



Junior Marketing Executive Recruitment Pack

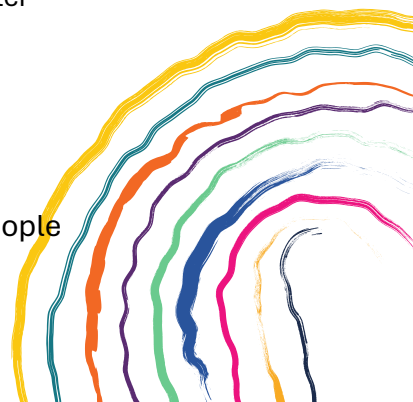


Junior Marketing Executive

- **Location:** Wrexham, including regional travel and to other WeMindTheGap communities
- **Salary:** £25,500 FTE
- **Start Date:** 5th January 2026
- **Contract:** 1 Year Fixed Term Contract 37.5hrs per week (with possibility of extension)
- **Annual Leave:** 25 days per year plus Bank Holidays
- **Reporting to:** Senior Leadership Team
- **Other benefits:**
 - Pension – with combined contributions up to 8%
 - Free eye test
 - Branded workwear
 - Professional development and welfare support through WeMatter
 - Flexible and hybrid working considered

We are looking for a passionate, creative, and organised **Junior Marketing Executive** to join us on our journey in sharing our message, growing our support, and reaching even more young people that need our support.

Could you be who we're looking for?



Who are we?

We give new opportunities to young people who deserve better.

We fill the gaps with unashamed support, love & care.

Our programmes

Our programmes are truly unique and combine work experience, coaching, skills, experiences and adventures, for young people that we call our “Gappies”.

We fill any gaps in young people’s lives, ensuring that they have the basics in place that the rest of us take for granted – a trusted person to turn to, a safe place to live, confidence, and basic skills.

What makes our programmes so different, however, is that we provide every Gappie with support, constancy, and care – these family values are at the heart of everything we do.

We believe that ‘it takes a village to raise a child’ and so we build a powerful community of positive individuals and caring organisations around our Gappies, so that they can benefit from every opportunity that our programmes bring.

This is not about a chat around the table with young people seeking direction. This is about delivering real change in real lives, and this is achieved through a completely holistic approach that develops confidence and self-esteem as well as work and life skills.

From this place, the young people we support grow from being ‘prisoners of circumstance’ to ‘pilots of their own lives’.





A supportive, nurturing programme for 11-15 year olds who are struggling with traditional education. Building confidence, resilience, and a sense of belonging for students wherever they are – in school or at home.



A virtual programme for 16 – 25 year olds. A chance to gain new skills and experiences with the support of a mentor, building a plan for a bright future.



A life-changing programme for 18-25 year olds, including six-months' paid employment, work placement, coaching and mentoring sessions, activity days and experiences.



A programme designed for young people aged 16-25 who are motivated to work but may be facing challenges in securing employment or voluntary roles through traditional routes. The focus is on identifying and addressing any 'barriers or gaps', such as experience, skills, or confidence.



All Gappies stay part of the WeMindTheGap family. We offer lifelong support and a safe and trusted team to talk to – whether that's help with education, employment, volunteering, welfare, mental health and wellbeing.



Key Role & Responsibilities of a Junior Marketing Executive



As a Junior Marketing Executive, you'll play a vital role in delivering our communications strategy, with a strong focus on digital content and visual storytelling. This is a varied role and will help shape how we are seen and heard to our audiences which includes, of course, our young people, our funders, our stakeholders and our supporters. Responsibilities include but not restricted to:



Digital Content & Social Media

- Create, schedule, and publish engaging content across our digital channels
- Support colleagues by helping them shape and share their own content in line with our messaging and branding.
- Produce simple & eye-catching graphics, video clips, and other visual content using basic design tools.
- Monitor engagement and help report on performance across platforms.
- Boost engagement with supporters, partners and funders through appropriate and timely posts.
- Develop digital content to support Power of 10,000 Connections

