

Marketing, Outreach & Development Manager - Action East Devon

Job Description & Person Specification

Job Title:	Marketing, Outreach & Development Manager
Contract	12-month fixed term
Hours:	18 per week
Pay:	£35,000 pro rata
Location:	Ottery St Mary office and Remote working (from home) with required travel throughout East Devon
Reporting to:	Charity Manager

Overview

Action East Devon is a values based, local charity working with children, young people and their families across East Devon. Our experienced team of Wellbeing Workers deliver the mental health and wellbeing support services they need to live happier, healthier lives.

We are seeking a dynamic and experienced Marketing, Outreach & Development Manager to join our team on a 12-month fixed term contract. This role is perfect for an innovative professional who can develop and implement effective marketing strategies, build strong community relationships, and drive organisational growth through various development initiatives. The position will focus particularly on expanding our Headlight mental health support service for young people aged 11-25 in the Sidmouth and Honiton areas.

About Headlight

Headlight refers to our peer support group sessions and the 1-2-1 support that goes alongside. Headlight's peer support groups enable young people to meet others experiencing similar issues in a welcoming, non-judgemental space, encouraging them to build healthy relationships with peers and establish a support network in their community. Young people have the opportunity to speak up, share, give and receive support.

Our sessions are delivered on themes such as learning social skills, self-esteem, building relationships, sleep, emotions, wellbeing and discovering self-awareness and address difficult subjects such as stress, depression, anxiety, self-harm, eating disorders and suicidal thoughts.

We also offer young people 1-2-1 support with a mental health support worker. Staff undertake comprehensive ongoing assessments of young people to identify activities that best meet individual needs. Each young person has an individualised action plan with goals around better managing their mental health, developing their skills and confidence and setting targets around education, volunteering and employment.

Job Purpose

This post is responsible for expanding Action East Devon's community presence, developing partnerships, and supporting fundraising initiatives with a specific focus on expanding Headlight services to two new locations in East Devon. Working collaboratively with Wellbeing Workers in established Headlight services, with the Charity Manager and the Community Outreach Coordinator, this role will ensure the successful launch and integration into the community of 2 new Headlight groups in 2 new locations whilst maintaining safeguarding for children and young people and delivering a high standard of services for Action East Devon.

Main Duties

Growth and Development of Headlight Services

- Create and deliver a 12 month launch plan for 2 new peer support groups in East Devon.
- Become familiar with current Headlight provision and operational framework by visiting active settings, engaging with staff and volunteers, and reviewing key organizational documents.
- Develop a referral network directory including schools, doctors' surgeries, and appropriate youth-focused organizations that could direct young people to Headlight services.
- Represent Action East Devon at strategic meetings where required with commissioners, providers, and potential funders to promote our Headlight services.
- Explore and evaluate potential venues where AED could operate Headlight programs, documenting leads, contact details, availability, suitability, and costs.
- Travel to existing and new Headlight group locations as required.

Community Engagement & Outreach

- Foster links with existing services in East Devon for young people aged 11-25 such as voluntary bodies, schools, youth groups, social services, children's services, youth groups clubs, GPs etc.
- Develop multi-agency and partnership working approaches.
- Manage and expand AED's comprehensive directory of existing services for young people aged 11-25 in East Devon with relevant contact information.
- Nurture new and existing relationships with collaborative partners.
- Manage a comprehensive calendar of outreach activities to ensure Action East Devon are represented in the community, and seek out opportunities such as community events, workshops, appearances in collaboration with the Charity Manager and AED team.
- Attend, speak and represent Action East Devon at community events, fundraising opportunities, school assemblies and other engagement opportunities.
- Gather and analyse reports, social media content, and local news articles related to young people's mental health to supplement existing Action East Devon's insights on the scale of need.

