

COMMUNICATIONS OFFICER

Dated: November 2020

Contract: Fixed term for 6 months, part-time 21 hours per week

Salary: £27,000 – £33,000 pro rata (£16,200 - £19,800 for 21 hours per week)

Location: Home based

About the Centre for Youth Impact

The Centre for Youth Impact is committed to working collaboratively to progress thinking and practice in impact measurement and quality improvement in youth work and provision for young people. Our vision is for all young people to have access to high quality programmes and services that improve their life chances.

The Centre for Youth Impact was formed in 2014 as a partnership initiative and became an independent charity in 2018. The Centre's nine-strong team works nationally, including supporting Regional Network Leads across England. Last year, we began to expand our work into Scotland, Wales and Northern Ireland.

Learning and collaboration is key to the Centre's approach – creating and informing a more inclusive and powerful conversation about evaluation and impact, which is part of the day-to-day dialogue within and between youth sector organisations. The Centre is currently engaged in over 20 live projects with a wide range of partner organisations and hosts regular events virtually (and in person, pre-Covid) around the country.

About the role

We want to appoint a part-time Communications Officer on a fixed-term basis to provide the day-to-day communications and marketing function at the Centre. This is a new post that will contribute both capacity and skills to the Centre's dynamic team – particularly support in writing engaging content and managing the Centre's website and social media channels, as well as generating the monthly newsletter. We want to take our communications activity to the next level – reach more people, share more ideas (our own and others') and support more people to get involved. The postholder will work across the entire team, supporting on comms for individual projects, the production of training materials and maintaining the Salesforce database.

We're looking for an organised and confident communications professional with excellent written and verbal communication skills and exceptional attention to detail – we really, really care about what we produce! Our ideal candidate would be happy working autonomously and have experience of working in a busy and fast-paced team managing multiple different tasks or activities. We are looking for someone who will initiate, write, edit, co-ordinate and publish content across various channels, suggest ways to increase engagement and raise the Centre's presence and profile in the sectors we want to influence. You'll need to be helpful and enthusiastic in your approach to work, as well as flexible and people oriented. We're a cheerful, open and hard-working team.

How to apply

If all of the above sounds appealing, then please send a copy of the following to jobs@youthimpact.uk with the subject line 'Comms Officer application':

1. Your CV
2. A covering letter (up to 750 words) that states how you meet the requirements set out in the person specification (and stating that you have the right to work in the UK).
3. A short piece of website, newsletter or social media copy, written by you in the past 12 months.
4. Equality and Diversity monitoring form

Please complete the anonymous equality and diversity survey form as part of the application. We are committed to providing equal opportunities for everyone regardless of their background, and welcome applications regardless of sex, gender, race, age, sexuality, belief or disability.

We acknowledge that people from Black, Asian and minority ethnic backgrounds are underrepresented in our staff team and we're committed to correcting this. We are particularly keen to receive applications from people of colour; people with disabilities; people who identify as being LGTBQIA+; and people who have a mental health condition. We'd also love to hear from people who have used and benefited from youth provision/services.

The deadline for receipt of your application is 12pm on Monday 4 January 2021. Applications received after this time will not be considered.

Interviews will take place on Wednesday 11 January 2021 and will be via Zoom.

For more information about us please visit the Centre for Youth Impact's website: <http://www.youthimpact.uk/> If you have any questions about the role, please email Sarah Rose, Operations Manager, on sarah.rose@youthimpact.uk to arrange an informal conversation.

COMMUNICATIONS OFFICER
Purpose of the Role
To provide high quality communications and marketing support to a busy team, with diligence and precision.
Main Skills
Strong organisational skills and exceptional communication; attention to detail; advanced IT skills; event co-ordination; team working
Duties & Responsibilities
<ul style="list-style-type: none"> • Maintain the organisation’s website, and support any new web development initiatives, with day to day responsibility for liaison with external web developers. • Write and edit compelling content targeted to different audiences across all the Centre’s social media channels and platforms • Create and commission ‘digital assets’, including photos, videos, infographics and blogs • Plan and coordinate the Centre’s monthly newsletter; supporting colleagues to generate engaging content • Manage the Centre’s Twitter channel, developing comms plans in conjunction with Project Managers • Stay up to date on digital innovations and think about how they might support and develop the Centre’s communications • Build strong relationships across the team and communicate with staff to understand more about specific projects, with the aim of generating engaging and informative content for the Centre’s website, newsletter and social media channels • Contribute to the production of reports, proposals and other publications for colleagues; supporting on writing copy, proofreading, branding and formatting. • Ensure that the organisation’s branding is upheld in all aspects of external communication, and that materials comply with the Centre’s brand guidelines. • Coordinate and support at key online training and events in conjunction with the relevant Project Manager. • Distributing marketing and training materials to partners and stakeholders. • Maintaining the stakeholder and contact database in Salesforce. • Work with partner organisations where required to ensure joined up communications. • Produce quarterly reports on digital metrics, highlights and statistics, identifying key trends and reasons why interaction may have increased or decreased. • Assist in the delivery of internal communications. • Work in accordance with the Centre’s mission, strategy and values. • Work at all times to promote equity, diversity and inclusion.

This job description is not intended to be an exhaustive list of duties and responsibilities. It will be reviewed and updated as the needs of the organisation evolve.

Person specification

1. Values and equalities

- Proven and demonstrable commitment to the principles and practice of equal opportunities in employment
- Identify with the aims and ethos of the Centre for Youth Impact including valuing collaborative approaches, challenging and supporting those we work with and being curious and questioning

2. Experience

- Proven experience of providing or supporting the comms and marketing function for a team/small organisation
- Experience of communicating appropriately and professionally with a diverse range of stakeholders
- Experience of generating engaging and informative website and/or social media content
- Experience of working in a busy environment and managing multiple demands
- Experience of accurate data entry and managing spreadsheets
- Experience of working in the voluntary sector or small research organisation (desirable)
- Experience of coordinating or providing logistical support for training and events (desirable)

3. Knowledge

- Knowledge and understanding of digital technologies, particularly Microsoft Office, GSuite, Salesforce, Basecamp, Drupal and design packages.
- Knowledge and understanding of the charity sector, including governance and main sources of funding (desirable).

4. Skills

- Excellent written communication skills including creative copywriting and the ability to present information clearly
- Excellent interpersonal skills and the ability to communicate with a wide range of people
- Excellent organisational skills; attention to detail and flexibility
- Proven ability to effectively manage a complex workload
- An understanding of how to measure the impact of communications and the implications this has for organisational strategy.
- Ability to work flexibly in order to meet the needs of the team and organisation.