



Job Description

Job Title	Marketing and Communications Coordinator (temporary)
Reports to	Head of Fundraising and Development
Location	Croydon (initially remote working)
Salary	£31,392 pro rata
Hours	2.5 days (17.5 hours) per week – 6-month contract
Direct reports	None
Closing date	Monday 21 st September 2020 at 9am
Interview date	Tuesday 29 th September 2020

Purpose of the job

Young Roots' mission is to improve the wellbeing and life chances of young refugees and asylum seekers. Working mainly in London, through a mix of youth and sporting activities, and 1:1 casework support we are focused on improving the social isolation, communication skills, wellbeing and leadership skills of young people.

The Marketing and Communications Coordinator will play a key role in developing our Marketing and Communications Strategy, amplifying the voices of young refugees and asylum seekers. You will champion Young Roots and be responsible for using a range of Marketing and Communications techniques to grow our supporter base, promote our appeals, and recruit and retain donors in order to maximise income.

Scope of the job

This is an exciting time to be joining Young Roots. We are in the process of developing a new strategic plan and direction for the organisation. Young Roots has grown significantly over the last three years and this trajectory is set to continue with campaigning for change being a key pillar of our new strategy. The role of the Marketing and Communications Coordinator focuses on leveraging our brand and messaging to positively impact on all aspects of the organisation. Whether it's meeting the needs of more young people, attracting new funders, supporters and corporate partners or influencing government policy, you will play a key role in the supporting the organisation.

Key responsibilities:

Strategic development of our marketing work

- Work strategically to raise awareness of the experiences of young refugees and asylum seekers and the work of Young Roots
- Play a key role in the development of a 3-year Marketing and Communications Strategy with digital development fully integrated, informed by our new Strategic Plan and Fundraising Strategy.
- Be a brand champion ensuring all our external communications and materials are in-line with brand guidelines

Delivery of Marketing and Communications works

- Working closely with the Head of Fundraising and Development and our CEO, create and schedule content across our email, social media channels, Facebook, Twitter and LinkedIn with the aim of building engagement with our supporters, increasing our number of supporters, increasing funds and increasing engagement in our calls to action.
- Working closely with the staff team, develop Young Roots' approach to storytelling and visual and audio content while being respectful of young people's right to, and sometimes need for, privacy.
- Inform the development of our new website, ensuring it amplifies the voices and stories of young refugees and asylum seekers, the work of Young Roots and lends itself to a positive user-journey
- Develop fundraising packs to support a wide range of individuals and groups to fundraise for Young Roots
- Working closely with the CEO, develop content and support the production of our Annual Review and Financial Report

General responsibilities:

- Work effectively with colleagues and external partners to achieve the aims and objectives of the charity, displaying the values of Young Roots at all times
- Attend and take part in training as agreed with your manager
- Attend regular one-to-one meetings, project planning, team and external meetings as agreed with your line manager
- Read, understand and agree to Young Roots child protection/safeguarding policy
- Read, understand and implement the Young Roots Equal Opportunities and Youth Participation statement.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Person specification

Experience	
Minimum three years relevant experience in marketing and/or communications	Essential
Experience of working in the charity sector	Essential
Demonstrable experience of marketing approaches and a proven track record of engaging new audience through online/offline communications channels	Essential
Experience with managing social media channels and driving digital content across Facebook, Twitter and LinkedIn	Essential
Experience of creating and scheduling content plans	Essential
Experience of web page and e-newsletter design	Essential
Experience of driving fundraising results through marketing channels	Essential
Demonstrated experience of achieving results through working independently and within a team environment	Essential
Experience of acquiring new donors	Desirable
Experience of using a database to manage supporter data and analyse fundraising performance	Desirable
Experience of using Google AdWords, PPC, SEO, CMS (WordPress), email platforms (MailChimp), social media advertising and other digital marketing tools to engage new audiences and drive traffic	Desirable
Knowledge	
Strong understanding of and empathy for the challenges experienced by young refugees and asylum seekers	Essential
Knowledge of child protection issues and safeguarding processes including in relation to social media, marketing and other external communications	Essential
Knowledge of the UK asylum and social care systems for Unaccompanied Asylum Seeker Children, young asylum seekers and refugees	Desirable
Skills	
Highly developed digital marketing skills with the ability to write for different audiences and a range of content	Essential
Excellent attention to detail, strong copywriting and design skills	Essential
Basic analytical and project management skills with proven experience of meeting and juggling multiple activities simultaneously	Essential
Excellent planning and organisation skills and the ability to work to deadlines under own initiative	Essential
Well-developed IT skills, Microsoft Office IT skills, including Microsoft office, social media, and websites	Essential
Excellent interpersonal skills	Essential
Excellent influencing and persuading skills	
Personal qualities	
A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results	Essential
Commitment to fulfilling the organisation's strategic objectives	Essential
Commitment and understanding to actively promoting the principles of equal opportunities and anti-racism	Essential
Commitment to the principles of youth participation	Essential