****

**Developing the Young Workforce National Projects Team**

**Digital Marketing and Business Support Executive**

**Contract:** 35 hours per week, Fixed Term Contract to 31st March 2024

**Salary**: £25,000

**Developing the Young Workforce (DYW) plays a key part in the delivery of the**[**Young Person’s Guarantee**](https://youngpersonsguarantee.scot/)**.**

We are employer led and it’s our priority to make it easier for employers to connect with young people in schools and colleges across Scotland.  
  
It’s a team effort to support young people to prepare for the world of work. Through DYW, employers can provide inspirational opportunities for young people to help them understand and develop the skills they need to succeed.   
​

We are looking for a Digital Marketing and Business Support executive to support our employer led team and programme of work of nationally.

Please see details of the role and requirements in the Job Description.

**How to Apply:**

Read the full Job Description

Application by email to DYWNational@edinburghchamber.co.uk with CV and Cover Letter by **12 NOON Thursday 2nd February.**

Interviews will be held week commencing 6th February.

Secondments will be considered.

Applications are encouraged from all and applicants will not be excluded on the grounds of sex, gender reassignment, pregnancy, maternity, race, marital status, disability, age, religion, belief or sexual orientation.

Candidates who consider themselves to be disabled in terms of the Equality Act 2010, and who meet the essential minimum criteria for the post, will be guaranteed an interview. Please make us aware in the email application. We will also ensure that we consider and implement any reasonable adjustments a candidate may require to attend for interview or during the course of employment, should they be successful in securing a post.

Interviews will be held in person or can be arranged to be carried out virtually.

**We look forward to hearing from you.**

**Developing the Young Workforce National Projects Team**

**Digital Marketing and Business Support Executive Job Description**

**Background:**  
Developing the Young Workforce (DYW) National Projects Team are seeking a DYW National Projects Digital Marketing and Business Support Executive.

The DYW National Projects Team leads on four key workstreams to maximise efficiency across the DYW network and support a pragmatic approach to national delivery. These workstreams include Digital Development, Data and Reporting, DYW Brand Management and National Programmes and Initiatives.

The role will begin as soon as possible and be funded until March 31st 2024.

**The Role:**

The Digital Marketing and Business Support Executive will play a key role in the Developing the Young Workforce (DYW) National Projects Team.

The role requires well-developed IT abilities with specific experience of design, web publishing, and social media packages. A creative spark and flair for design is essential.

The Business Support aspect of the role involves supporting DYW national events and training, this could be virtual and face to face; business support for national programme delivery and working on digital tools we use to manage data and our activities.

The role involves internal and external collaboration with colleagues in the team and nationally across 20 DYW Regional groups, along with funders, partners, employers, educators and parents/carers.

Digital Marketing and communication in the role involves, yet is not limited to, social media, production of blogs, articles, web content and wider marketing materials. The role will involve supporting the creation and delivery of campaigns, writing and managing social media posts and activity and digital design for marketing and communications. Responsibility for supporting the national DYW website updates and development is also fundamental to the role. You will work with colleagues from several teams, external stakeholders and the DYW network.

The role would suit someone who enjoys planning and organising and writing and using social media and technology to connect with people. It is a busy, creative role and you will need to be pro-active about keeping in touch with the DYW activities.  
  
The post will be within the DYW National Projects team, which is an outward facing team, working on the delivery of the objectives set within this policy area. We report to an employer led governance structure and are based at the Edinburgh Chamber of Commerce.

**Specific Duties**

* Manage and monitor National DYW social media pages, which includes planning and creating regular original brand aligned content/graphics, liaising with partners and responding to messages.
* Manage the DYW National Website, working collaboratively and coordinating the production of content, maintaining the brand throughout. This includes SEO.
* Creation of and sometimes working with suppliers on the production of marketing and content materials for DYW such as campaign toolkits, photography, leaflets, event and programme materials, annual reports and video content.
* Produce communications content for internal colleagues, media, newsletters, website and case studies.
* Support the organisation for events, activities and meetings, providing minute taking for some meetings.
* Utilise digital tools to support events and activities, including data entry into a CRM.
* Provide business support for national events and training activities.
* Compile communications and marketing analytics for management information.
* Provide business support to the wider DYW National Project areas.

**Essential Criteria**

* Confident user of IT packages (Microsoft)
* Experience in communications, marketing, media or similar field with experience of design
* Experience in supporting business activities in an administrative function
* Experience of managing social media packages and campaigns
* Experience writing web content, web publishing and managing/maintaining websites
* Excellent writing skills including experience writing blogs or articles
* Excellent interpersonal and oral communication skills
* Excellent planning and organisational skills
* Awareness or experience of SEO
* A team player with the ability to work on initiative

**Desirable Criteria**

* Experience in the use of databases
* Awareness of Youth Employment initiatives in Scotland
* Relevant qualification in Business Administration or Digital Marketing i.e. Modern Apprenticeship, HNC/HND or Degree.

|  |
| --- |
| **Working Pattern:** This is a full time vacancy, however applications from people wishing to work an alternative working pattern will be considered.  **Working Location:** This role will be based at the Edinburgh Chamber of Commerce. We currently have a hybrid approach to working. |