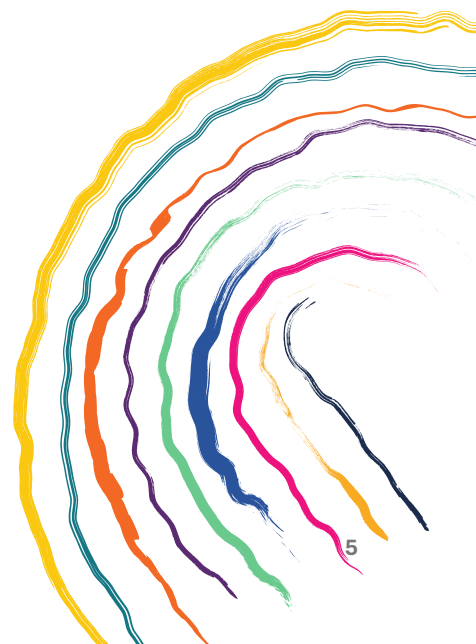


Communications & Messaging

- Plan and maintain a communications calendar with key campaigns, events, and funding milestones.
- Create content that includes blog posts, social copy, leaflets, posters, and other materials required.
- Help protect and develop the charity's brand, ensuring tone of voice and visuals remain consistent across all channels.
- Develop messaging content to support Power of 10,000 Connections

Print & Promotion

- Arrange the production and distribution of printed materials such as flyers, banners, and brochures.
- Select, order and maintain stock of promotional materials used by the team, within the budget allocated.
- Liaise with external suppliers, printers, and partners to source cost-effective and suitable items.



Team Working

- Work collaboratively alongside fellow Youth all teams within WeMindTheGap.
- Attend weekly team meetings and regular check-ins with your Line Manager.
- Attend 'Thinking Spaces' with your Line Manager, using our Plan, Do, Review approach to our work and future aspirations for self-development.



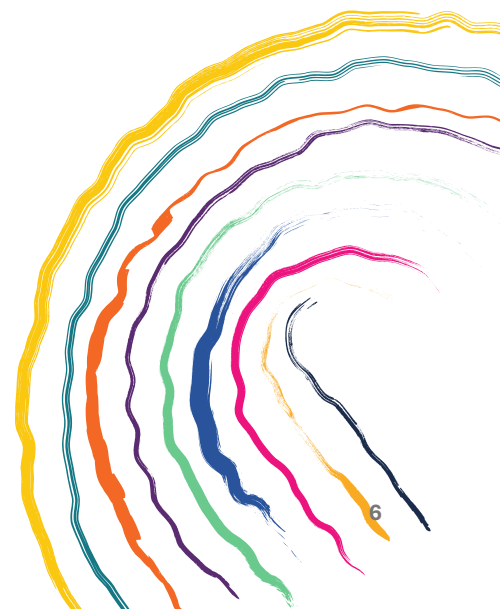
Community Engagement

- Support the maintenance of important relationship building with partners of WeMindTheGap within your community.
- Support the continuous engagement with referral agencies and community groups, ensuring the services and work of WeMindTheGap are known far and wide.



Administrative

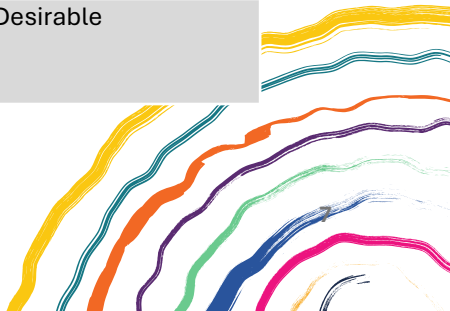
- Ensure internal systems are kept up to date with Gappie information and organised in an efficient and compliant manner.
- Ensure details are safe and secure in line with GDPR.
- Work alongside our Impact & Evaluation team in reviewing each programme, creating a robust evaluation in line with the overall strategy of WeMindTheGap.



Person specification for our Junior Marketing Executive



Experience, Knowledge and Skills	Essential/Desirable
Bachelor's degree in a relevant field such as Marketing, Digital Media, Communications, Business Management, Graphic Design, or Journalism	Essential
Strong written, verbal communication and proofreading skills	Essential
Experience using social media platforms in a professional capacity	Essential
Basic understanding of digital marketing principles (eg SEO, Social Media, email marketing)	Essential
Basic understanding of graphic design skills (e.g. Canva or similar)	Essential
Experience using social media platforms for professional campaign purposes	Essential
Organised, proactive, and able to manage multiple tasks	Essential
An understanding of brand management and tone of voice	Essential
Confidence in supporting others with content creation	Essential
Proficient user of Microsoft platforms and other software tools	Essential
Familiarity with basic marketing metrics or reporting	Essential
To communicate through the medium of Welsh	Desirable
Budget management	Desirable
Liaising with third-party suppliers such as graphic designers and media agencies	Desirable
Understanding of analytics tools (e.g. Google Analytics, Meta Insights)	Desirable
Basic video editing or content creation skills	Desirable
Knowledge of CRM systems or marketing automation tools	Desirable
Previous experience in a charity, youth, or social impact setting	Desirable



Competencies (our Values)

Compassion & Care – You approach supporting young people with empathy and understanding. You build trust in demonstrating compassion and care when leading and motivating a team.

