

Senior Content & Marketing Manager.

Location: London (Moorgate office) or Edinburgh (George St office)

Start date: April 2023

Salary: £32,000 - £36,000, based on experience

Details: Full time, permanent, hybrid working

Application deadline: applications will be reviewed on a rolling basis

Overview

Are you a dynamic people-person with a talent for student-facing marketing?

We're looking for someone who shares our interest in helping young people from diverse backgrounds to learn about the exciting opportunities that exist within businesses today. You will be working within the Education Team to help engage young people in different careers with Uptree Employer Partners through the creation and development of inspiring content.

Let's paint the picture for you!

Uptree was founded to put an end to inequality of opportunity, where no young person is left behind on their journey from education to employment.

We're on a mission to be the leading platform providing young people with free careers education and experiences of work to drive equality of opportunity for all.

Check out [our website](#) to find out more about us, our values and our outreach.

What will you do in this role?

You will take on a key role in the Uptree Education Team, leading on our student content development. You'll also work closely with our Marketing Team, developing the Uptree brand and seeking out new ways of engaging young people in the work we do.

Content & marketing strategy (40%)

- Work with Education Team to develop a young person-facing content production and marketing strategy to drive student engagement and retention across Uptree activity

- Develop a student-facing social media strategy and support Education Team to implement
- Work with Head of Education to maintain oversight of data related to marketing activity, including ROI, sharing and presenting across the team as necessary
- Develop strategic content creation process for labour market information from our Employer Partners
- Develop the structure and growth plan for education focused content production

Content creation and oversight (50%)

- Work with the Partnerships Team to review and develop engaging content for our Employer Partners, translating corporate jargon into inspiring copy
- Act as a brand guardian for Uptree, supporting the Marketing Team with implementation of brand guidelines and messaging in education focused content
- Review and support Education Team with the production of student-facing content, including newsletters, in-school resources, online courses and website pages
- Overhaul our current in-school workshops, working with Education Officer (Schools) and Senior Education Manager to develop new workshops which meet the needs of schools and students
- Depending on experience - lead on creation of student-facing social media content and/or newsletter content to engage and inspire young people

Professional development (10%)

- Participate in relevant trainings/workshops (internal and external)
- Have regular goal setting check ins with Head of Education
- Contribute to external activity promoting Uptree as an industry leader (writing blogs, external speaking opportunities, etc)
- Contribute to internal CPD sessions to share relevant marketing and communications knowledge and skills

What will you bring to the team?

The most important thing for us is finding someone who is excited about our values and mission. Here's what we are looking for:

Experience - **3+ years of experience** in a similar role so that you can innovate and progress with the Uptree Team.

Making a difference - We want you to bring passion to Uptree, to be genuinely excited about our mission and values, and to care about the work you are doing every day. You will want to get involved in meaningful activities that make a difference to the lives of young people.

Proactive - You're an independent thought-leader, keen to seek out potential problems and work collaboratively to find appropriate solutions.

Engaging - You understand our student audience and are driven to make careers content accessible and engaging for them.

Creative - You're a creative thinker with experience of producing visual assets and engaging content to support brand awareness and audience engagement

Detail oriented - You're organised and have great attention to detail. You can stay on top of multiple deadlines for yourself, your team and your stakeholders, and you enjoy following up on data and processes to ensure nothing slips through the cracks.

Solution oriented - You're not afraid of facing a challenge head-on and you enjoy thinking ahead to solve problems before they arise.

Skilled at prioritising - You can multitask and prioritise your time effectively to reach business goals, ensuring both you and your team perform to a high standard.

An understanding of schools and the school systems in Scotland and/or England would be beneficial.

How will we reward you?

- **Impact** - We put young people first, change lives and make society a better place.
- **Wellbeing** - We might be biased, but our perks are pretty amazing. You'll have lots of holiday, an annual company team day, regular team socials, summer working hours finishing at 1pm on Fridays, and an extra hour off a month with a well-being budget to spend on something you enjoy doing. You also have the freedom to design your working pattern in a way that suits you best around core hours.
- **Personal Growth** - We have ambitious goals to scale our partnership operations over the next year. You'll play a key role in this as an early hire.

How to apply

We are interested in hearing WHY you want to work for Uptree.

Please send your CV (2 pages max) and a one-page cover letter outlining why you would be a good fit for this role.

To apply: Email your CV and cover letter to jobs@uptree.co.

Incomplete applications will not be considered.

Applications will be reviewed on a rolling basis.

From this point, there will be:

- 5 minute screening call
- 30 minute panel interview with members of the team including short timed presentation (competency focus)
- 30 minute panel interview with Senior Leadership Team (commercial focus)
- Founder & CEO interview (culture and values focus)

Start date: as soon as possible

Hours: 37.5 hours/week, flexible working around team core hours (9.30am-4pm)

Holiday: 28 days + Bank Holidays

Location: Moorgate Office, London or George St Office, Edinburgh (hybrid working). Remote applicants may be considered.

Additional benefits: WFH options, monthly well-being treats and monthly socials

If you would like to have an informal conversation about the role, please email jobs@uptree.co and we'll organise a chat.

We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender, gender identity or expression, or veteran status and are proud to be an Equal Employment Opportunity and Affirmative Action employer.

If you have any questions on the application process or have a disability or health condition that impacts your ability to complete this application or interview then please let us know. You will know what works best for you, and on reaching out we will together understand what is suitable.



Please note, all Uptree staff are required to have an enhanced DBS check as part of their role, given the nature of our business. Any information given will be treated in the strictest confidence. Suitable applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role to which they are applying.