

Belief

Courage

Growth



Recruitment Social Media & Marketing Lead Role

Job Description



“Education is not the answer to the question. Education is the means to the answer to all questions...” ”

-William Allin



Role Overview

Contract Type: Permanent, full time

Hours per week: 37.5 hours per week, 52 weeks per year

Hours of work: 8am-4pm or 9am-5pm (flexible as job requires)

Holiday: 25 days per year

Reports to: Recruitment Executive

Start Date: 27th August 2024

Starting Salary: £30,000-£32,000
Salary banding progression will be confirmed at the interview.

Location: TFTF Nottingham HQ (Lenton, Nottingham)

Benefit: Think for the Future offer a number of employee perks (see later in Job Description). A big employee perk that is offered is our on-site TFTF Tots Nursery which is subsidised and counts as a salary sacrifice makes for a very low-cost childcare option for TFTF office staff.

Overview: The Recruitment Social Media & Marketing Lead holds a pivotal role within our organisation, driving the generation of inbound applications for our delivery staff positions through the orchestration of social media and marketing campaigns. This central position entails close collaboration with the Recruitment Executive to craft and execute strategies for all social media and marketing endeavours within the recruitment team. Our objective is to curate innovative and targeted campaigns that attract a substantial volume of high-quality applicants for our roles. We are dedicated to identifying exceptional individuals who are passionate, committed, and enthusiastic about joining our team of staff responsible for delivering impactful social and emotional resilience programmes in schools. As we venture into an exciting phase of expansion and refinement in our recruitment practices, our focus remains on attaining industry-leading standards, ensuring that we recruit only the highest calibre of staff to spearhead our Think for the Future programmes nationwide. We are in search of an individual with proven expertise in social media and marketing, coupled with a strong drive, meticulous attention to detail, and a desire for innovation, to join us on this transformative journey!



Think for the Future

BE PART OF SOMETHING EXCITING...



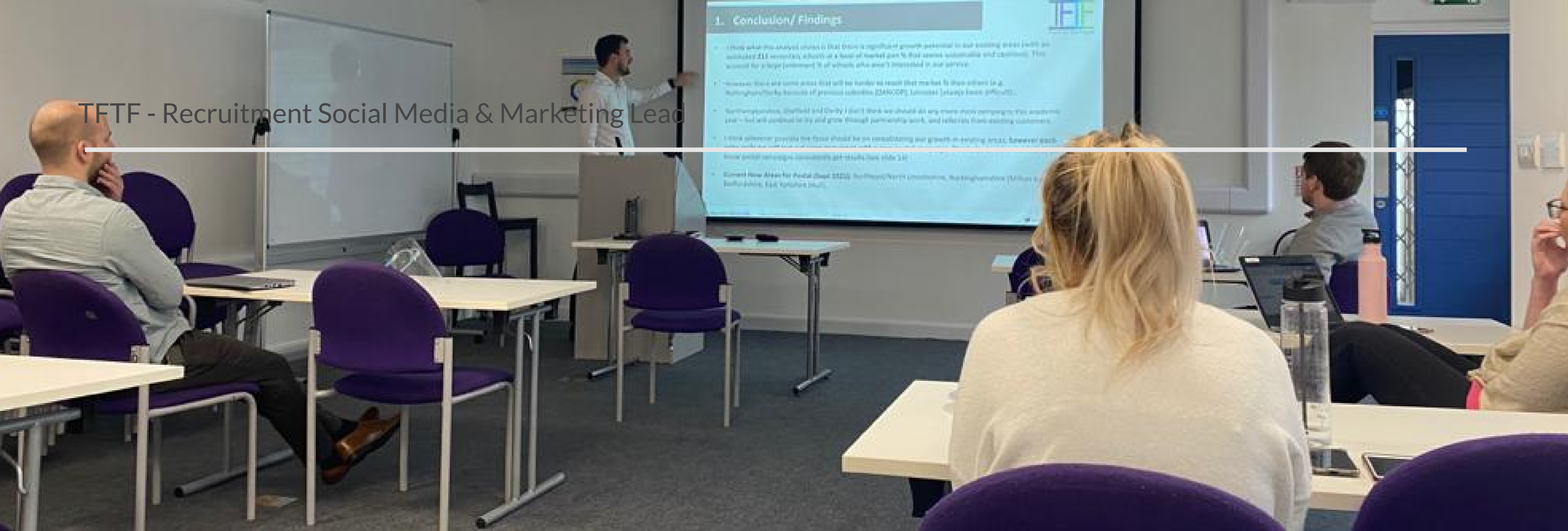
Think for the Future is a rapidly growing organisation whose mission is to empower students to overcome social and emotional barriers that are stopping them from engaging in education and reaching their full potential. We work with schools nationally to position fully managed Behaviour & Resilience Mentors and Inclusion Centre Managers into schools to work with young people to improve their behaviour and positive educational engagement to a huge measurable success!

