



the  
**key**

**Candidate Pack**  
**Marketing Executive**  
**(Level 4 Apprenticeship)**

# HELLO!

The Key is a North East charity committed to inspiring young people to believe in themselves, especially those living in deprivation and facing challenging personal circumstances. We want to create a world where all young people are inspired to believe in themselves and are empowered to achieve their full potential.

Our work is built upon four core beliefs that young people should be:

- Empowered to **use their voice** and be heard
- Trusted to lead and deliver **projects and activities** meaningful to them
- Supported to build the **skills and confidence** they need to thrive
- Inspired to become active citizens by exploring **enterprise or tackling social issues** in their community

Our core beliefs are supported by our organisational values of:

- **Collaboration:** We achieve more together than by acting alone
- **Focus:** We keep sight of the goal to achieve our mission
- **Growth:** We constantly strive to be the best we can be



# About us

## WHAT WE DO

The Key began life over thirty years ago when a determined group of North East young people, youth workers and academics developed a model to engage and support young people to build skills. Over time, the model evolved into a programme to provide young people with an opportunity that empowers them to have voice and agency as they choose and lead their own activities. Today, we call our trusted development programme, the KEY+ Challenge, and its used daily by almost 90 partners throughout the North East.

## THE KEY+ CHALLENGE

The KEY+ Challenge, brings young people together in small groups and with the support of a KEY+ Facilitator (trained programme deliverer), they're set the challenge to:

1. **Think** of a project or activity
2. **Plan** what is needed for that project, including a budget
3. **Pitch** their project to a panel of volunteers
4. **Do** their project if given the go ahead by the panel
5. **Review** and reflect on their project, learning, and development.

Young people complete this process up to three times, each time planning more progressively challenging projects with greater personal development. Delivering their first KEY+ project is a great achievement for young people, delivering their second stretches young people further and enhances their skills and at Stage 3, they explore enterprise or social action with their project, providing a way to take action and contribute to their communities.



# KEY+ in Action



## 23/24 KEY STATS

**995**  
individual  
young people  
were supported  
to participate  
in KEY+

They used their  
ideas and took the  
lead to think, plan,  
pitch, do & review

**248**  
of their own  
projects & activities

Including:

- Food hamper support for struggling families
- Group bonding experiences
- Community fun days
- Environmental campaigning projects



Young people  
developed their skills  
by an average of

**25%**

leading to increased  
confidence, resilience  
and self-esteem - a  
'growth mindset'

**98%**

of young people  
reported improved  
confidence thanks  
to KEY+

**99%**

of young people  
asked, said KEY+  
will have a positive  
impact on their  
future



## KEY YOUNG PEOPLE QUOTES

"It has helped me be a better person and become more motivated to attend school. If it didn't happen, I would still be a non-attender."

- Joseph, KEY+ Completer

"It has helped my confidence in myself and I now feel like I can do a lot more things which I couldn't before doing The Key."

- Grace, KEY+ completer

"KEY+ has given me confidence in myself. I feel stronger inside as a person and I'm able to speak out in front of people, something I struggled with before."

- Charlie, KEY+ completer

"I'm more likely to speak to people and not be so stressed around strangers now. I feel like I can make friendships with people now without being worried of their intentions."

- Tori, KEY+ completer

## KEY STORIES

1. **Rock n Roll Sausage Rolls** gained a sense of their influence and impact through the KEY+ Challenge. Together they set about making a difference to their community and used their personal experiences to drive change. They completed all three stages of the KEY+ Challenge and even moved onto participating in KEY+ Changemakers too. [Read more about their journey here.](#)

2. **School 4 Kool** took a unique view of the cost of living crisis and how it was impacting families in a variety of ways. The five young women decided to do their bit to help by running a free uniform event for young people in secondary school to come along and receive free or low cost uniform goods. [See what they did here.](#)

3. **Nature Gang** ran a school wide art competition to promote friendship and kindness. They chose two winning designs and transformed them from ideas to reality onto two wooden benches. The group then donated their painted benches to a local shelter supporting refugee families. [Check it out here.](#)

4. **Funky Phoenixes** tackled climate change with their KEY+ Project but made sure they galvanised others in the process. They launched a recycling competition in school after being shocked at the amount of single use plastic being binned. The group got the school on board and made it a house wide challenge which helped them make a big impact. [Read about it here.](#)

5. **Everyone and a guy named Kevin** took on the KEY+ Challenge as a group of friends in the West End of Newcastle. They thrived through the first two stages and wanted to push themselves at Stage 3. They chose to run a community focussed comedy night from their youth club which turned out to be a real crowd pleased and a fully maxed out event. [See how they found the experience here.](#)

# Why us



## Why work for The Key

We are a relatively small organisation with big ambitions, operating on an increasingly larger stage. We are looking forward to a bright future as we work collaboratively to achieve our long-term vision.

