

Job Pack

Communications and Events Officer

(Remote working/Hybrid working available in London, Manchester, Cardiff)

One Million Mentors is a unique community-based mentoring system with one simple aim. To transform our society by connecting one million young people with one million opportunities.

This is social change...at a national scale.



1MM's Approach to Mentoring

1MM mentoring empowers young people to become the best version of themselves: building relationships - free of assumption and judgement - where they benefit from another's experience and perspective and can think bigger, find their own answers and take the next meaningful step into their future.

We recruit, train and deploy volunteer mentors, matching them with mentees and providing high quality support to both so that they are well prepared and can have an effective and impactful mentoring relationship. Our mentoring is one to one, for young people aged 14-25 years old, for 1 hour, once a month, for up to a year.

Where are we now?

One Million Mentors (1MM) is an exciting community-based mentoring programme, quickly growing roots around the UK. Our aim is to recruit, train and deploy a million mentors in order to transform a million young lives.

This ambitious programme backs the talents of young people to improve their career chances. 1MM was founded on the belief that through personal, one-to-one mentoring, more young people can grow the knowledge, networks, skills, and confidence they need to succeed.

Through our innovative online platform and personalised mentoring, young people are connected with an ever-growing network of businesses and professionals. 1MM harnesses and shares the experience and expertise of local leaders to provide face to face, 1:1 structured support and opportunities to young people to improve their social networks and employability prospects.



We work with regional Mayors, local councils, employers, youth partners and communities to support key strategic priorities such as the Catch Up Agenda in schools, cost of living crisis, labour and skills shortage as well as supporting the wellbeing of young people in these challenges and unprecedented times.

Over the past five years 1MM has established nearly 5,000 one-to-one mentoring relationships across Greater Manchester, the West Midlands, East London and the Cardiff region. We have gained important insights at the local level, from our 100 plus youth partners and over 200 local employers of the key opportunities and barriers for engaging in mentoring.

Over the next three years our strategic priorities are to scale up mentoring across all our existing regions, expand into new regions and secure a diverse funding portfolio in order to sustain our scale and ambition.

We are looking to achieve a million connections in the next 10 years.

That's where you come in!

Communications & Events Officer Job Description

One Million Mentors' aim is to ensure that every young person in the country has access to a trained mentor as they transition into adulthood. We believe that facilitating and investing in mentors will help to address the skills gap agenda and improve social cohesion.

Founded in 2017, 1MM has already successfully established itself as *the* most spoken about national mentoring organisation in the UK. This is an opportunity to join a small, agile team, in a values-driven and digital-first organisation, as we embark on a further step change: continuing to deliver impactful, meaningful mentoring relationships as we scale our offer to reach a significantly greater number of young people.

Our Communications & Events Officer needs to be passionate about our work, to thrive in a fast-paced and dynamic culture and be capable of bringing creativity and rigour to cost effectively promote our work, and engage, recruit and retain the mentees, mentors and partners of the 1MM community.

Reports to: Head of Learning & Development.

Main purpose of role

To enable the delivery of 1MM's communications strategy, across the organisation, to extend our reach and build engagement within our community: ensuring we cost effectively produce and deploy powerful content and co-ordinated messages across all our communications channels, and a broad range of audiences, alongside the promotion and administration of our events programme.

Key responsibilities

Communications

- To plan, create/ensure the delivery of high quality, engaging written, visual, audio and audiovisual content for our social media channels and website in order to drive our brand, raise our public profile, increase understanding of our work, promote recruitment, inspire our community, foster loyalty and increase financial and other support.
- To liaise with external agencies, and individuals involved, to ensure the creation of (planned) communications assets (e.g. via filming, photoshoots) delivers the required outcomes on time and within budget.
- To coordinate and work closely with the 1MM team to maximise the value of our interactions with various stakeholder groups in terms of a) developing (ad hoc) communications assets (case studies, quotes, videography, photography) and b) opportunities to use these interactions as a basis for social media posts and website news.
- To manage our day-to-day social media schedule to accommodate demands from across the organisation and oversee and respond to all activity and engagements on social media channels (Facebook, LinkedIn, X, Instagram).
- To manage the content of our website, ensuring it is updated i.e. both remains accurate and is periodically refreshed.

- To plan, arrange and host interviews for the 1MM podcast series, ensuring it attracts an increasing audience.
- To supervise the content on/usage of our YouTube channel (and potentially other video sharing platforms).
- To draft content (copy and visuals) for all our communications collateral, paid and promoted advertising and corporate reporting, using tools such as Photoshop and Canva where necessary.
- To maximise the value we extract from all communications assets by ensuring that content is evergreen and used across a variety of channels.
- To ensure all communications assets (case studies, quotes, infographics, photos, videos...) are captured, collated, editable and made easily accessible for further use, including implementing GDPR protocols where appropriate.
- To use and report analytics and other data to test and inform improvements in the delivery of communications, in the context of the 1MM communications strategy and business plan.
- To ensure the implementation of 1MM branding across all communication outputs.
- To provide advice and guidance to the 1MM team on the use of (especially digital) communications when requested.

