

Marketing and Digital Officer

Job Description

Key Details

Salary: £27,000 - £31,000 dependent on experience

Contract: Permanent, full-time 35 hours per week (part-time hours considered)

Location: Campus, London Rd and across all YMCA Derbyshire locations with flexibility for up to 2 days per week home working

Responsible To: Head of Marketing and Fundraising

For an informal chat please contact Emma Knight on 07483547759

Role Purpose

Do you enjoy turning a marketing challenge into a campaign that gets results?

As our Marketing & Digital Officer, you'll work with teams across YMCA Derbyshire to understand their priorities and develop marketing activity that helps them reach the right audiences, generate enquiries and support sales, income and service growth.

Combining campaign planning, digital marketing and audience insight, you'll help us make the most of our websites and digital channels, driving engagement and action and continually improving how we reach people. It's also a hands-on creative role, bringing ideas and campaigns to life through effective messaging and design.

Two new roles, one team

YMCA Derbyshire has grown significantly over the past five years, developing new services and reaching more people across our communities. We're now investing in our marketing capacity by creating two complementary specialist roles: a **Marketing & Digital Officer** and a **Design & Content Officer**.

Working together and reporting to the Head of Marketing and Fundraising, the two postholders will bring different strengths while collaborating across our marketing, design, communications and fundraising activity. This gives each person the opportunity to develop their specialist areas whilst working flexibly and supporting each other in a fast-paced environment.

You'll join a small, ambitious marketing and fundraising team, working across a wonderfully varied mix of services, events and audiences. That could mean supporting YMCA Key College, Stepping Stones Nursery, Housing, fundraising events such as Sleep Easy, Golf Day and Dinner Dances and other areas of YMCA Derbyshire's work.

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YMCA Derbyshire: Registered office 770 London Road, Derby, DE24 8UT. Registered in England no. 03061837. Charity no. 1049904.

Ultimately, our marketing has a purpose: to help more people understand what YMCA Derbyshire does, access our services, support our work and see the difference that support makes.

We know these are broad roles so if you're stronger in some areas than others, we still encourage you to apply. What matters is that you bring relevant skills, curiosity, a willingness to keep learning and a genuine desire to use marketing to make a difference.

Role Responsibilities

Marketing Operations, Campaign Planning

- Co-ordinating marketing projects and requests for multiple service teams across the charity. Liaising with staff at all levels to define project objectives, plan tactics and consolidate feedback. Ensuring projects are delivered within agreed timeframes and budgets.
- Design for print and digital content, providing sound creative judgment and helping teams to refine messages and CTAs as part of their wider objectives. Using Adobe Creative Suite, Canva or other software. Managing the production and budget of printed materials.
- Plan, coordinate and deliver integrated marketing campaigns that support service growth, income generation, recruitment and organisational priorities.
- As a brand champion you will be knowledgeable on YMCA branding guidelines, ensuring the brand is implemented effectively and consistently. Maintaining templates and resources for staff and external stakeholders.

Web and Digital

- Manage the charity websites, ensuring that content is regularly refreshed, relevant and engaging. Work with external web developers to maintain good functionality and improve the user experience.
- Maintain a rolling digital plan to develop the effectiveness of digital tools such as Google Grants, PPC, social advertising and SEO
- Maintaining digital content storage effectively and ensuring consent is collected from all participants and stored.

Data and Insight

- Use insight and performance data to show the value of marketing activity, identify opportunities and continuously improve results. Maintain Google Analytics and suite of tools to monitor events and conversions etc
- Keep customer records and marketing preferences up to date, adhering to the data protection standards. Use the CRM and online platforms such as Mailchimp to segment, create email journeys and gain audience insight, to deliver targeted communications.

Cross Team Working: Communications, Events and Fundraising

- Develop engaging communications that keep supporters, customers, partners and colleagues informed and connected to YMCA Derbyshire's work.
- Translate campaigns into social media posts, blogs, e-newsletters or print formats
- Marketing plays a key role in fundraising events and campaigns, creating promotional material, sales infrastructure, AV and hands-on support.
- Opportunity to attend networking events and develop relationships with supporters and businesses.