Marketing

- Develop and implement a comprehensive marketing strategy aligned with organisational objectives.
- Create compelling content for digital platforms including website, social media, and email marketing.
- Identify new platforms and optimise publicity and marketing through other forms of advertising.
- Manage the organisation's brand identity and ensure consistency across all communication channels.
- Plan and execute marketing campaigns to promote programs, services, and events.
- Work alongside the Charity Manager and AED Team to ensure alignment between outreach and marketing efforts.
- Monitor and report on marketing performance metrics and adjust strategies accordingly.
- Oversee the production of marketing materials including brochures, newsletters, and digital content.

Safeguarding

- Ensure all relevant policies and procedures (including, but not limited to, Safeguarding, Confidentiality, Whistleblowing, and Health and Safety) are followed during Headlight outreach activities.
- Work closely with the AED Designated Safeguarding Lead and follow procedures and policies as required.

General

- Monitor and manage the AED email account, keeping abreast of opportunities and activities in the community.
- Keep up to date with local, regional, and national policy and initiatives relevant to youth services and mental wellbeing.
- Attend various events and meetings with partners and professionals; advocate on behalf of young people; promote AED's Headlight program; influence policy and practice.
- Attend team meetings; appraisal meetings; Board meetings; and 1:1 meetings with Manager as required.
- Work within all policies and procedures of the organisation.
- Participate in organization-wide events.
- Record work on database and carry out other administrative tasks as required.
- Attend training to maintain good practice and as part of agreed personal development needs.
- Undertake any other duties commensurate to the level of responsibility of this role.

Person Specification

	Essential	Desirable
Experience	<p>Minimum 3 years of experience in marketing, community outreach, or development roles.</p> <p>Proven track record in developing and implementing successful marketing strategies.</p>	<p>Experience of liaising with other professionals with the mental health, youth services, or non-profit sector.</p> <p>Experience in grant writing or funding applications.</p> <p>Youth work experience.</p>
Skills, Knowledge and Abilities	<p>An understanding of the issues affecting young people with mental health issues.</p> <p>Excellent verbal, written and listening skills; able to communicate effectively with a range of people.</p> <p>Proficiency in marketing tools and software (e.g., CRM systems, analytics tools, design software).</p> <p>Ability to work unsupervised and manage time effectively.</p> <p>Sound knowledge and understanding of safeguarding, confidentiality and data protection.</p> <p>Creative thinking and problem-solving abilities.</p> <p>Adaptable and responsive to changing priorities.</p> <p>Experience in digital marketing including social media management and content creation.</p> <p>Strong relationship-building skills with the ability to engage diverse stakeholders.</p> <p>Research skills and ability to compile and analyse community resources.</p> <p>Competent in the use of IT (e.g. Microsoft Office suite; databases)</p> <p>Budget management skills.</p>	<p>Familiarity with the Sidmouth and Honiton areas and local service landscape.</p> <p>Understanding of health and safety, including risk assessments, in relation to working with young people.</p> <p>Knowledge of fundraising principles and practices.</p> <p>Event planning and management experience.</p> <p>Data analysis skills to evaluate campaign effectiveness.</p> <p>Knowledge of and commitment to equality and diversity.</p>
Qualifications	<p>Bachelor's degree in Marketing, Communications, Business, or a related field.</p>	<p>5 GCSEs or O Levels, including English and Maths.</p> <p>Hold a current first aid certificate.</p>

Other	<p>Full valid driving licence and use of a car or have ability to travel for the purposes of this role.</p> <p>Willingness to undertake training to ensure best practice and for personal development as appropriate.</p> <p>Willing to complete a regular enhanced DBS clearance.</p> <p>Willing to work evenings and weekends as necessary</p>	
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How to Apply

Please submit your CV and a covering letter outlining how you meet the requirements of this role to [info@actioneastdevon.org.uk] by midnight, Monday 16th June 2025.

Include "Marketing, Outreach & Development Manager Application" in the subject line.

Action East Devon is an equal opportunities employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Closing Date: 16th June 2025

Interview Date: 25th June 2025

Start Date: 28th July 2025 (negotiable)