Events

- To work with the team to increase engagement in/via events by using effective marketing and promotion.
- To help ensure that our online, face-to-face and hybrid events [e.g. L&D workshops, mentoring celebrations, 1MM corporate events] are delivered effectively by contributing to their content and supporting the booking, administration, evaluation and post-event processes as required.

General Responsibilities

- Embody our values, embrace our culture and follow our working practices.
- Collaborate effectively with SMT and members of the broader 1MM team.
- Work constructively together, share lessons learned, and take the time to connect, especially when working in a remote environment.
- Take responsibility and be accountable for work within your remit.
- Be proactive and solutions focused.
- Improve personal competence through continuous professional development and staying abreast of new developments.

- Abide by all organisational policies, procedures and codes of conduct, including working to administration and communication protocols and supporting diversity and equality of opportunity in the workplace.
- Work within our IT framework - using apps and software as directed.

1MM Communications & Events Officer Person Specification

This sets out the essential competencies we are seeking for this post. Please ensure that your CV demonstrates how you meet the competencies. In your Covering Letter you should highlight how you demonstrate two of these competencies in more detail, with the opportunity to demonstrate how you are working towards any competencies you feel you are lacking in.

Experience

1. Generating engaging content in a variety of ways for e.g. social media posts, web updates, advertisements, press releases, corporate communications.
2. Using social media (Facebook, LinkedIn, X, Instagram or similar) and managing website content to proactively and reactively deliver successfully targeted messages.
3. Creating, editing and repurposing written, visual, audio, and audiovisual content.
4. Promoting and administering at least small scale events.
5. Liaising with individuals, partners, suppliers and businesses to develop and deliver successful communications and events.
6. Measuring and reporting on the effectiveness of communications and events.

Skills, knowledge and aptitudes

1. Strong organisational, time management and administrative skills with the ability to prioritise workload, focus on the task at hand and meet deadlines.
2. Highly developed written and oral communication skills. Able to absorb and present complex information coherently and concisely, and to convey messages engagingly and with impact.
3. Excellent attention to detail and an eye for design.
4. Good understanding of different social media platforms, including their strengths and weaknesses.
5. Good level of competency with all MS Office 365 applications or their Google equivalents
6. Able to form and maintain positive working relationships with key internal and external stakeholders to successfully deliver required outcomes – a people person.

Personal qualities

1. Creative and innovative.
2. Solution-oriented.
3. Collaborative - with the confidence both to work with others and self-sufficiently.
4. Capable of working under pressure and coping with situations calmly and effectively.
5. Willing to learn new processes, skills and to be adaptable to change.
6. Enthusiastic and driven to contribute to 1MMs mission.

We also expect all applicants to be able to demonstrate a commitment to anti discriminatory practice and equal opportunities, with an ability to apply awareness of diversity issues to all areas of work.

What we have to offer

The role offers:

- The opportunity to be part of a dynamic, values-driven organisation working to achieve lasting social change.
- A unique opportunity to work across the business, public and third sector to develop innovative ways of harnessing the potential of young people in Britain.
- An exciting opportunity to shape a growing organisation.
- Monthly team learning and development sessions.
- 15 hours per year volunteering allowance.

Terms and Conditions:

This is a full time role offered in either London, Greater Manchester, West Midlands or Cardiff, on a 6-month contract, (continuing subject to funding). This is a remote working role (hybrid working is available in Manchester, London or Cardiff).

Remuneration and benefits: Salary bracket of £25,000 per annum (pro rata), up to 6.5% employer pension contribution and 25 days holiday per year (pro rata).

How to apply

Application is made by submitting **a CV and a Cover Letter**: The CV should be tailored to demonstrate how you meet the competencies.

The Cover Letter should highlight how you demonstrate two of these competencies in more detail, with the opportunity to demonstrate how you are working towards any competencies you feel you are lacking in. The Cover Letter should also detail why you are interested in the role, why you want to work for One Million Mentors, and how your values match those of our own. The Cover letter should be no more than 2 pages of A4. **Applications without a cover letter will not be considered.**

We encourage applicants from diverse and underrepresented backgrounds to apply to this role.

One Million Mentors is committed to ensuring all necessary steps are taken to protect children and adults at risk from harm. All 1MM staff are expected to observe professional standards of behaviour and conduct their work in line with our Safeguarding Policies.

Any Employment with One Million Mentors will be subject to the following checks prior to your start date:

- A self disclosure form
- A satisfactory police record check to include a Disclosure and Barring Service (DBS) check
- Receipt of satisfactory references
- Proof of eligibility to work in the UK

Please send your application to enquiries@1mm.org.uk, quoting **"Communications & Events Officer"**. Applications should include your notice period and two referees where possible, to be contacted with your permission.

We will be carrying out rolling interviews for this role so encourage prompt applications

to avoid disappointment. The final closing date is 12 noon on Wednesday 8th May 2024, but we reserve the right to close this application early.

We regret that we will only be able to offer feedback to shortlisted applicants.