



Digital Marketing Manager

Job pack

Thank you for your interest in working at The Mix. This job pack should give you everything you need to know to apply for this role and what it means to work at The Mix.

In this pack you'll find:

- Our Vision, Mission and Values
- The role profile and person specification
- The benefits of working at The Mix
- How to apply for the role
- Our approach to equality and diversity and the Equality and diversity monitoring form
- Contact details form

If you want to chat about the role or need further information, you can contact by emailing workforus@themix.org.uk



About The Mix

The Mix is a free, confidential support service for under 25s - making a massive difference to over 6.4 million young people in the UK each year. Whatever issue a young person is facing, The Mix is always there for them - online, over the phone or via social media. It connects young people to experts and their peers to talk about everything from money to mental health, from homelessness to jobs, from break-ups to drugs.

Today's young people face an unprecedented range of challenges. They are possibly the first generation worse off in physical and emotional terms than their parents. The Mix's mission is to ensure that every young person can make informed choices about their wellbeing – wherever and whenever they are: www.themix.org.uk

Vision, Mission and Values

What we do: The Mix is here to take on the embarrassing problems, weird questions, and please-don't-make-me-say-it-out-loud thoughts that people under 25 have to give them the best support through our digital and phone services.

Vision: To be the first point of contact for under 25s. We know that with the right skills and

Mission: To drive positive change in young people and their world through digital, youth voice and data.

Values:

- **Empowering** We support young people to speak out, to take part and to take control of their lives.
- **Non-judgemental** We are open minded; we do not criticise or blame.
- **Inclusive** We welcome all young people from all backgrounds and circumstances.
- **Brave** We talk about everything to reflect the real lives of all young people.
- **Collaborative** We work with others to achieve the best outcomes.

Role Description

Job title: Digital Marketing Manager
Department: Development & Fundraising (The Mix Connect)
Reporting to: Head of Marketing and Communications

Overall purpose of the role:

We're looking for an exceptional Digital Marketing Manager to take the lead on a wide range of digital marketing channels and activities to help raise awareness of The Mix and reach, support and activate online communities of young people.

You will develop, manage, and implement The Mix's digital marketing strategy and oversee social media content, campaigns and activations, online and social advertising, email marketing, influencer marketing and reporting. You will line-manage and develop our Marketing & Outreach Officer, as well as supporting the Marcomms team across always on and campaign or project based activities.

We are looking for an enthusiastic, strategic and result orientated digital marketing specialist to join our team – someone who works well in a fast-paced environment and who has a passion for helping young people from all backgrounds.

Main duties

Social media content, campaigns and activations

- Create and deliver social media campaigns, activations and content across all channels, collaborating with young people, experts, partners and staff.
- Manage social media community activations from Q&As to takeovers, promotions and competitions.
- Support, grow and activate a thriving social media community.
- Recruit, train and support a network of young social media ambassadors.

Social media and online advertising

- Create and optimise always on and activity based social media ad campaigns.
- Establish and activate the relationship with social media partners like Instagram, Twitter and TikTok, creating new partnership opportunities and applying for advertising credits.
- Manage the relationship with our digital marketing agency, which oversees our \$40,000 a month Google Ads grant.

Influencer marketing

- Establish, nurture and activate relationships with influencers, experts, celebrities and young ambassadors.
- Secure always on and campaign-based coverage, support and activities beyond The Mix's owned channels.

Email marketing

- Build an engaged and data-optimised CRM database.
- Create and issue reactive topic and campaign based emails.
- Set up and optimise automated emails.
- Support email marketing opportunities across the charity.

Reporting

- Create insightful reports for social media, online advertising, influencer marketing and email marketing and build upon best practice.

Project and team management

- Line-manage, support and help develop our Marketing and Outreach Officer.
- Collaborate with young people to co-design and co-create digital marketing opportunities, and ensure youth voice is at the centre of these.
- Establish relationships with internal and external stakeholders to maximise all opportunities.
- Manage projects, budgets, campaigns and any other tasks as set by the Head of Marketing and Communications.

Person Specification

Essential

- At least four years of digital marketing experience.
- A passion for all things digital marketing and a desire to use your expertise to support the team, wider charity and external stakeholders.
- Experience managing social media activations and advertising campaigns for a brand, charity or organisation across a wide range of channels including Instagram, TikTok, Twitter and YouTube.
- Experience managing influencer and email marketing campaigns and activities with a broad understanding of GDPR.
- A desire to collaborate with young people to ensure our digital marketing channels are authentic, representative and impactful.
- Excellent time-management and the ability to work on multiple projects and tasks on any given day/week.
- In depth knowledge of Google, influencer, email marketing and social media analytics, and how to analyse and evaluate this data for reporting building on best practice.
- Line management experience.

Desirable

- Project and budget management experience.
- Experience of working with children and young people.

