

CAREERS AT TLG

TLG transforming
lives for good



Digital Marketing Producer

JOB DESCRIPTION



we are **transforming lives for good**

Transforming Lives for Good (TLG) is a national charity that helps churches to bring hope and a future for struggling children. That means getting alongside struggling children, providing practical support in and out of school and connecting with home to bring hope and a future.

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. Nationally, the latest statistics show that:

- Children living in poverty are 4 times more likely to get a permanent exclusion from school
- More than two thirds of the current prison population were excluded from school
- One in six 16-24 year old 'NEETs' (those not in Education, Employment or Training) die within ten years of falling out of the system
- One million children are living in destitution - the most severe form of poverty (JRF 2023)

But there is hope.

It comes through the local church making a real difference in their community. TLG is passionate about bringing a practical approach that goes way beyond education and works to build strong connections between local churches, families and schools. At TLG, we have a big vision to make the difference in as many children and families lives as possible. We are transforming lives for good!



TLG's culture & values

At TLG, our work is our vocation, giving us a rich sense of purpose. We also believe work can be a great experience and enable people to grow into their full potential. In fact, we are recognised nationally as an exceptional place to work. In 2019, we were named the best charity to work for in the UK by the prestigious Sunday Times Best Organisations to Work for.

This special award highlights all the positives about working at TLG! We love to look after our team and here are some of the great benefits we offer:

- Fun team times away
- Retreat days for staff
- Generous holidays and flexible working arrangements
- Above and beyond recognition for high-performing staff
- Support for staff with counselling and coaching
- Contributions towards training and professional qualifications.

Our Values

Holding to these values is vital in all aspects of our growth.

- **Greater Transformation**
Relentlessly focussed on the main thing (TLG's mission and vision), energised by the challenge, and deliberately missional.
- **Relational Leadership**
Bringing out the 'gold' in others, 'leaning in' when it's relationally tough, and humble yet courageous.
- **Local Church**
Celebrating the Church, grace and patience in partnership, and rooted in the local church community.
- **Excellence Every Day**
Joyfully exceeding expectations, learning from failure, and knowing uncertainty doesn't throw us.
- **Vibrant Faith**
Nurturing our own walk with God, following Jesus together even when it's tough, and realising work is mission – so much more than a job.

Digital Marketing Producer

Location:	Hybrid – TLG's National Support Centre, Bradford (West Yorkshire)
Salary:	£26,190 – £28,328
Hours:	Full time (37.5 hours per week)
Reporting to:	Director of Marketing, Communications & Advocacy
Contract:	Permanent

Job Role:

At TLG, we're passionate about building an exceptional staff team that's committed to making a real difference in the lives of struggling children across the UK. We're always on the lookout for great people to journey with us towards our vision, and we're excited to offer a unique opportunity for a motivated and purpose-driven individual to join our team as Digital Marketing Producer.

Are you passionate about storytelling and digital engagement? We're looking to recruit a Digital Marketing Producer who thrives on sharing the transformational impact of TLG's work with diverse audiences. As a digitally savvy communicator, you'll bring an abundance of fresh ideas and creative energy to how we engage people across our key channels – social media, website, and email. You'll understand how to craft compelling content and copy that resonates, informs, and inspires.

As part of our Marketing, Communication & Advocacy team, you will campaign and communicate the work of TLG through a variety of channels, championing brand awareness, creativity and consistency throughout the charity. At the crux of this role is a desire and drive to creatively build awareness and inform varying audiences of the work and impact of TLG and enable them to understand more fully the barriers that struggling children face.

Job Tasks

Digital Marketing Strategy & Campaigns

- Implement digital marketing strategies to enhance online presence and drive traffic to the company's website and social media platforms.
- Lead creative digital campaigns that build brand awareness and drive audience engagement.
- Develop, maintain and optimise social media and email campaigns that are aligned to marketing campaign objectives, key events and the wider marketing strategy.
- Use Google Analytics, Meta Insights and Click Dimensions to evaluate and optimise performance.
- Report on KPIs such as engagement, reach, traffic and conversions, using insights to develop digital initiatives.
- Stay up-to-date with emerging digital marketing trends and technologies.
- Stay up to date on best practices for digital content and social media, sharing expertise with the wider team.

Content Creation & Storytelling

- Develop and deliver engaging content across various digital channels that amplifies TLG's mission and impact – including social media, email marketing, and the company website.
- Champion storytelling that highlights the barriers struggling children face and the transformation made possible through TLG.
- Collaborate with internal teams to identify opportunities for content and storytelling.
- Produce digital assets with support of the Graphic Designer that are digital optimised.
- Plan and produce a regular digital newsletter for supporters, donors and volunteers.

