



DIGITAL, ENGAGEMENT AND MARKETING MANAGER (MATERNITY COVER)

Portsmouth and Home Working

Fixed term contract – 12 months with the possibility of extension

Salary £30,000–£32,500 (depending on experience)

Do you want to use your marketing skills to help change the lives of some of the UK's most disadvantaged young people?

Tall Ships Youth Trust (TSYT) is a national youth development and outdoor learning charity that supports young people through life-changing experiences at sea. We're seeking a creative, versatile, and hands-on marketing professional to join our Fundraising, Digital, and Engagement Team on a maternity cover basis. This is a unique opportunity to lead multi-channel marketing campaigns that connect, inspire, and engage our community of young people, donors, volunteers, and supporters.

As a line manager, you will support and mentor our Marketing and Content Lead and contribute to the management team at Tall Ships Youth Trust, who have responsibility for the day-to-day running of voyage and donor operations out to a three-month horizon.

ABOUT THE ROLE

We are looking for someone with five years' experience in a marketing role (including two years+ in a managerial position), working across traditional and digital marketing. You will be comfortable creating eye-catching designs using programmes such as Canva and Adobe Creative Suite, managing events and PR, and delivering digital campaigns across social media, paid ads, email, and website platforms.

In this role, you will:

- Lead the delivery of our multi-channel marketing and digital engagement strategy, raising awareness of our charity and youth programmes.
- Develop, populate and maintain our communications calendar across social media, fundraising comms, paid advertising, email marketing, PR, and events.
- Lead hands-on design and production of marketing materials.
- Create compelling impact stories to share with beneficiaries, donors, media outlets, and the public.
- Line-manage our Marketing and Content lead, providing mentoring and support.
- Collaborate with our Youth development and Outdoor Learning (YDOL) team to promote and sell our voyage programme ensuring high engagement from young people and their decision makers.
- Collaborate closely with the fundraising team to deliver campaigns, appeals, and events that raise vital funds and grow our brand, adult supporters, donors, and volunteers.

ABOUT YOU

To be successful in this role you'll have:

- Experience managing offline channels including PR, press coverage, and events.
- A creative eye for design, able to produce effective visuals in Canva or Adobe Creative Suite.
- Experience and skills needed to manage a WordPress website, Mailchimp, Facebook Ad Manager and other digital marketing tools.



- High organisational skills and capable of juggling multiple projects across different online and offline channels.
- Strong collaboration and communication skills as you'll be working with multiple internal teams, external stakeholders and our beneficiaries.
- Passionate about making a positive impact on young people's lives.

You'll be part of the Fundraising, Digital and Marketing Team, managing and working with the Marketing and Content Lead. You'll work closely with other departments, particularly our Youth Development and Outdoor Learning (YDOL), and Offshore teams.

This role is based at our office in Portsmouth with hybrid-working incorporated. Travel and working outside of normal hours is expected on occasion, but time will be paid back in lieu.

ABOUT TALL SHIPS YOUTH TRUST

Formed in 1956, Tall Ships Youth Trust is a nation-wide youth development and outdoor learning charity. We envision a world where all young people strive to create better outcomes for themselves and for their communities. To do this, we run a three-voyage programme of Exploration, Empowerment and Leadership, offering young people pathways for progression through a series of progressively longer and more challenging voyages.

Our voyages enable young people to develop the life skills, social skills, confidence and self-esteem needed to raise their aspirations and make positive life choices. Out on the ocean we empower young people to realise their full potential, supporting them on their journey to adulthood and for some, careers in the maritime sector and the blue economy.

Utilising our fleet of four 72ft Challenger yachts, we were able to support more than 1,280 young people last year. 80% of the young people supported were experiencing adversity in their lives; 40% were female; and 25% identified as belonging to the global majority.

This is an exciting time to join TSYT. Our current aim is to significantly increase the numbers we support over the next few years, and to help us achieve this, we have just acquired a fifth Challenger yacht which will become operational from March 2026.

Our five-year strategy for 2023 to 2028 is predicated on increasing our reach across the UK through the development of our regional hubs, along with the growth of our TSYT community and supporter base. We also recently launched our SOS (Safety, Operability and Sustainability) campaign, aimed at refitting and modernising our fleet, so we can enhance the life-changing experiences we offer to young people.

You will play a pivotal part in making these plans a success, enabling more young people, particularly those from disadvantaged backgrounds, to change their lives at sea and contribute to the maritime sector and the blue economy.

Our team is friendly and welcoming and we are committed to work-life balance for staff. We offer hybrid working, with presence at our Portsmouth Hub required to manage your team, contribute to the objectives



of TSYT and to engage our beneficiaries, donors and other stakeholders (some of which will be at our hubs across the UK). This presence equates to two-three days per week and will be discussed and agreed with your line manager.

WHAT WE OFFER

- Flexible, hybrid working.
- 25 days annual holiday entitlement, increasing with length of service, plus bank holidays.
- An additional paid 30-minute wellbeing break per 7.5hr day
- Death in service insurance.
- Opportunities to spend time on the vessels.
- Discounted local parking permit.
- Casual dress.

If you're a versatile marketer with a creative mindset and a passion for purpose-led work, we'd love to hear from you!

