



Job title: Comms and Marketing Officer

Line managed by: Young H & F CEO

Salary: £27,500 (pro rata)

Hours: 30 hours per week (4 days a week)

We have a flexible working policy that enables these hours to be worked over multiple days, with remote working where appropriate and in agreement with your line manager.

Location: Lyric Theatre and the borough of Hammersmith & Fulham.

Contract: 12-month fixed term contract with the opportunity for extension following a successful review.

Start date: September 2022 (negotiable)

Benefits

- Employer's pension contributions are offered at 6%
- Expenses
- Work phone
- Cycle to Work Scheme
- Tech Scheme for discounted purchases of new personal laptops/smartphones etc. with easy set up on payroll payments
- One to One external supervision to help with employee's personal progression and development
- Occasional team lunches and away days activities

About Young H & F

Young H & F is a **Membership** charity that was formed in 2017 in response to local need for the Voluntary Children and Young People's sector. It has approximately 90 organisations signed up as Members and continues to grow its impact for the local area.

Our **Membership** is open for everyone that engages with children and young people aged 0-25 years. This includes youth clubs, charities, schools, businesses, voluntary groups, and the public sector.

** Our vision is to make Hammersmith & Fulham the best place it can be to grow up*

** Our mission as a Membership Charity is to support our members to provide brilliant and meaningful opportunities for children and young people*

We will do this by:

- Raising and distributing funds to deliver activities
- Creating collaborative networks of professionals
- Developing organisations to be effective and efficient
- Campaigning for young people



Our Values

- **Accountability:** The organisation takes responsibility for using resources efficiently to achieve measured results. We are accountable to our Members, Partners, and most importantly, to the children and young people of H&F
- **Ambition:** To make informed partnerships and cooperation central to all our activity with the expectation to set aspirational but realistic goals; we are committed to improving the quality of all our activities and the relationships that underpin them
- **Collaboration:** We respect and value others and understand diversity is a strength, while working to develop our joint impact in terms of making a positive difference for the children and young people of H&F.
- **Creativity:** As an intelligence led organisation, we are open to innovation and new ideas, we welcome change, avoiding risk aversion, in order that we can, alongside partners, develop sustainable solutions for the children and young people of H&F.
- **Integrity:** We look to operate to the highest standards of individual, group, and organisational honesty and behaviour; consistently acting in the best interests of children and young people. A crucial aspect of this is the promotion of an effective, efficient, and so 'joined up' response to the needs and wants of children and young people of H&F

Our Principles

- Bring organisations working with people together on equal terms
- Celebrate the cultural identity of youth organisations and young people
- Promote local development and ownership of youth provision
- Work collaboratively to build the foundations for community involvement
- Dedication to continuing participatory review and evaluation, which includes regular feedback from all stakeholders, to establish the effectiveness of our action

The Role

This is an exciting opportunity to join Young H & F as we aim to increase awareness of our brand, clarify our offer and to enhance our overall comms capabilities.

The Comms and Marketing Officer will be responsible for supporting the organisation increase its impact by reaching our audiences, which include charities, local government, and businesses. This will be through promotion and marketing, content creation and distribution, and through a first class offer to our Membership.

This role will create our organisation's Communications Strategy and put into place efficient operational systems to deliver that strategy. There will be the need to build effective and proportionate analytical processes to ensure we are aware of the impact of our work and can tell the story of the difference we are making.

A unique opportunity within this job will be to act as a source of advice and guidance for other charities who sit within our Membership.

Key internal relationships

- Partnership Fundraising Officer
- CEO

Key external relationships

- Membership of Young H & F – over 90 organisations including youth clubs, charities, schools and businesses
- Local authority
- Funders and stakeholders commensurate with the role



Job Description

- Develop and deliver an impactful and effective communications strategy for the charity.
- Leading the development and delivery of communications systems that support the delivery of the strategy
- Increase our impact and presence through marketing of Young H & F as a brand
- Design and deliver project specific communications to promoting our offers and projects
- Developing website, and supporting increased usage
- Managing social media channels
- Creating and coordinating content for social media, website, and emails
- Managing Young H & F weekly newsletter
- Provide impact reports on comms engagement
- Analyse data from comms activities with the aim of continuously improving our engagement
- Support the Membership's Comms capabilities through advice and signposting

Person Specification

Essential

- You share our Values and Principles and be committed to supporting children and young people through our membership
- You'll have first class Comms and Marketing skills and be able to develop great content
- You'll understand the role of comms in supporting the delivery of a strategy and to be able to turn this to action
- You'll have great attention to detail and accuracy
- You'll be able to work to multiple work streams
- You'll have professional experience of managing social media channels
- You will have developed and managed websites
- Strong IT skills with experience of working with MS Office applications, photo editing and design software
- You will be creativity, a critical thinker, and have interpersonal skills so you can work well in a small team
- You'll promote equality and value diversity in all working relationships

Desirable

- Developing a brand
- Administration of What's App groups
- Understanding the challenge of comms in the Voluntary sector
- Experience of working with a Membership.

Specific targets:

- 75% of Members advertising services on our website
- Increase in engagement of website (TBD)
- Increase of followers and engagement with social media (TBD)
- Newsletter with open rate of at least 20% and click-through rate of at least 2%
- 80% of the Membership part of the What's App group



Process

Deadline for applications: **Friday 25th July**

Invite to interview: **w/c 1st August**

Interview: w/c of **8th August**

Job offer by **Friday 19th August**

This schedule is subject to change

Any candidates submitting CVs without Cover letter will not be considered.

You will have to undertake an Enhanced DBS disclosure prior to employment.