



## Young Westminster Foundation

**Job Title:** Marketing and Engagement Officer  
**Contract:** Full time (Can be flexible in offering a part time role for the right candidate)  
**Salary:** £28-30k p.a. dependent on experience  
**Location:** YWF Office, Soho & YWF Youth Hubs with opportunity for flexible working and remote working.

The Young Westminster Foundation (YWF) is looking for a Marketing and Engagement Officer to join the team. We're looking for someone with experience of using creative digital content to reach new audiences and engage with diverse communities.

The successful candidate will support our Communications & Marketing Manager and Westminster's Youth Hubs in collaboration with the wider YWF community. You will develop and manage high quality digital marketing campaigns to help grow the awareness & digital footprint of Westminster's youth organisations. You will optimise marketing presence & performance via events, print publications, web, social media and other online channels; ensuring innovation and the testing new ideas. This will support Westminster's Youth Hubs in their recruitment & retention of members and partners in addition to their income generation capability and local/regional influence.

The role will be central to our ambition to listen and respond to the needs of its Westminster community; designing & delivering campaigns with young Westminster residents.

This role will suit someone with experience working and engaging with young people & diverse communities. You will be keen to develop their skills and knowledge within a start-up environment whilst gaining unique exposure to the youth sector within Westminster and pan-London, with the opportunity to network with and learn from a range of stakeholders, whilst positively impacting the lives of young people within the borough.

### Responsibilities:

- Working collaboratively with Westminster's Youth Hubs, YWF Members and young people to develop and manage a pan-Westminster marketing, campaigns and digital strategy.
- Supporting plans to grow opportunities for membership and partnership recruitment/retention and income generation, including liaising with schools and businesses.
- Listening and developing relationships with the wider Westminster community.
- Intuitive approach to managing online platforms and content management systems. Developing engaging content, following brand style and tone of voice for; website, venue bank, social media, email, SEO, email marketing activity via regular newsletters; planning and delivery of regular digital marketing campaigns. Identify trends and insights and optimise performance for a range of audiences based on the analytics. Keep up to date with new marketing opportunities, platforms and technologies.
- Supporting YWF Youth Hubs in digital outreach and the wider Westminster outreach youth work strategy. Including training and up-skilling of Youth Hub staff and volunteers around Marketing & Communications

- Lead on the evaluation and analysis of the impact of Westminster Youth Hubs, working in collaboration with external specialists such as the Centre for Youth Impact
- Facilitating and developing long term relationships between Youth Hubs and the wider Westminster community, including businesses
- Support the Hubs in a wider role of developing systems for monitoring and capturing impact to provide insight and evidence to further the marketing and outreach of the Hubs

**What we are looking for:**

**We are looking for someone with excellent creative communication and digital skills together with a passion for supporting your local community and for giving young people a voice.**

Communication skills – you will have good written and verbal skills and will be able to communicate with a range of audiences

Experience within a digital, marketing or communications role -

- Understanding of SEO and paid social
- Intuitive approach to new online platforms and content management systems
- Experience of managing social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok) and developing engaging content, following brand style and tone of voice
- Experience of using Adobe Suite for digital and print design
- Experience of using website CMS eg WordPress

Interpersonal skills – you have good interpersonal skills and some experience of engaging with a diverse group of people

Mucking in – working in a small team with tight resources you will not be shy about helping out with getting things done but in return you will get flexible working arrangements and a fun working environment.

The cause – you will be passionate about our vision to support children and young people and be aware of the issues young people are facing.

Accessibility: Please note that our office is located on the fourth floor without lift access.

**Closing date for applications:** 13 September 2020

**Interview date:** W/C 21 Sept 2020