



Marketing Graduate

Job Description

Service:	<i>Central team</i>
Job Title:	<i>Marketing Graduate</i>
Reports To:	<i>Head of Partnerships and Development</i>
Location:	<i>Hybrid working; between home, Young Somerset bases countywide and other community delivery locations</i>
Main Purpose of Post:	
About Young Somerset Young Somerset is one team with one purpose: improving the lives of children, young people and families across Somerset. We deliver a wide range of services including youth work, mental health and wellbeing support, early years development, education support, employability programmes and community-based initiatives. We believe every child and young person deserves the opportunity to thrive. Our communications and marketing play a vital role in helping us reach those who need us most, engage supporters and partners, celebrate success and strengthen our reputation across Somerset. This is an exciting opportunity for a creative, ambitious and digitally minded graduate to launch their marketing career with one of Somerset's leading charities. The Marketing Graduate will take a lead role in developing, promoting and growing the Young Somerset App, helping to make it the go-to digital platform for children, young people and families accessing our services. Alongside this, the postholder will coordinate and deliver a wide range of marketing and communications activities that raise awareness of Young Somerset, increase engagement with our services and support fundraising, recruitment and organisational growth. This is a hands-on role offering significant responsibility and the opportunity to shape the organisation's digital presence from the outset.	
Main Responsibilities and Duties:	
Young Somerset App Development • Lead the ongoing development and promotion of the Young Somerset App. • Work with colleagues, young people and external developers to improve functionality and user experience. • Develop campaigns to increase downloads, registrations and active users. • Monitor user engagement and recommend improvements based on data and feedback. • Create engaging content specifically designed for the App.	

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- Coordinate updates, testing and launch of new features.
- Promote the App internally and externally to maximise awareness and usage.

Marketing & Communications

- Plan and deliver marketing campaigns that promote Young Somerset's services, projects and events.
- Create engaging content across multiple digital platforms including social media, website, newsletters and digital advertising.
- Design promotional materials including posters, flyers, graphics and presentations.
- Produce photography and video content that tells the stories of our work and the impact we make.
- Support the planning and delivery of campaigns for fundraising, recruitment and community engagement.
- Ensure all communications reflect the Young Somerset brand and values.
- Maintain and update website content.
- Develop creative ideas to engage children, young people, families, partners and supporters.

Brand Development

- Act as a champion for the Young Somerset brand.
- Ensure consistency across all marketing materials.
- Support colleagues in producing high-quality communications.
- Develop marketing resources that help services promote their work effectively.

Digital Marketing

Work with our external partners to:

- Manage Young Somerset's social media channels.
- Create and schedule engaging content across all platforms.
- Monitor trends and identify opportunities to increase audience engagement.
- Analyse digital performance using tools such as Google Analytics and social media insights.
- Produce monthly performance reports with recommendations for improvement.
- Support search engine optimisation (SEO) and digital advertising campaigns where appropriate.

Stakeholder Engagement

- Build positive relationships with colleagues across the organisation.
- Gather stories, photographs and case studies from services.

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- Work closely with young people to ensure their voices are reflected in marketing activity.
- Liaise with external agencies, printers, media outlets and suppliers where required.

General Responsibilities

- Contribute to organisational events and campaigns.
- Maintain accurate marketing records and image libraries.
- Ensure compliance with GDPR, safeguarding and copyright requirements.
- Undertake any other duties appropriate to the role.

Additional Information

The postholder must be able to demonstrate commitment and enthusiasm towards Young Somerset's four core values: Putting Young People First, Inspiring, Collaborating, Going Further.

A basic DBS clearance is required as post holder will be responsible for overseeing financial controls. This post is exempt from the Rehabilitation of Offenders Acts.

The post holder will be required to maintain a suitable, confidential space to work from home.

This is a full time post of 37 hours per week attracting a salary of £31,263.00

Holiday entitlement is 27 days, plus 8 Bank Holidays (pro rata for part time staff), with an additional 5 days after 5 years service (pro rata for part time staff).

The postholder may be required to work occasional evenings and weekends to support wider business activity.

Qualifications

Degree (or expected degree) in Marketing, Digital Marketing, Communications, Media, Business or a related subject.

Experience and Skills

Essential Knowledge & Skills

- Excellent written and verbal communication skills.
- Strong social media knowledge across major platforms.
- Creative content writing ability.
- Excellent organisational skills.
- Ability to manage multiple projects simultaneously.

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- Good understanding of digital marketing principles.
- Strong IT skills including Microsoft Office.
- Confidence using Canva or similar design software.
- Ability to analyse data and present findings clearly.
- Strong attention to detail.
- Ability to work independently and as part of a team.

Desirable Skills

- Experience using Adobe Creative Suite.
- Experience of website content management systems.
- Basic photography and video editing skills.
- Knowledge of SEO and Google Analytics.
- Experience using email marketing platforms.
- Experience of App marketing or digital product promotion.

Personal Qualities

The successful candidate will:

- Be enthusiastic and eager to learn.
- Be creative and willing to try new ideas.
- Be passionate about improving the lives of children and young people.
- Be self-motivated and proactive.
- Build positive relationships with colleagues and partners.
- Demonstrate excellent professional standards.
- Take ownership of projects and deliver results.
- Be adaptable in a fast-moving environment.
- Reflect Young Somerset's values in everything they do.