Can do – You seek out opportunities and are willing to take on challenges with a creative and positive approach. As a self-starter, you take the initiative to enhance your own development and are keen to continue your professional learning. You will be flexible and adaptable in your approach to equitably support each Gappie.

Capacity – You will have the resilience required to deliver a WeMindTheGap programme to the highest standard. You will manage your time, budget, and workload effectively, being accountable for your responsibilities.

Curiosity – You will strive to ask and understand the ‘whys’, to help our Gappies grow and develop. You will give and receive feedback, harnessing new information to improve your own performance.

Courage – We do what is right, not what is easy. You will be the pilot in making tough decisions, showing resilience and leadership in your role.

Confidence – You will believe in the vision of WeMindTheGap, our village model, and the impact we deliver. You will seek to fulfil your role within the framework of our values – the Magic Cs.

Commitment – You will have a passion for working with young people, upholding vital safeguarding procedures and working effectively alongside the wider teams to support our Gappies. You will not be the ‘rescuer’ for our Gappies but the role model who walks alongside them through their WeMindTheGap journey.

Constancy – You will have a professional and approachable manner in all aspects of work. You will see tasks through from start to end, be consistent, and provide the support, challenge and care that our Gappies deserve.

Connectivity – You can work independently when required and confidently as part of a team. You will communicate clearly and confidently, building positive relationships with Gappies, your colleagues, external partners, and the wider community.

Celebration – We celebrate every success, no matter how big or small, for our Gappies, staff, and organisation as a whole. You will want to uphold best practice within WeMindTheGap and lead by example within the Charity sector.

How to Apply

To apply please send us your CV along with a one-page covering letter (or 2-minute video) outlining your suitability for the role. If you have accessibility requirements and wish to submit your application in a different format, please let us know.

Your application will be considered based on how well you match the person specification for this role, and successful employment will be subject to an enhanced DBS check and suitable references.

Upon shortlisting, you will be invited to a formal interview with both situational and competency-based questions, delivery of a presentation, and a chance to meet our teams and Gappie alumni.

Our recruitment process reflects how we treat our Gappies and employees. We want to foster a culture of constructive feedback and continuous improvement so encourage you to let us know how we can improve the candidate experience. Likewise, should you require feedback on your unsuccessful application, please get in touch.

Closing Date – 5th December 2025

Interview Date - 16th December 2025

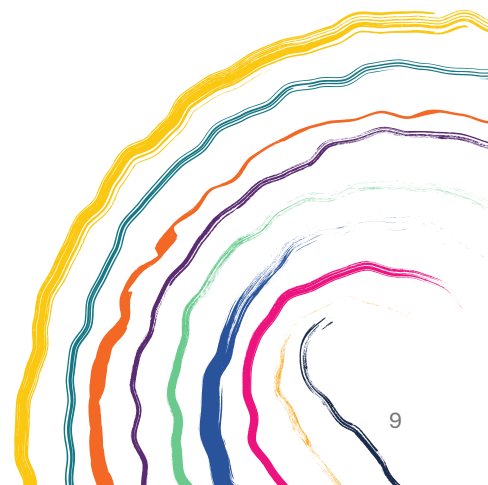
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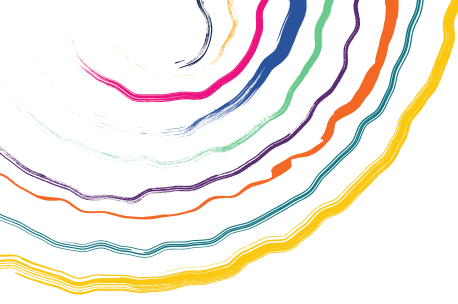
Please send your application and further questions to:

Ali Wheeler CEO

07999 405042

Ali@wemindthegap.org.uk





Equality, Diversity & Inclusion

WeMindTheGap accepts and welcomes the differences that makes up our community. We believe that diversity is a strength, and we are committed to creating an inclusive environment where everyone feels welcome and respected. We actively oppose discrimination in all its forms and strive to ensure that everyone has the equal opportunity to succeed.

We recognise the importance of having a workforce that reflects the diversity of our community. Our recruitment process and selection of staff will be strictly based on making it easier to build an inclusive workforce with a diverse culture. We actively recruit and retain employees from all backgrounds, regardless of sex, gender, race, disability, sexual orientation, religion or belief, or marital status.

WeMindTheGap is a registered Charity number 1161504

Registered office: Ty Avow, 21 Egerton Street, Wrexham LL11 1ND

Phone: 0333 939 8818

www.wemindthegap.org.uk

