

## Marketing and Communications Officer

Are you passionate about creating engaging digital content? Do you enjoy using different online platforms to share exciting stories? Can you help us deliver effective campaigns to raise our profile? If you answered yes, then Young Barnet Foundation (YBF) needs you!

We're looking for someone who loves working with different marketing and communications tools and who can create information that is clear, concise and attractive, to join the team in this newly created role as **Marketing and Communications Officer**.

### Summary

Hours	35 hours per week (plus statutory breaks).
Term	12-month fixed term contract, with potential extension subject to funding
Base	YBF office (east Barnet, EN4 8SG) and occasional home working
Remuneration	£24,000-£27,000 depending on experience
Accountable to	COO
Line management	Potential volunteers
Application closing date	5pm, Friday 19 <sup>th</sup> May 2023 (although applications will be assessed on a rolling basis and may close earlier than this if a suitable candidate has been found).

### We offer:

- Flexible working hours and some working from home opportunities (for the right candidate).
- Commitment to your personal training and development.
- New modern office space located in east Barnet.
- Support of friendly, welcoming colleagues, with at least quarterly team building social events and activities.
- The opportunity to be part of the wider Young People's Foundation movement and make a real difference to the local community.

### About Young Barnet Foundation

YBF is a membership organisation which supports over 200 charities, community groups and social enterprises who deliver positive activities and vital support services to children and young people in the London Borough of Barnet. We are proud members of Barnet Together and one of several Young People's Foundations operating across London, Dorset and Manchester (and the wider UK).

Our team works collaboratively, tactically, and strategically under an ethos of 'Generous Leadership' to support and build capacity within and beyond our membership, including:

- Providing members with advice, information, and networking/training opportunities; assistance with fundraising and partnership building.  
Working with local authority and strategic partners to encourage sharing of intelligence, ideas, and resources.

### **About Barnet Together**

To best support the local voluntary sector, YBF works in collaboration with two other local organisations, Inclusion Barnet and Volunteering Barnet, under the banner of Barnet Together. <https://barnettogether.org.uk/>. Together we use our collective knowledge and staff skills to best serve the community.

### **Purpose of the role**

You will support all staff to deliver inspiring content across all our communications channels and to engage our members and the wider community in our work.

You will be responsible for day-to-day monitoring of our social media channels, creating monthly news round ups, producing content for our website and social media platforms, liaising with external suppliers and supporting the team with key processes such as content planning and media monitoring and evaluation.

You should have strong writing skills, and the ability to produce various forms of content, from reports to social media posts. Ideally this will be supported with creative/design skills.

We understand that not everyone will be able to meet all the criteria fully from day one, so we are looking for potential as well as experience and skills, and we will offer on the job support and training to the successful candidate.

### **Responsibilities**

- Maintaining and growing our social media presence by developing content which connects with our members and engages the wider community.
- Day to day monitoring of our social media channels, including scheduling and posting content in line with a content plan, and responding to followers.
- Produce simple social media content, including copy and graphics.
- Proactively contribute to our social media plans by suggesting content ideas.
- Develop the engaging content and collateral needed to connect with our members and the wider community.
- Produce website content in line with key messages, including blogs and web pages.
- Produce marketing materials such as media releases, social media content, email campaigns, newsletters, and printed collateral as required.
- Work closely with key YBF staff to develop marketing campaigns and resources which comply with charity guidelines and the broader marketing strategy.
- Support the content planning process by organising content planning meetings and working with staff across the organisation to gather briefs and requirements.
- To increase our use of video content.
- Collate data from social media platforms and campaigns and produce simple reports to help the team analyse performance and optimize activities.

- Support the management of our brand guidelines and templates to deliver them consistently and coherently within our House Style so they are optimised for use across devices.
- Support the joint comms message for the Barnet Together partnership and the work we undertake as part of said partnership

## **Candidate Profile:**

### **Essential**

- Creative thinking, with the ability to generate and share ideas for content and campaigns.
- Experience of developing content for social media, including Facebook, LinkedIn, Twitter and Instagram.
- Time management and campaign organisation skills with the ability to work to deadlines and manage multiple projects.
- Excellent communication skills – you will be required to work closely with colleagues across the organisation and be happy talking to our members and the wider community.
- Excellent standards of written English, you will be required to write for different channels and audiences.
- Excellent planning and organisational skills, including ability to plan, prioritise and deliver a complex workload.
- Strong ICT skills, with experience of using Microsoft Office.
- Friendly, hardworking, and inspired to be part of a new and growing team.
- Flexible, adaptable, and proactively responsive to organisational priorities.
- Knowledge and understanding of Equal Opportunities Policy and sensitivity to equality/diversity/inclusion issues.

