

**Job Title:** Marketing and Communications Manager

**Contract:** Permanent

**Hours:** Full-time

**Location:** Office based at Somerset House, Strand, London WC2R 1LA with some hybrid working

**Salary:** £35–40,000 per annum dependent on experience

### **National Saturday Club**

The National Saturday Club is a prominent education charity working across England, Scotland, Northern Ireland and Wales. It provides a unique extracurricular opportunity for young people aged 13–16, particularly those from underrepresented backgrounds to study subjects they love on a Saturday at local universities, colleges and cultural institutions. With over 100 Saturday Clubs nationwide, currently offered across eight dynamic subjects, this year-long programme offers a transformational opportunity for young people to build skills, develop confidence and discover pathways to further study and future careers.

Comprised of a committed and growing network of over 70 partners across higher education, further education, creative industries and the cultural sector, the National Saturday Club is supported amongst others by Arts Council England, Department for Education, Department for Culture, Media and Sport, British Fashion Council, British Film Institute, Clore Duffield Foundation and Queen Elizabeth Scholarship Trust. We work with prominent industry partners including Pinewood Studios, Adobe, Arup and Manolo Blahnik alongside major cultural institutions including Tate, V&A and the Science Museum.

The National Saturday Club was initiated in 2009 by The Sorrell Foundation, co-founded by Sir John Sorrell CBE and Lady Sorrell OBE. The Saturday Club Trust is an independent charity set up in 2016 to manage and develop the National Saturday Club.

**[saturday-club.org](http://saturday-club.org)**

### **Job Overview**

Reporting to the Director of Programmes and Communications, the Marketing and Communications Manager will be responsible for the development and implementation of a cohesive marketing and communications strategy for the National Saturday Club. Developing and delivering a breadth of informative and engaging print publications, digital channel content, promotional campaigns, exhibition narrative and events, the selected candidate will work to positively promote and raise awareness of the charity's work and support the ambitious growth strategy of the Trust.

The Marketing and Communications Manager is part of a committed and dynamic team, supported by a Digital Marketing and Communications Assistant and a Communications Assistant (Outreach). Within this team, you will be responsible for the project management, delivery and oversight of the National Saturday Club's communications output with key audiences across the educational and cultural sectors, industry, government and policy, as well as directly to young people. You will be a brand champion, ensuring consistency, accuracy, and appropriateness of messaging for all communications, working closely with external designers and suppliers to maintain the design-focused, high-quality approach to marketing and communications that is central to the National Saturday Club's ethos. You will be pivotal in the development of streamlined and effective network communications, as well as inspiring external communications that galvanise support for the organisation and impart its significant research findings to the wider sector.

We are seeking an outstanding communicator, with the ability to think creatively and strategically to develop content and engage stakeholders at all levels. An ideal candidate will have a strong understanding of tone of voice, with exceptional attention to detail and an eye for design. This role would suit an individual with experience of developing thoughtful and engaging, on-brand creative content and publications; nurturing effective partnerships and cross-promotional activities to support marketing and communications activities; and efficiently managing project timelines. Experience in working with senior stakeholders and a deep understanding and appreciation of partnership building through communications and marketing would also be of great benefit.

