



Community Engagement Coordinator

Applicant Pack



Welcome to LTSB

Thank you for considering working with us at LTSB.

It is an exciting time to join the charity as we embark on a new five year strategy. If you are passionate about Social Mobility and motivated by supporting young people living in some of the UK's most deprived areas, this could be the charity for you!

The application process for **Community Engagement Coordinator** has two stages:

- **The first round** will be a remote interview held over Zoom.
- **For the second round**, you will be asked to complete a task and present at a panel interview, held in person.

To apply, submit a CV and a personal statement of no more than two pages outlining how you fit the person specifications, and why you feel you can contribute to LTSB's work. Apply **here** by 5pm, Wednesday 3rd April 2024. The first round of interviews will take place in week commencing 8th April.

If you are interested in discussing the role or the charity in advance of applying, please contact Cat Wyard, Communications Manager on cat@ltsb.charity

Good luck!



Rob Burton,
CEO, LTSB

Our four key aims are:

- **Promoting** opportunities to those from under-represented backgrounds
- **Preparing** young people for the workplace, and the workplace for young people
- **Placing** candidates in careers, stewarding and contextualising their application
- **Providing** pastoral care - a support network for the first year of their career.



About Us

LTSB is a social mobility charity that works with bright young people from disadvantaged backgrounds, ensuring they find meaningful, skilled careers – and that companies get positive, effective staff who can make a difference from their first day.

We don't just get young people jobs. We launch careers. When diverse talent is given preparation and support, they *thrive* – and longer term, that means more representative management which can better train and retain a more representative workforce. This is a charity that makes a lasting impact, both for our young people and their families, but for our employers too.

Since 2012, over 1500 young people have been on our bootcamps:

- 86% have completed and 99% would recommend our programme
- 74% of those who complete have started careers in companies like NatWest, RSM, BDO and BKL
- and of those, 89% are still in their role after 12 months.

For more, see: www.ltsb.charity/impact

Our Values

We are BOLD.

- **BESPOKE:** using our authority and expertise to meet the specific needs of our stakeholders.
- **OPEN-MINDED:** respecting young people's unique differences and seeing their potential.
- **LEADERS:** enabling social mobility by challenging discrimination and inequality.
- **DETERMINED:** committed to empowering long term change.

We are a small team and who you are is just as important as what you do. As an equal opportunity employer we are looking for people from all walks of life, if you are unsure as to whether that's you, talk to us.



Job Description

Job Title:	Community Engagement Coordinator
Department:	Communications
Reporting to:	Communications Manager
Salary:	£28-30k
Hours:	Full time (37.5 hours)
Location:	Birmingham, Liverpool, London, Manchester
Closing Date:	Wednesday 3rd April, 5pm

About the role

This is a new role for LTSB, and an exciting opportunity to shape the way our young people engage with our work from first contact through to alumni retention.

Working closely with the Communications Manager, the successful candidate will lead on our online presence to engage new and existing audiences through advertising and social media, ensuring a strong pipeline of applicants for our programmes. You'll manage relationships with youth recruitment platforms (i.e. *Not Going To Uni* and *Rate My Apprenticeship*) and you'll be responsible for collecting and analysing the relevant data.

You will also establish and manage our Youth Board and so experience of direct youth work would be an advantage, but an enthusiastic, creative approach to the task of creating the LTSB community is essential!

LTSB's vision is *A world where all young people can choose their careers*, with an emphasis on improving the lives of young people from disadvantaged backgrounds. The successful candidate will have a proven commitment to improving the lives of young people from disadvantaged backgrounds, and an excellent understanding of social mobility, diversity and inclusion issues.

LTSB does not have its own offices, so you will work remotely, but this role has regular in-person expectations at partner organisations and corporate supporters, as well as occasion travel to our city hubs Birmingham, Liverpool, London, and Manchester. This position will require DBS Disclosure at enhanced level.

Main Responsibilities

Recruitment:

- Active recruitment for all LTSB programmes, including developing and maintaining local area plans and referral networks.
- Management of online listings /partner relationships.
- Maintain recruitment data and manage projects on Monday.com.
- Producing an annual analysis of advertising effectiveness and applications trends, by point of first contact and demographically.

Alumni:

- Plan and deliver regular alumni events in our hub cities, Birmingham, Edinburgh, Liverpool, London, and Manchester.
- Establish Youth Board, supporting Youth Chair to create agenda, send out packs, and minute meetings.
- Work closely with teams across the charity to embed meaningful youth participation in all aspects of our work.
- Help Comms and Programme teams source and implement alumni feedback.

External Comms:

- Designing recruitment material - flyers, brochures etc - on Canva.
- Creating weekly engaging and informative content for social media.
- Maintaining website content for young people is up to date.

Event planning:

- Liaise with Programmes team to coordinate young people events.
- Liaison with external partners, hosts for activities, and guest speakers.
- Ensure appropriate and safe environments for young people, in line with risk-assessments.

General responsibilities:

- Regular post-campaign / event reflection, highlighting areas to replicate / improve.
- Accurate and timely record keeping.
- The Community Engagement Coordinator will be required to adhere to LTSB policies and procedures.

Person Specification

Essential

- A strong interest in and knowledge of the issues that affect social mobility.
- Strong affiliation with our values and purpose.
- Experience of recruiting young people, and working in partnership with other organisations to recruit.
- Excellent record keeping and impact measurement.
- Proven ability to communicate with participants, commercial stakeholders, partner agencies, and families of the young people.
- Good organisational skills and able to prioritise and work within deadlines.
- Ability to work independently and remotely, managing competing demands.
- Ability to collaborate and work well within a team as well as across the organisation.
- Commitment to continuous professional development and improving own performance.

Desirable

- Experience of working with young people (16-24) and an understanding of issues affecting them.
- Experience of safeguarding best practice.
- Experience of creating on-trend content for online channels to reach young audiences.
- Experience of event planning.
- Experience using Monday.com
- Graphic design skills, preferably with Canva.
- Excellent written skills and experience creating case studies and material for reports.
- Personal experience of social mobility.