### **Desirable**

- Experience of working with online systems, such as Salesforce, Canva, Mailchimp and WordPress
- Quick to learn and keen to learn a range of digital platforms including content management systems and social media management tools
- Curious and informed about the media, news and current affairs, and able to spot opportunities for YBF to get involved in relevant external issues and trends
- Knowledge of membership organisations
- Experienced/track record in working in and understanding the VCFSE, especially small local groups

### **Qualities**

- Commitment to the ethos and values of YBF.
- Naturally driven/self-motivated/self-starter.
- The ability to work closely with others in a non-hierarchical setting.
- Passionate about the voluntary sector and its role in creating positive social change.
- Commitment to equality, diversity and inclusion and an understanding of how to promote them in your/our work.
- Confident decision-maker, problem-solver and always solutions-focused.
- Adaptable, open to new ways of doing things.
- Able to manage your own time and prioritise a heavy workload.

## Other terms and conditions

<b>Probation Period</b>	Three months
<b>Expenses:</b>	Staff may claim travel expenses, at the agreed rate, for journeys necessary in the course of their work. Claims for additional expenses will be reimbursed in accordance with our expense policy or funded contracts.
<b>Annual Leave</b>	25 days per annum, pro rata, excluding bank holidays. Holidays will increase in accordance with our Annual Leave Policy.
<b>Pension Payments</b>	On activation and after satisfactory completion of the probationary period, Young Barnet Foundation will contribute, in line with government requirements, into a stakeholder or personal pension scheme.

## Equality, Diversity & Inclusion:

YBF works with and supports diverse communities. Our member organisations are grassroots non-profits supporting young people in our communities. Many of these organisations are led by global majority groups. As YPFs we work with our members to elevate their work and voices. We recognise the impact of poverty and racism on our communities and aim to work actively alongside communities rather than 'doing to them' and take an intersectional approach. We also acknowledge the additional impact of discrimination experienced by women, disabled people and LGBTQ+ people of the global majority. As part of our commitment to equality, diversity and inclusion across our network, we ensure diverse communities are represented and supported in our organisation and structures and encourage applications from all sections of the community.

### Your application:

**Step one:** Please complete our anonymous equality and diversity monitoring form <https://forms.office.com/e/ayVqJ0rFej> YBF actively works to meet the aims and commitments set out in our Equality and Diversity policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of people applying to work for YBF. We need your help and co-operation to enable us to do this. The information provided will be kept confidential and will be used for monitoring purposes to ensure we are attracting candidates that reflect the communities we serve.

**Step two:** Please apply with a **covering letter and an up-to-date CV\*** (citing your relevant abilities, skills, knowledge and experience). Please use the covering letter to explain in detail how you meet the requirements of the Candidate Profile. If you are or have been involved in voluntary/unpaid activities, please also include this information. We consider flexible working requests within this role, please state your preferred hours and working pattern within your cover letter.

Failure to submit a covering letter with your CV may mean that your application is not considered.

**By E-mail:**  
[recruitment@youngbarnetfoundation.org.uk](mailto:recruitment@youngbarnetfoundation.org.uk)

**Enquiries:**  
Telephone: 0203 621 6090

CVs will be anonymised and then assessed as and when suitable candidates apply - interview dates before the end of May 2023 and will take place in person at the YBF office (or and as when suitable candidates are identified).

\*CVs and cover letters will be held for an indefinite period on our secure online filing system unless you request otherwise.

**Please note that this post is subject to appointee undergoing an Enhanced DBS, in line with Young Barnet Foundation's commitment to safeguarding. Proof of right to work in the UK is required. Young Barnet Foundation is an equal opportunities employer.**

Young Barnet Foundation offers a flexible approach to working hours, working closely with each staff member to suit their personal and professional needs. This role may require some occasional evening and weekend working.

Young Barnet Foundation will endeavour to make reasonable adjustments to the application and interview process for disabled people, please contact us if you would like to discuss this.

\*\*\*If you are viewing this role via an online job board/agency please be aware that you MUST submit your application via the instructions above to [recruitment@youngbarnetfoundation.org.uk](mailto:recruitment@youngbarnetfoundation.org.uk)\*\*\*