We are an ambitious team of people, who have a range of expertise in the education sector and are building a sustainable business that has already been recognised as having the potential to drive systematic change in the sector. We want someone to join our team who shares our values and our ambitions and wants to use their expertise and skills to manage a team of our Behaviour & Resilience Mentors, supporting them in their welfare and programme delivery to enable them to deliver our structured social and emotional resilience curriculum within their schools. We are at an exciting stage in our growth where there is significant opportunity for this role to grow and develop over the next 2-3 years and beyond.

We are very serious about the sustainability of our organisation and 100% of our revenue is generated through our contracts with schools meaning we are not reliant on external grant funding and are able to finance our own growth and innovation.

"Education is the key to unlocking the world, a passport to freedom"

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Recruitment Social Media and Marketing Lead

The main objectives and responsibilities of the role are to:

- Lead on all social media and marketing initiatives within the recruitment team, driving forward our brand presence and attracting a broader audience to our roles.
- Cultivate robust and strategic partnerships with external stakeholders, including universities, to pioneer innovative approaches aimed at amplifying inbound application rates.
- Provide support to the recruitment team by processing applications and conducting in-person and virtual interviews, ensuring the identification of top-tier candidates who embody our organisation's values and mission.
- Collaborate closely with the wider Think for the Future team to refine and implement a comprehensive recruitment strategy aligned with our organisational growth objectives and values.

Working at Think for the Future

Think for the Future is a dynamic and innovative social enterprise who are committed to their schools, young people and their staff. Working at Think for the Future, you'll belong to a close-knit and supportive team who will invest heavily in your personal development, welfare and performance to facilitate you in being able to have maximum positive impact with the staff you'll be working with. We provide a thorough induction for all new staff along with continued professional development and access to personal coaches and mentors. It's a very exciting time to be joining Think for the Future as we grow into new areas and new schools and become leaders in the education sector for impact driven interventions.

Ideal Candidate Profile

Safeguarding

Think for the Future is committed to safeguarding and promoting the welfare of children and young people and we expect all staff and volunteers to share this commitment. We adopt a rigorous Safer Recruitment Policy which is followed for every appointment. Therefore, successful appointment to this role will be subject to:

- Declaration of any convictions, cautions or reprimands which you have incurred
- An Enhanced DBS Check
- Two Satisfactory References
- Proof of Eligibility to work in the UK

Diversity & Inclusion

At Think for the Future we're committed to creating a culture where everyone, from any background, can do their best work. For this reason we are particularly keen to hear from candidates from a diverse range of backgrounds.

ESSENTIAL

- Very high level organisational skills and standards
- Experience in social media and marketing
- Exceptional admin skills
- High level skills in use of technology, especially email, Microsoft Word and Excel
- Willingness to learn and develop and ability to demonstrate a can-do attitude and willingness to solve problems
- Ability to assess priorities and manage competing deadlines both independently and as a member of a team
- Outstanding and flexible interpersonal and communication and written skills

DESIRABLE

- Experience in recruitment
- Experience and skills in video editing



Additional Perks of Working at Think for the Future



Comprehensive Induction Training: We provide a dynamic Induction Training for all new staff, during which we not only introduce you to our provision and the rest of the team but also provide team socials so you get to know your colleagues quickly.

Continued Professional Development: At TFTF, we understand the importance of providing progression and development opportunities. As part of this role you will have significant opportunity to develop your skillset, with access to a staff CPD budget as well as mentoring from other team members and external partner organisations. This is a brilliant opportunity to build your skillset and expertise in customer relationships.



Vitality Health Insurance: Access top-quality healthcare with Vitality Health Insurance, made affordable through a salary sacrifice scheme. Enjoy premium healthcare support at a lower cost, ensuring your well-being is covered without stretching your budget. With Vitality, superior health support is just part of the package.



Health Assured EAP: We know that life can throw us curved balls sometimes and it's hard to know where to turn. Our partners at Health Assured offer 24/7 confidential support from experienced therapists and advisors for just about any issue you can think of. From family issues, financial information and legal information to childcare support, consumer issues and bereavement counselling. If you have a problem, they're there to help you solve it.

Positive & Supportive Team Culture: At Think for the Future, we pride ourselves on our positive and supportive team culture. We invest heavily in our staff to ensure that they are able to support the strategic aims of the organisation and, most importantly, are happy whilst doing it!



On-site TFTF Tots Nursery which is subsidised and counts as a salary sacrifice which makes for a very low-cost childcare option for TFTF office staff.

www.thinkforthefuture.co.uk/tftftots



How to Apply

To apply for this role please send your CV along with a cover letter explaining why you are suited to the role to: jules.mounteney@thinkforthefuture.co.uk

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