote and comply with all of our policies and practices, including our responsibilities for line managers
- Be responsible for identifying and undertaking training and personal development
- Undertake any other reasonable duties, commensurate with the level of the post so as to ensure the smooth running of The Music Works

### **Person Specification - Essential Requirements**

- Proven experience at a senior and/or strategic level in marketing and communications
- Demonstrable experience of leading communications strategies across multiple channels
- Strong understanding of diversity, equity, and inclusion principles, with experience in developing strategies to address under-representation and promote equity and inclusion
- 5+ years' marketing experience and 2+ years' line management experience
- Track record of successful marketing and engagement for multi-channel stakeholders
- Exceptional written and interpersonal communication skills, with the ability to tailor messaging for different audiences

- Strong analytical abilities and a creative approach to problem-solving
- Experience of managing internal and external stakeholders
- Track record of delivering outcomes through collaborative working
- Ability to adapt to fluctuating organisational challenges and change.
- Commitment to TMW's mission and values
- Passion for the charitable sector

### **Person Specification - Desired Skills & Attributes**

- Experience engaging young people through appropriate channels and messaging
- Ability to build rapport with varied stakeholder groups including funders, beneficiaries, and partners
- Experience in building, leading and managing a diverse high-performing marketing team
- Experience with UK charity CRM systems
- Understanding of Gift Aid and UK giving patterns

### **Our Benefits**

- Pension is 3% of basic salary
- Flexible working
- Lots of staff training and development opportunities
- Cycle to work scheme and a shower at work so we encourage you to be active
- Enhanced Maternity policy
- Wellbeing and social programme for staff
- Annual leave entitlement: 22 days plus bank holidays plus all the days between Christmas and New Year
- Staff can request additional unpaid leave throughout the year
- A really amazing staff team and culture

### **HOW TO APPLY**

If you wish to apply, please submit your current CV and a cover letter to [recruitment@themusicworks.org.uk](mailto:recruitment@themusicworks.org.uk). Please ensure that your cover letter shows how you meet the person specification and demonstrates how your skills and experience meet the role requirements. We will only accept applications with a CV and cover letters that come directly from applicants. Interviews will be held on **Monday 21st April** and **Tuesday 22nd April 2025**.

We also ask that you complete an equality form (this is anonymous and is only to help us make sure we are reaching a broad range of people). <https://forms.office.com/r/vrdJxdJs7n>

The use of AI tools (e.g., ChatGPT or similar) is permitted in the application process. However, we strongly advise against copying and pasting answers from AI tools, as this often results in generic responses. We encourage you to showcase your own experiences, voice, and style in your answers and note that this is particularly important given the communication expectations of this role.

Diversity and inclusion are at the heart of our organisation, and we promote equal opportunities. We believe this can be achieved through attracting, developing, and retaining a diverse range of staff from many different backgrounds who reflect the community we serve. We encourage applications from all backgrounds.

We use positive action under section 159 of the Equality Act in relation to disability or race. This means that if we have two candidates of equal merit in our process, we will seek to take forward the disabled, or global majority candidate in order to diversify our staff team.

In line with The Music Works safeguarding policy, this job is subject to enhanced DBS checks and satisfactory references.