Terms and Conditions

Salary:	£35,000
Term:	Permanent
Location:	We have an office in central London, and we offer hybrid working and flexible working arrangements
Pension	4% employee contribution secures 4% employer's contribution to stakeholder pension scheme
Hours:	This is a full time post with 35 working hours a week, Monday to Friday, normally 9.30 – 5.30. Some travel within the UK will be expected. Some unsocial hours may be required from time to time for which time off in lieu may be given
Annual leave:	You will be entitled to 35 days of holiday pro rata, including the 8 Statutory Bank Holidays, during each calendar year.
Benefits:	<ul style="list-style-type: none">• Flexible and remote working available• Childcare vouchers• Eyecare vouchers• Life assurance• Weekly staff socials, plus Summer and Christmas Party• Colleague of the month – awarded half a day extra annual leave• Central London location• Clinical supervision offered for front line services staff• Coaching Environment• Learning, development and training options

How to apply

To apply, please send an email to workforus@themix.org.uk with your CV and a Cover Letter that included:

- What relevant skills and experience you would bring to this Digital Marketing Manager role (as detailed above).
- Why you would like to work in this role at The Mix.



Social Media

Have a look at our social media



Equality and diversity monitoring form

Thanks for your application, we're looking forward to working with you. Below are some questions about who you are and how you identify. These questions are anonymous and completely optional, which means it's your choice if you choose to answer them or not. The Mix is committed to ensuring that all our opportunities and services are inclusive, representative, and accessible for everyone. We are working hard to remove barriers that people may face in taking part in our opportunities. Data plays an important role in that. By completing this form, you will help us to build a picture of who we are reaching, and making sure that our volunteers, staff, and young people are representative of all people in the UK.

Filling out this form is voluntary; however, the information will help us to review our engagement process and ensure we are sticking to our diversity goals. This form is completely anonymous and has no bearing on the outcome of your application."

The information that you provide will be held in line with our privacy policy here: <https://www.themix.org.uk/about-us/privacy-policy>

Which Gender do you identify with?

Woman ☐ Man ☐ Non-binary ☐ Prefer not to say ☐

Prefer to self-define (please specify) ☐:

Is your gender the same as your registered sex at birth?

Yes ☐ No ☐ Prefer not to say ☐

Which of the following best describes how you think of yourself?

Heterosexual ☐ Bisexual ☐ Gay or lesbian ☐ Queer ☐ Pansexual ☐ Asexual ☐ Questioning ☐ Self-define ☐ Prefer not to say ☐

If you prefer to self define, please specify:

Age 16-24 ☐ 25-29 ☐ 30-34 ☐ 35-39 ☐ 40-44 ☐ 45-49 ☐ 50-54 ☐ 55-59 ☐ 60-64 ☐ 65+ ☐ Prefer not to say ☐

What is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

Asian or Asian British

Indian ☐ Pakistani ☐ Bangladeshi ☐ Chinese ☐ Prefer not to say ☐

Any other Asian background:

Black, Black British, Caribbean or African

Caribbean ☐ African ☐ Prefer not to say ☐

Any other Black, Black British, Caribbean, or African background:

Mixed or Multiple ethnic groups

White and Black Caribbean ☐ White and Black African ☐ White and Asian ☐ Prefer not to say ☐ Any other Mixed or Multiple ethnic background:

White

English, Welsh, Scottish, Northern Irish, or British ☐ Irish ☐

Gypsy or Irish Traveller ☐ Roma ☐ Prefer not to say ☐

Any other White background:

Other ethnic group

Arab ☐ Prefer not to say ☐ Any other ethnic group:

What is your religion or belief?

No religion or belief ☐ Christian (all denominations) ☐ Buddhist ☐ Hindu ☐ Jewish ☐
☐ Muslim ☐ Sikh ☐ Prefer not to say ☐ Any other religion or belief:

Where do you live?

North East England ☐ North West England ☐ Yorkshire and Humber ☐

East Midlands ☐ West Midlands ☐ East of England ☐ London ☐

South East England ☐ South West England ☐ Wales ☐ Northern Ireland ☐

Scotland ☐ Other locations in the UK:

Do you have a disability or condition that impacts the way you carry out daily activities?

Yes ☐ No ☐ Prefer not to say ☐

Which of the following best describes your disability or condition?

Mobility, including fluctuation or recurring conditions ☐

Learning or concentrating or remembering ☐

Cognitive, such as acquired brain injury or declining brain functioning seen in conditions like dementia ☐

Autoimmune, such as diabetes ☐

Mental Health/Illness ☐

Autism or Asperger's or ADHD or any other neurodivergent conditions ☐

Stamina or breathing difficulties ☐

Long term illness ☐

Other:

HR Statement

The Mix is committed to ensuring that we have a diverse workforce, which reflects the diversity within society and especially the young people who use our services. Not only is the right thing to do, it also values, celebrates, and recognizes the contribution that diversity can offer to the young people we support, and the staff and volunteers who make up our team at The Mix. We want to take down barriers and actively present opportunities to a wider and more diverse range of people. We are committed to creating safe and fair spaces for all by suitability accommodating different people's needs. This is outlined in our equality policy.

We are seeking applications from individuals with a diversity of experience, backgrounds, and perspectives. We particularly welcome applications from people aged between 18-25years. We also encourage those who may not have formal qualifications but who offer valuable life experience.

The Mix needs your help and co-operation to enable it to do this. Filling out this form is voluntary; however, the information will help us to review our recruitment process and ensure we are sticking to our diversity goals. This form is completely anonymous and has no bearing on our shortlisting process. Hiring managers will have no access to this information and this form is kept separately from your application."

The information that you provide will be held in line with our privacy policy here: <https://www.themix.org.uk/about-us/privacy-policy>

Contact Details

Name:	
Preferred pronouns:	
Mobile number:	
Email Address:	
1 st Reference:	
2 nd Reference:	