

Company number: **07448744**

Charity number: **1139685**



**YOUNGROOTS**

Supporting young refugees

# Young Roots Application Pack

## Communications & Engagement Officer



# Communications and Engagement Officer

**Hours: 35 hours a week, permanent, full-time**

**Salary: £30,310 per annum**

**Reports to Communications and Impact Manager**

## **Location:**

This role is primarily based in our Croydon office with occasional travel to our Brent and Kings Cross offices and activities, and an all-staff meeting in central London once per month. However, our hybrid working model allows staff members to do some homeworking.

## **Benefits**

25 days holiday per year plus bank holidays and incremental leave (pro rata), extra days over the holiday period, flexible working, occupational sick pay; occupational pension contributions; Employee Assistance Programme; and a wide range of opportunities for skills development.

## **Job description**

### **The Role**

Are you a self-driven creative, keen to use your communications skills to build awareness of our work and impact? The Communications and Engagement Officer will use their creativity, strong digital marketing and written skills to amplify the voices of young refugees, develop compelling content for fundraising appeals, build momentum around our policy and campaigns work, and create engagement opportunities and sustained connections with our supporters and key stakeholders.

We are looking for someone with strong admin and coordination skills to champion Young Roots and our work, with young people's voices at its core, to new and diverse audiences, growing our supporter base and unrestricted income through appeals. Your willingness and ability to collaborate and build relationships, both internally and externally; your creativity and compelling storytelling; your passion to be part of bringing about real change for refugees; and your skills in sharing our work to engage the public, will be key to the success of this role.

Young Roots is committed to youth participation and to continuously embedding our approach to Diversity, Equity and Inclusion across all our work. As such, the Communications and Engagement Officer will work closely with our delivery teams and with young people to facilitate co-creation within our communications.

You will be part of a dynamic, collaborative, and supportive Fundraising and Development team within an empowering, values-led organisation that creates opportunities to learn and is focused on the wellbeing of its staff team.

This role will involve occasional evening and weekend work to attend youth activities and fundraising events. We have a TOIL (time off in lieu) policy in place for work undertaken outside usual hours.

## **KEY RESPONSIBILITIES**

### **Content creation and communications development**

- Managing Young Roots' social media channels, creating relevant and timely content to engage and grow our audiences
- Writing communications for our supporters and corporate partners, including producing regular newsletters and managing contact lists in line with GDPR regulations
- Creating compelling content to engage supporters in our fundraising appeals
- Collaborating with our delivery teams to create compelling content to inform audiences about our work and impact
- Working with young people to co-create content and support skills development
- Creating communications plans for events and developing promotional materials
- Contributing to the wider communications plan and strategy
- Measuring analytics of social media, website, and newsletters through monthly reports to understand the impact on audience engagement and growth (reflecting KPIs) and develop a deep understanding of our demographics and potential new audiences
- Regularly reviewing and updating our website to reflect current projects, priorities, and impact

### **Policy and campaigning communications**

- Developing assets and content for our policy and campaigns work, and playing a key role in the visibility and reach of our campaigns
- Daily review of relevant news and social media to identify issues to which we should respond
- Administrative response to media enquiries

### **Wider communications coordination**

- Managing design requests from delivery teams
- Managing and developing our communications assets (photos, videos, graphics)
- Overseeing the development of Google Ads
- Working with the Community and Events Fundraiser to support the design of marketing materials
- Supporting the recruitment and management of communications volunteers, including young people we work with

- Supporting fundraising events alongside the Fundraising and Development team
- Working with the HR Manager to update and maintain the staff intranet
- Working flexibly alongside other members of the team to undertake other reasonable requests as appropriate

### **Other responsibilities**

- To attend and take part in training as agreed with your manager
- To maintain links with key external providers, professional bodies, and other partner charities
- To attend regular one-to-one meetings with your line manager, project planning, team, and staff, and debrief meetings as agreed.
- To read, understand, and agree to Young Roots' child protection/safeguarding and other policies.
- To read, understand, and implement Young Roots' values, the Young Roots Equal Opportunities and Youth Participation statements.

***This job description is not a definitive or exhaustive list of responsibilities but an identified list of the key responsibilities and tasks of the post holder.***

## **PERSON SPECIFICATION**

**The successful candidate will have:**

### **Experience**

#### *Essential*

- Experience in a communications role, ideally in a non-profit environment
- Experience of successfully growing and mobilising audiences, for example asking members of the public to take campaign action
- Demonstrable experience of creating digital communications
- Experience of social media management and familiarity with evolving digital media platforms
- Experience of driving fundraising results through communications
- Experience of creating graphics for digital communications

#### *Desirable*

- Experience using Google Analytics
- An understanding of SEO best practices
- Experience of paid social media or Google Ads
- Experience of website management
- Some experience of or ability to work with people with lived experience

### **Knowledge**

#### *Essential*

- Some understanding of and strong empathy for the challenges experienced by young refugees and asylum seekers
- Awareness of child and vulnerable adult safeguarding

#### *Desirable*

- Some knowledge and understanding of our priority campaigning issues

### **Skills**

#### *Essential*

- Ability to design, create and implement a social media campaign
- Excellent written and verbal communication skills
- High levels of accuracy and attention to detail, with the ability to proofread text and identify trends through data analysis
- Ability to work within brand guidelines and tone of voice, diversifying content for different audiences
- Strong IT skills, with experience of scheduling tools, content management systems, design tools and email marketing platforms
- Ability to manage multiple tasks to tight deadlines

### **Personal qualities**

#### *Essential*

- A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results
- A passion to communicate Young Roots' values and defend the interests of the young people we support
- Creative thinking
- Excellent interpersonal skills
- A collaborative approach to working with colleagues and partners
- Commitment to the principles of youth participation
- Commitment to fulfilling the organisation's strategic objectives

We would particularly value lived experience of the asylum system.

