Role Profile

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Marketing & Communications Volunteer

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| **JOB TITLE:** | Marketing and Communications Intern |  |  |
| **REPORTING TO:** | Marketing and Communications Manager |  |  |
| **LOCATION:** | Future Youth Zone, 201-225 Porters Avenue, Dagenham, RM9 5YX |  |  |
|  |  |  |  |
| **THE PERSON:** | Do you have a passion for using the power of communication to positively change the lives of young people? Are you a creative, imaginative person with a keen eye for detail who can use those skills to tell the stories of Future Youth Zone? | | |
| **KEY RELATIONSHIPS:** | Marketing and Communications Manager, Head of Youth Work, Young people and parents/carers and Future Youth Zone’s staff, volunteers, partners, and stakeholders | | |

**JOB PURPOSE:**

You will be supporting the Marketing and Communications Manager in planning, co-ordinating, producing and publishing appropriate content for all Future’s social media channels and its website. You will play an important role in looking at how Future builds its presence online and communicates itself to all stakeholders (young people, parents, partners, funders). The role will be working directly with young people to support them to tell their stories in a creative, engaging and fun way that showcases Future and the impact we have made for young people in the local area. You will assist in monitoring our social media platforms and our website and make a commitment to continuous improvement to ensure positive outcomes for young people.

This role will support the organisation to maintain and improve our online presence and communication with all stakeholders. We will be able to collect more impact stories and stats about the work we do to help support the need for Future Youth Zone in the Barking and Dagenham.

**CONTEXT OF THE POST:**

Future was the first Youth Zone in London opened by the national charity, OnSide in Spring 2019.

Future, like all OnSide Youth Zones, exists to give young people, particularly those who are disadvantaged, somewhere to go, something to do and someone to talk to. Each Youth Zone is open 7 days a week, at weekends and during school holidays, with the purpose of supporting young people to become happy, healthy and successful adults.

The Youth Zone supports young people like [Monique, Owen and Bola](https://www.youtube.com/watch?v=hfQsJCqgsFI) to grow and develop.

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**DUTIES AND RESPONSIBILITIES**

* Together with the Marketing and Communications Manager, develop and implement a communications plan and social media output that is inspiring, innovative, and engaging.
* Collect stories, images, videos, and stats that are able to showcase the impact Future has for young people and in the local area.
* To support the delivery team during sessions with young people, to capture content and stories used to promote and communicate the charity
* To be responsible for updating Instagram stories on session
* To create engaging and exciting TikToks with young people and the team
* To work directly with young people to develop their communication skills and give them the confidence to share their stories.
* To have great energy and establish positive relationships with young people, the wider youth work team and visitors to the Youth Zone.
* To respond to the needs of young people and ensure Future’s marketing and communication is young people lead.
* To support and motivate volunteers enabling them to feel comfortable and confident to communicate their experience at Future Youth Zone.
* To work flexibly to ensure the needs of the organisation are met. This will include working evenings and weekends
* To ensure young people are at the heart of all Future’s communications and that their ideas contribute fully to our output.
* To assist with any promotional activities and visits that take place at the Youth Zone.
* To actively promote and be a spokesperson for the Youth Zone and positively contribute towards increasing awareness and promotion of the Youth Zone.
* To be able to think on your feet and react quickly.
* Ability to enthuse others, including staff, volunteers, and young people.
* To be an active member of the team and operate in line with the values and principles of Future Youth Zone
* Carry out any other reasonable duties as requested by management

**Person Specification**

Applicants must demonstrate in their application form that they currently have the experience and use the skills outlined below or have used them previously in employment, education, training, volunteering etc.

**Person Specification**

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| --- | --- | --- |
| **Selection Criteria\***  A = Application Form I = Interview T = Test/Personality Profile | **Essential or Desirable** | **Method of Assessment** |
| **Experience** | | |
| Keen and willing to learn | Essential | A & I |
| Experience of working with young people from diverse background | Desirable | A & I |
| Experience of maintaining any social media accounts | Desirable | A & I |
| Experience of team working | Essential | A & I |
| **Qualifications** |  |  |
| Level 2 English qualification or equivalent | Desirable | A |
| **Skills** |  |  |
| Ability to engage and communicate with young people | Essential | A & I |
| Creative and innovative approach to producing communications content | Essential | A & I |
| Able to work as part of a team and under own initiative | Essential | A & I |
| Able to communicate effectively with young people, parents, team members and wider stakeholders | Essential | A & I |
| Good written and oral communications skills | Essential |  |
| **Knowledge** |  |  |
| Knowledge of creative/editing software’s (e.g. iMovie, Adobe Creative Cloud, Canva) | Desirable | A & I |
| Familiar with all the latest social media applications and how to effectively use them. | Essential | A & I |
| Knowledge of website Content Management Systems (CMS) e.g WordPress | Desirable | A & I |
| **Special Requirements** |  |  |
| A willingness to work unsociable hours when required | Essential | A & I |
| Enhanced DBS clearance and committed to Safeguarding Children | Essential | A & I |
| The willingness to be part of a wider team and understand the core Youth Zone delivery model and values. | Essential | A & I |

\*\* Selection criteria for guidance only, alternative methods may be used to assist the selection process

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**The strength of the OnSide Network of Youth Zone is the diversity of its people, we place huge value on different people doing things in different ways and we welcome applications from what might be considered non-traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country.**

For information regarding how Future Youth Zone and OnSide Youth Zones process your data, please visit www.futureyouthzone.org/privacy-policy/

**OUR VALUES AND STAFF BENEFITS:**

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