Social Media & Website Management

- Update website content regularly (campaign pages, editorial, copy edits), ensuring user experience and journey is seamless, intuitive and engaging.
- Manage day-to-day activity across social media platforms (Instagram, Facebook, YouTube and LinkedIn).

Collaboration & Analytics

- Collaborate with colleagues from the Fundraising & Supporter Engagement and Programmes teams to ensure consistent and unified messaging and visual identity.
- Utilise data analytics tools to measure the effectiveness of digital marketing campaigns and make data-driven decisions for optimisation.

Additional Responsibilities:

- Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.
- Attend TLG's Staff Conference twice a year. This includes active participation in corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG programmes.
- Play an active part in promoting the work of TLG including the recruitment of individual regular donors through TLG Hope Giver scheme.
- Take on additional responsibilities for tasks as your role develops

The ideal candidate will...

- Be creative, strategic, and passionate about digital communication
- Be digitally savvy
- Be able to connect with diverse audiences and win them over to a vision
- Be confident working independently and collaboratively within a marketing team
- Have an instinct for high expectations
- Care deeply about making a difference and helping others understand the challenges children face
- Be a people person!
- Value and champion diversity
- Be both proactive, responsive and able to adapt quickly

Exciting opportunity... TLG's Graduate Programme!

If you're interested in this role and a recent graduate, we'd love you to do the role as part of our Graduate Programme! This programme comes with the following opportunities:

- Opportunities for external coaching, mentoring and/or external placements
- Chance to work with and shadow different Heads of Departments and Directors across TLG in different contexts
- Dedicated time to visit other organisations and gain insights
- Involvement in the TLG graduate programme book club
- Action learning sets and development time with input from senior leaders
- Access to TLG's internal leadership and development programmes

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	• Good general standard of education including as a minimum English and Mathematics GCSE at grade A*-C (9-4) or equivalent • A-levels or equivalent	• A degree
SKILLS & KNOWLEDGE	• Content creation (caption writing and graphic design) • Use of Canva, CapCut, Adobe Cloud (Photoshop, Illustrator, Final Cut Pro, inDesign) • Social media scheduling tools such as Hootsuite or Meta • Social media platform knowledge: Instagram, X, YouTube, Facebook, TikTok	• Photography • Videography • Video editing • Google Analytics • Click Dimensions
EXPERIENCE	• 1 – 2 years Social Media, Marketing or Website Coordinator experience • CMS platforms (Squarespace, Wix, Wordpress)	• SEO and UX experience • Experience working in a similar industry

PERSON SPECIFICATION CONT.

	ESSENTIAL	DESIRABLE
CHRISTIAN LIFESTYLE	• Commitment to actively pursue ongoing spiritual development of themselves and colleagues within the life of a local church in order to enhance the contribution to TLG. • Attend and participate fully in devotions, prayer meetings and staff conferences to enhance the spiritual relationships within the team. • Able to work sensitively with those of different cultures and faiths whilst having their own strong and vibrant Christian faith and commitment to Equal Opportunities. • To be an active part of a church family.	• Attends or lives local to a TLG partner church.
ADDITIONAL	• Provide 3 referees. At least one referee needs to represent Christian commitment and be able to comment on your faith and growth as a Christian. References will be taken up after final interviews. • Provide evidence of qualifications and suitability to work in the UK and appropriate qualifications. • Live within a reasonable travelling distance.	



Application process

Apply today through our website:

www.tlg.org.uk/careers

- After clicking 'Apply', you'll be taken to an online application form. This will include uploading a personal statement explaining how you meet the criteria outlined in the job description for this role and your motivation for applying. There will also be some questions exploring how your faith relates to your working life, and an option to upload a CV later in the form.
- After the closing date, we'll be in touch via email. If you've been shortlisted for the role, you will receive an invitation for a short initial interview which will be held online.
- If successful following your initial interview, we'll then invite you to a final interview in person at our National Support Centre in West Yorkshire.

You can find the closing and interview dates in the role's advert on our website.

We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

Having trouble with your application?

If you have any problems with the online application process, please contact recruitment@tlg.org.uk and someone will get back to you as soon as possible.

***Note:** If you're having trouble, please check Website Tracking and Third-Party Cookies are enabled, and you have updated to the latest version of your browser and device software.*