Knowledge, Skills and Experience

Essential:

- A qualification in marketing, design or relevant subject, or proven experience in a marketing role.
- Experience of designing print and digital assets using Canva, Adobe Creative Suite or similar design software
- Sound creative judgment and attention to detail
- Excellent written communication skills, with the ability to adapt content for different audiences and channels.
- Ability to use data and insight to evaluate marketing activity and improve results.
- Experience of working appropriately with customer or supporter data, including consent, marketing preferences and data protection requirements.
- Highly organised and comfortable working across multiple projects and competing priorities
- Excellent interpersonal skills, with the ability to build effective relationships with colleagues, service users and external stakeholders
- Driving licence and access to a car
- Experience of managing websites and creating engaging web content using WordPress or similar content management systems
- Ability to manage and develop SEO, Google analytics and paid advertising to improve reach and performance.
- Strong digital marketing skills, including campaign delivery, digital platforms and audience targeting or segmentation.

Desirable:

- Experience of managing and creating compelling content for social media channels including photography, video, storytelling, scheduling and performance monitoring.
- Background within charity or community organisations
- Photography and video production and editing
- Knowledge of Google Grants
- Awareness of emerging digital trends and tools, including the opportunities and appropriate use of AI in marketing.

Conditions of Appointment

What You'll Get	The Formal Bits
• 33 days holiday (including Bank Holidays) • Pension auto-enrolment after 3 months • A role where your work genuinely changes lives • Supportive team and meaningful work every single day • People celebration event each year. (Celebrating our Peoples Achievements) • Recognition initiatives such as employee of the year and star of the quarter • Met Life EAP for you and online doctor for you and your family. • Life Assurance 2 times your annual salary • Christmas/ Easter and Quarterly Treats • Your Birthday off every year • Long Service rewards • Training and Development • Wellbeing initiatives • Subsidised Costco card	• 35 hours per week (or part-time hours negotiable) • Working from home up to 2 days per week • Monday – Friday with occasional evenings or weekends • Subject to two references, Enhanced DBS, and 6-month probation • Required to work within YMCA Derbyshire policies and procedures • Committed to equality, diversity, and inclusion in all we do

About YMCA Derbyshire

This is an exciting opportunity for you to join YMCA Derbyshire, a vibrant local charity that focuses on the following key areas of work:

- **Housing** - We provide over 200 bed spaces for individuals who are at risk of homelessness. Our housing supports people to rebuild their lives by creating a safe, stable environment where they can learn, grow and realise their potential, regardless of their past or present circumstances.

- **Family and Youth Work** - We provide high-quality early years education and care through our nurseries, holiday clubs and schools initiatives. Family support services are also available through our Padley Community Hub.
- **Support, Advice, Health, Wellbeing** - We offer a wide range of community services, including youth programmes, mental health support, horticultural activities, food provision and access to warm, welcoming spaces.
- **Training and Education** - Through YMCA Key College, we offer vocational training, work experience and employment pathways for young people who find mainstream education challenging.

**Everyone should have a fair chance to discover
who they are and what they can become.**

Our Vision

Enabling young people and communities to thrive — to fulfil dreams, belong, grow, and prosper.

Our Mission

To develop the whole person: body, mind, and spirit.

Our Values (1 Corinthians 13:4–7)

Protect | Trust | Hope | Persevere

Together, we create places where people flourish.

Our Purpose

YMCA believes in fairness and opportunity. There are essential building blocks for a full and rewarding life: a safe home; acceptance; guidance; friendship; physical and mental health; academic support; employment skills; and access to real opportunities. Many young people have never known these things; other people have lost one or more as they grew up, but we all need them. All of us. At YMCA, we provide these critical foundations for a fresh, strong start for young people and a better quality of life in the community.