### **Responsibilities and Duties**

- Reporting to the Director of Programmes and Communications, develop and implement the National Saturday Club's marketing and communications strategy.
- Oversee the creative planning, project management, production and delivery of publications including the end-of-year Club member publication, Annual Review, and Tutors' Handbook ensuring all projects run to deadline and on budget.
- Work collaboratively with the wider team, the national network and third-party suppliers to support the branding, communications and marketing of the Trust's annual events programme and exhibitions including project-management of content gathering, asset production and securing promotional coverage.
- Lead on the planning, creation and dissemination of e-newsletters to the network, general subscribers, Club members, and alumni – working with the team to gather relevant and engaging content and key messaging in alignment with the Programmes and Networks Team timelines.
- Manage and coordinate the production of promotional materials and communications for Club member recruitment with support from the Communications Assistant (Outreach).
- Work closely with the Director of Programmes and Communications and the UK Network Director to generate ideas, produce materials and implement communications plans to engage and retain national network partners.
- Have managerial oversight of the National Saturday Club website, ensuring it is up to date and that online content remains accurate and relevant. Work with the Digital Marketing and Communications Assistant to track and report across digital channels.
- Oversee the Digital Marketing and Communications Assistant in the development of the blog and social media strategy to drive brand awareness through authentic and relevant content that emphasises our brand voice and values.
- Day-to-day responsibility for managing the marketing and communications budget and reporting on spending to the Director of Programmes and Communications and the Financial Director in a timely and accurate manner.
- Manage, plan, implement and evaluate digital campaigns at a strategic, tactical and operational level to ensure the National Saturday Club continues to increase its presence/impact across the media spectrum in line with the overall Marketing and Communications Strategy and Business Plan.
- Prepare reports on Marketing and Communications activities as required by funders, or the Board of Trustees.
- Work directly with the Trust's key partners, funders and stakeholders to align National Saturday Club marketing and communications messaging, activities, press releases, campaigns and branding priorities – writing, preparing and, as appropriate, approving copy and assets for inclusion in publications, press releases, community magazines, newsletters etc.

- Incorporate the National Saturday Club's ED&I policy into the marketing and communications strategy ensuring communications and assets meet accessibility best practice guidelines.
- With the support of the Trust, identify and undertake professional development to further your understanding of marketing and communications approaches to support the charity in its vision and mission.
- Be an active and inspiring ambassador for the National Saturday Club brand, proactively promoting the charity externally, building networks and identifying opportunities to introduce the programme to new audiences.
- Conduct all activities in line with our values and policies and in a manner which promotes and enhances National Saturday Club's image and reputation.

### **Skills and Experience Required:**

#### **Essential**

- Undergraduate qualification in a relevant subject area, or relevant transferable skills
- Proven success in developing and delivering Marketing and Communications plans and activities within a professional setting
- Outstanding written and verbal communication skills and an eye for detail
- Strong project management, multitasking, and decision-making skills
- Comfortable working at pace in a busy dynamic environment to deadlines
- Proficiency in the Adobe Creative Cloud suite in particular: InDesign and Illustrator
- Fluency in Microsoft Office packages such as Outlook, Word, PowerPoint, and Excel

#### **Desirable**

- Experience in the creative development, project management and production of print and digital publications
- Experience with marketing automation and CRM tools such as Salesforce
- Experience of developing successful communications and marketing partnerships and collaborations within the creative industries and cultural sectors
- Confident budget monitoring and management skills
- Able to confidently collaborate with external designers and other suppliers

#### **Additional information**

Some weekend working will be required, for which time-off in lieu can be claimed. The post holder may be required to undertake other duties which are compatible with the overall scope/authority of the role.

#### **Equality, Diversity & Inclusion**

We are looking for people who reflect the diversity of Britain, to help us shape and change the arts, cultural and education sectors and make them more relevant to the young people, communities and places with which we work. Disabled people, those from a global majority background and LGBTQ+ colleagues are under-represented in our industry, and we are committed to addressing this under-representation and welcome applicants from these backgrounds, identities and experiences.

**Environmental responsibility**

We take our role in trying to minimise our impact on the environment seriously and recognise the importance of championing and influencing change within our organisation, through partner collaboration and across all our activities.

**Data Protection**

All applications will be processed in accordance with General Data Protection Regulations (GDPR). All applications will be held for a period of six months for the purposes of consideration for future roles, after which point they will be securely destroyed. If you do not wish for your application to be held for this duration then please notify us by emailing; [operations@saturday-club.org](mailto:operations@saturday-club.org)

To apply, please send a CV and covering letter to [jobs@saturday-club.org](mailto:jobs@saturday-club.org) and complete our anonymous [Equality and Diversity Monitoring Form](#). The deadline for applications is 9am on Monday 15 January 2024, with the aim of holding first-stage interviews the following week.

*The Saturday Club Trust is a UK-registered charity (no 1165362) and company limited by guarantee in England and Wales (no 09559467).*