Young Roots recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage applications from people of all backgrounds, particularly those who can face disadvantage in employment, such as people from Black, Asian and minority ethnic backgrounds, LGBTQ+ individuals and people with disabilities. As an organisation that supports refugees, asylum seekers and migrants, we particularly welcome applications from people within these communities.

We offer a guaranteed interview for those with lived experience of the asylum system and those with disabilities, where they meet the essential elements of the person specification. If aspects of the application process create barriers to you applying and you'd like any adjustment to the process or you'd like an informal discussion or advice on your application, please get in touch at [london@youngroots.org.uk](mailto:london@youngroots.org.uk).

We would also like to alert you to the existence of organisations which supporting people from under-represented groups to access employment, who can advise you on applying for this role. For example, Scope, Young Women's Trust and Experts by Experience. Young Roots is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. We operate a system of safer recruitment and employment is subject to receipt of satisfactory references, pre-employment checks and a DBS check.

### **To Apply:**

To apply, please submit your CV alongside a personal statement by the closing date outlining how you would be a great fit for the role. Your personal statement should be no more than 800 words, answering the following questions:

1. What is your motivation for working with Young Roots?
2. What is your motivation for applying for this role specifically?
3. What skills and experience would you bring that will enable you to be successful in this role? Please ensure you refer to the essential criteria on the person specification and provide examples to demonstrate how and where you meet the criteria.

You may submit your personal statement in writing, or via video.

If you have any questions regarding this role, please contact [london@youngroots.org.uk](mailto:london@youngroots.org.uk) in the first instance.

**Closing date: Sunday 22<sup>nd</sup> September at 11.30pm**

**Interview date: Monday 30<sup>th</sup> September (in person)**

**Second interview for shortlisted candidates (with young people): Thursday 3<sup>rd</sup> October (evening, location TBC)**

## About Young Roots

Founded in 2004, Young Roots works with young refugees and asylum seekers aged 11-25, in London, to improve their wellbeing and fulfil their potential. We provide direct services for young people, including youth and sporting activities, one-to-one intensive Casework support, access to therapeutic and legal support, English-language learning, and youth leadership. We run services in Croydon, Brent, and Kings Cross supporting hundreds of young refugees and asylum seekers each year, from 40+ countries, many of whom are unaccompanied.

We have an ambitious strategic plan for 2021-2024, framed by our values, which includes our aim to draw on our deep understanding of the challenges young refugees and asylum seekers face to advocate for better systems and policies, both locally and nationally, with and for the young people we support and the wider community of refugees and asylum seekers in the UK.

Young Roots is committed to its responsibilities under safeguarding and expects all staff and volunteers to share this commitment. This post is subject to a satisfactory DBS disclosure, as well as a need for a full employment history and up-to-date employment references. Please note, that we are only able to accept applications from candidates who are eligible to work in the UK. We are unable to progress applications that would require sponsorship.

Young Roots is an equal-opportunity employer. People with lived experience of the asylum system, from Black, Asian, and minority ethnic backgrounds, LGBTQIA+ individuals, and people with disabilities are strongly encouraged to apply.

No agencies, please.

### **Our Vision**

A world where all young refugees and asylum seekers realise their rights and fulfil their potential.

### **Our Mission**

To work alongside young people and support them to improve their wellbeing and life chances.



## Our Values

Young Roots will involve young refugees and asylum seekers, and others who are 'experts by their experience', at all levels of the organisation. We will have a human rights and asset-based approach, and prioritise youth participation and leadership.

Young Roots will develop their approach to diversity, equity and inclusion throughout the organisation, consciously recognising and working to rectify inherent inequity within our society and how this manifests itself at Young Roots. We will particularly work to ensure representation amongst staff, trustees, volunteers and facilitators.

Young Roots welcomes all young refugees and asylum seekers from anywhere in the world, irrespective of religion, sexual orientation, disability, gender, race, religion and belief. We strive to address inequity faced by young people based on their identity.

Young Roots promotes collaboration and working in partnership with relevant organisations in order to provide the best possible services, activities and projects.

Young Roots aims for excellence and best quality in all that we do, valuing responsiveness, understanding, respect, responsibility, creativity, knowledge, participation and kindness.

Young Roots values staff and volunteer wellbeing and strives to provide a working environment that will allow the development of a diverse team to deliver their best work.

*"Being listened to by the staff has helped me a lot. There were so many times, I felt so overwhelmed and needed to someone just to listen to me."*

*"I had a dream about coming to the UK - a dream for a better life and future. But it has been a struggle for the years that I have been here. I have had some terrible experiences. Young Roots have helped me get over some of those experiences and to look forward."*



*“I have become more confident to speak up and enjoy my time. I used to have no one at UK to support me but Young Roots is like a family to me.”*

*“I was worried about the future but now I feel supported.”*



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## **Young Roots**

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