Our Marketing Executive apprentice role is a unique opportunity for you to make a real difference at an exciting time in The Key's long standing history. The Key is a small, but ambitious values led organisation with a budget for development.

Your Level 4 marketing training will take place at Gateshead College where you'll undertake in person learning relevant to the job role. [You can find out more about the role here.](#)

You will get to experience the difference our support makes to young people each and every day and to witness (and be part of) the inspiring stories of their ideas, development and progression. That is the fuel that drives and motivates us to achieve more. Here's just a flavour of the things we hear from young people...

" I really did feel empowered and it changed the way I thought. It left me thinking nothing was beyond my reach. "

CRAIG



" The Key meant I am capable of being independent and I've got capacity of doing my own unique things and being successful. "

MAHNOOR



" The Key helped me no longer feel alone. It helped me feel part of a team and I am so much more confident now. "

MATT



## Five reasons to choose The Key

1. An opportunity to inspire belief in young people through the KEY+ Challenge.
2. Work alongside a fantastically skilled and dedicated team and Board of Trustees, who promise to challenge, empower and support you.
3. A unique chance to play a significant and developmental role in an exciting period for a long-serving North East youth charity.
4. Great professional development and profile-raising opportunities.
5. Excellent team spirit with a cracking selection of cake and biscuits.



# The Role

## Job Description: Marketing Executive

**Purpose of the Role:** The core of your job is to provide daily marketing support to The Key. You'll be central to helping us develop and deliver our communications plan and get hands on experience of developing marketing plans, creating content, managing social channels and helping to share our impact and stories.

**Reports to:** Head of Marketing and Income Generation

**Salary:** £19,063.20 (equivalent to £9.40 per hour)

**Contract:** Permanent

**Hours:** 39 hours per week including 1 hour paid lunch. This also includes your 1 day release back to Gateshead College for learning

**Location:** The Key operate a hybrid working model. Our office is based in Hadrian House, Newcastle. We work three days in the office and two days from home

### Main Responsibilities:

- Assist in the implementation of the Marketing and Communications Strategy
- Manage and maintain key marketing channels, including digital, offline and social media
- Be a guardian of The Key brand ensuring all communications comply with our guidelines
- Plan and deliver tactical integrated marketing campaigns
- Liaise with other team members to identify newsworthy stories
- Build relationships with partners and stakeholders to collect stories and content
- Organise events delivered by The Key including the annual Key Awards and represent The Key at external events and networking
- Monitor digital trends and track The Key's marketing KPIs
- Proactively contribute to the achievement of targets and success of the charity
- Carry out other reasonable duties as requested should this be necessary to meet the needs of the business

### About you:

- **You are passionate about The Key**, the young people and partners we support and the impact that we create.
- **You have an appetite to learn and develop** and a passion for marketing and communications
- **You can build relationships with people** from a variety of backgrounds and abilities
- You're **comfortable working with office software** such as Microsoft 365 or Google applications to deliver your workload
- You **enjoy being creative** and are not afraid of trying new things
- You'll have **strong interpersonal, written, speaking and listening skills**
- You have **excellent organisational skills** and ability to meet deadlines
- You are a **supportive, effective and driven team member**
- **You're prepared to work flexibly** to meet the needs and priorities of The Key - including occasional evening and weekend working
- **You operate within The Key's policies and procedures** and comply with statutory requirements

**If you have life experience or grew up in a way that helps you to understand young people and the many barriers they can face, then this counts for a lot and we would really like to hear from you.**

# The Role

## Apprenticeship Learning

As a Key apprentice, we will support you throughout your learning journey. You will be released back to Gateshead College 1 day per week for learning to give you the best possible chance.

Your line manager will be your in work support and you will have a tutor and training mentor at Gateshead College to support your learning and success.

We're excited to bring fresh talent into our charity and will support you at every step.

## Equality, Diversity and Inclusion

The people we work with come from all walks of life and we want our workforce to reflect that diversity.

We recognise that we are under-represented in terms of ethnicity, disability, sexual orientation and so we encourage applications from under-represented individuals regardless of age or background.

## Additional benefits

Significant professional development budget annually, wellbeing offer, 27 days annual leave entitlement (pro rata) plus Bank Holidays and your birthday off!

## Hybrid working details

Our team currently work from the office 3 days per week, and home the other 2, however we remain committed to reviewing this in line with staff welfare, team spirit and accommodation changes.

# Apply

[You can apply and find out more about the role and the requirements on the Gateshead College website here.](#)

**The deadline to apply is 9am on Monday the 16th September 2024.** Interviews will be held on Tuesday 24th and Wednesday 25th of September at The Key's office.

If you have any questions or require any support with submitting your application then please do not hesitate to get in touch by emailing [theteam@thekeyuk.org](mailto:theteam@thekeyuk.org) or by calling 0191 731 7830.

