**Job Title:**  **Marketing Executive**

**Salary: £22,457 - £24,924 depending on experience**

**Location: Infinity, Spa Road, Bolton**

**Reports to: Marketing Manager / Director of Fundraising and Marketing**

**Contract: Permanent**

**Hours: 35 working hours per week to be agreed with line manager**

**The Charity**

BLGC is an innovative, dynamic and progressive children and young people’s charity based in Bolton. Established in 1889, our mission statement is “to enable children and young people, especially those from disadvantaged backgrounds, to live happier, healthier and positive lives by providing somewhere to go that's safe and modern, something to do that is inspiring and engaging, and someone to talk to when they need it the most”. Open six days a week, 51 weeks of the year, we provide a vast array of opportunities to improve the lives of our 4,000 active members through universal and targeted services. We operate across three sites, employ around 100 people and have the support and commitment of 100 volunteers. Over the last few years we have seen the demand for our services increase significantly and we’ve set ourselves a target to help more young people than ever. We have recently re-opened our main centre in the heart of Bolton following a major £2.6m refurbishment programme. It’s an exciting time to join Bolton Lads and Girls Club!

**Our Vision and Mission**

**Vision**

Every young person in Bolton has the opportunity to be the best they can be.

**Mission**

We will provide great places to go, positive things to do, and people that care.

**Our Key Principles**

* Keep things simple.
* Always do the right thing.
* Offer excellent customer service.
* Provide an environment for people to be the best they can be.
* Be exceptional in the moments that matter.

**Our Values**

**Driven** **Caring**

We don’t give up and we do whatever it takes. Genuine people who care make the difference.

**Empowering Excellence**

We enable people to be the best they can be. We aim to deliver the highest standards of service and continuously improve through robust quality assurance and innovation.

**Fun**

If you enjoy what you do, you do it better! Work is

serious and we do it with a smile on our face.

**About the role**

We are looking for a creative and dynamic Marketing Executive to join our team. The ideal candidate will be responsible for driving BLGC's social media presence, creating compelling content, and supporting our marketing efforts via a variety of mediums and platforms. You will work closely with the Marketing Manager and internal teams to tell the BLGC story and increase engagement and awareness through captivating content.

**Duties and Responsibilities**

* Brainstorming new and creative ideas and working with the team to ensure these are produced efficiently. Working with the Marketing Manager and internal teams.
* Lead on content creation working with internal and external teams and businesses to drive BLGC’s social media.
* Telling the BLGC story; through our content, our brand and our tone of voice.
* Researching and coming up with content ideas (for digital and traditional channels) and ensuring content is scheduled with the Marketing Manager.
* Utilise relevant social platforms to help drive engagement and awareness of BLGC, increasing engagement, following and awareness through captivating content.
* Create Press Releases and Blogs which can also be used for Income Generation gain with the Fundraising and Marketing Director.
* Innovating and presenting new content, digital and social media strategies.
* Measuring and reporting performance of content and digital marketing campaigns, assessing against goals, using relevant sites such as Google Analytics.
* To create and lead on the content for the External Quarterly Newsletter to be produced for supporters and patrons.
* Build relationships with internal teams in the organisation to help drive content both for marketing and communication purposes.
* Lead on the organisations internal communication strategy, to ensure all staff feel as though they are communicated with effectively.
* Assisting the Marketing Manager with any large marketing projects.
* Ensuring we are utilising all the latest appropriate trends and relevant worldwide marketing campaigns to our benefit.
* Leading on Marketing Campaigns as directed by the Marketing Manager / The Internal teams

**Desirable Skills**

* Ability to create visually compelling graphics, advertisements, and marketing materials using Adobe Photoshop, Illustrator, and InDesign.
* Skilled in managing and scheduling social media posts, monitoring engagement, and analysing social media performance using Hootsuite.
* Ability to interpret and analyse data, user behaviour, and campaign performance metrics using Analytics
* Proficient in creating quick, visually appealing graphics, presentations, and social media posts using Canva Pro.
* Competence in using video editing software such as Adobe Premiere Pro, Final Cut Pro, or similar tools to produce and edit marketing videos.