HOW TO APPLY

Please send a copy of your CV along with a covering letter describing your motivation for applying for the role and the extent to which you meet the skills and experience required to recruitment@tallships.org or apply via our website. The closing date is Friday 5 December 2025. Early applications are encouraged, as interviews will be held on a rolling basis.

The intended start date would be February 2026 (notice period allowing), earlier if possible. However, we will work with the selected candidate on this.

Due to the nature of our organisation an Enhanced DBS check will be carried out on the successful candidate, and any offer of employment will be made subject to a satisfactory result. We may also vet your social media accounts.

TSYT recognises the positive value of diversity and is committed to creating a diverse and inclusive team. We encourage applications from all suitably qualified or experienced individuals, regardless of their race, gender, biological sex, disability, religion/belief, sexual orientation or age, and would actively encourage individuals with lived experience reflective of the young people we support to apply

KEY TASKS AND RESPONSIBILITIES

Events and Design

- Work across teams to plan, coordinate and execute a wide range of events and activities to meet engagement, fundraising, and organisational objectives, (e.g. high-level donor gala dinners and auctions, challenge events, roadshows/open days, trade shows and regattas).
- Lead on the copywriting, design, and production of marketing materials for key events and campaigns, managing the creation and delivery of all collateral, promotional items, and branded merchandise, (including event invitations, leaflets, brochures, posters, banners, reports, and clothing for staff, volunteers, voyage crew, and supporters).



Communications and PR

- Identify and proactively pitch newsworthy stories that highlight the organisation's impact, initiatives, and achievements.
- Draft, edit, and distribute press releases, media statements, and feature articles that communicate key messages effectively.
- Manage the organisation's press and media relations, including monitoring media coverage, press clippings, that show PR impact and reach.
- Coordinate national and local media campaigns around major organisational events or milestones.

Website

- Manage and maintain the TSYT website, overseeing both content and backend functionality, including the creation and updating of web pages, fundraising appeals, forms, banners, and landing pages.
- Ensure all website content aligns with SEO best practice, accessibility standards, and TSYT's brand tone of voice and style guide.
- Use Google Analytics and other digital tools to monitor website performance.
- Coordinate with third party suppliers in the external hosting, development, and security of website.
- Lead on the development and delivery of a new TSYT website, ensuring a modern, user-friendly design that reflects the charity's mission, impact, and brand identity.

Campaigns

- Develop and maintain our communications calendar showcasing different campaigns and activities across social media, paid advertising, email marketing, PR, and events.
- Oversee the design, production, and delivery of direct mail campaigns.
- Identify, source, and develop advertising and promotional opportunities that align with TSYT's income and engagement objectives.
- Support the Reservations and Youth Development & Outdoor Learning (YDOL) Teams to deliver sales-focused campaigns that promote our year-round sailing programmes.
- Enhance and deliver TSYT's email marketing strategy, including the distribution of newsletters and mailshots.
- Ensure email marketing campaigns are always GDPR-compliant.

Digital and Social

- Responsible for overseeing our social media strategy and signing off social media content produced by the Marketing and Content Lead.
- Take ownership of our digital advertising strategy.
- Work with the marketing and content lead to regularly produce new content such as news stories, blogs, vlogs.
- Support the marketing and content lead to manage an active and high-frequency social media calendar across all TSYT channels.

Content

- Manage the delivery of TSYT's content strategy across online and offline channels.
- Lead and contribute to the creation of compelling content including copy, images, infographics and video to reach a wide range of audiences.



- Maintain brand guidelines and use across TSYT as necessary.
- Lead the engagement with voyage crew, including young people, group leaders and adult voyagers, to develop compelling testimonials and case studies for multiple channels.

General

- Additional ad hoc activities when required.
- Occasional travel, evening, and weekend work is required.

SKILLS AND EXPERIENCE

- Around five years' experience in a marketing role (2 years+ in a managerial position) with demonstrable digital skills.
- Excellent planning skills, with the ability to map out innovative plans for tailored audiences.
- Experience of social media paid advertising and Google Ads.
- Previous experience in Search Engine Optimisation (SEO).
- Experience of planning and managing events.
- Good knowledge of social media, website content management systems, CRM integrations and email marketing platforms (such as Mailchimp).
- Proven ability to write compelling copy for different audiences across multiple communications.
- Knowledge of data privacy best practice (GDPR).
- Experience of running fundraising campaigns.

PERSONAL CHARACTERISTICS

- A self-starter with a 'can do' attitude and the ability to work autonomously.
- Ability to take ownership of your workload and reflect and action on what works and what doesn't work.
- A comprehensive planner, with the ability to meet and exceed deadlines.
- Strong and confident communicator with excellent verbal and written skills and an eye for detail.
- Commercially minded and comfortable reporting on ROI and engagement to senior managers.
- Ability and willingness to react to changes and to work at pace.
- To be passionate about supporting vulnerable young people and making a difference to society.
- A basic understanding of sailing and the enthusiasm to learn more.

KEY RELATIONSHIPS

- Head of Fundraising and Marketing (line manager).
- Marketing and Content Lead.
- Fundraising Team.
- Youth Development and Outdoor Learning Team, and Operations Team.
- Offshore crew
- Our supporters, clients, and volunteers.