

**JOB DESCRIPTION**

<b>Job Title</b>	Marketing and Digital Content Creator	<b>Competency Level</b>	2		
<b>Department</b>	Fundraising & Communications	<b>Site</b>	East Street		
<b>Salary</b>	£27,144 FTE	<b>Point</b>	1	<b>Grade</b>	C

**SECTION A: BASIC OBJECTIVES OF THE POST**

1. Elevate YMCA Leicestershire’s brand and inspire our charity supporters through engaging digital content
2. Responsibility for YMCA Leicestershire’s charity marketing and communications
3. Lead on the delivery of digital fundraising campaign plans
4. Maintaining supportive and efficient team working

**SECTION B: REPORTING TO**

**Name:** Emma Knight  
**Position:** Fundraising & Communications Manager

**SECTION C: BACKGROUND INFORMATION FOR THE POST**

YMCA Leicestershire is the largest voluntary sector provider of accommodation to single homeless young people within Leicester and over the last 6 years has delivered the Leicester City Council contract for delivery of Accommodation-based Housing Related Support for Young People

Our vision is for every young person to have a safe place to call home and the support they need to create lasting change in their lives. YMCA Leicestershire is a vibrant charity offering supported accommodation for young people aged 16 - 25, homeless services, children’s residential care, sports facilities and The Y Theatre, Leicester’s oldest theatre.

Marketing and communications make an important contribution to the growth and success of the organisation, with impactful stories and campaigns increasing our visibility in the local community. In 2022 we joined the YMCA national brand, but we’re the same independent local charity. This gives us access to many resources and helps us have a stronger voice on young people’s issues. Marketing of The Y Theatre sits within the theatre team and is not included in this role, although there is occasional cross over.

Our fundraising team was established in 2015 and each year builds on the strength of the last to increase unrestricted income, gifts in kind and wider business opportunities. With relationships at the heart of fundraising, we strive to make our donors feel engaged and inspired. Fundraising activities include running events such as our sleep out, digital campaigns such as the Christmas Big Give, regular giving, gifts in wills, small grants and supporting fundraisers taking part in challenge events.

The experienced team includes the Fundraising and Communications Manager and Partnerships and Events Fundraiser, sitting alongside this new role. The work is varied with different events and projects arising throughout the year and the team works collaboratively to achieve targets.

**SECTION D: STAFF SUPERVISED**

- Occasional volunteers & placements

**SECTION E: DUTIES AND RESPONSIBILITIES****1. Description of main duties and responsibilities****Elevate YMCA Leicestershire's brand and inspire our charity supporters through engaging digital content**

- Develop and implement a rolling digital plan to grow audience engagement and brand awareness, in collaboration with the Fundraising and Communications Manager.
- Design, write and schedule exciting content and supporter communications for campaigns, emails, thank-you's and social media, currently; Facebook, Instagram, X and LinkedIn. Monitor and respond to social media engagements daily.
- Refresh website content, news and imagery regularly, working with our content management system and external web developers to maintain good functionality and improve the user experience.
- Planning paid digital advertising to support campaigns.
- Collect and evaluate a range of performance indicators utilising tools such as Google Analytics to share insights and identify opportunities in digital.

**Responsibility for YMCA Leicestershire's charity marketing and communications**

- Co-ordinating marketing projects and print for different service areas under the YMCA Leicestershire brand including housing and homelessness, children's home, heritage, HR and fundraising. The Impact Report is a key annual marketing task.
- Liaising with staff at all levels and external partners to define project objectives and provide sound creative judgment. Consolidating feedback and adapting to needs of multiple stakeholders. Ensuring projects are delivered within agreed timeframes and budgets.
- Writing, curating and editing marketing content and press releases in a clear and captivating way for different audiences.
- Creating and sharing compelling stories to be used across multiple channels, demonstrating the impact of our work or showcasing fundraising events.
- Building a rapport with young people, other beneficiaries and staff teams to enable gathering of stories from across the charity.
- As the brand champion you will be knowledgeable on YMCA branding guidelines, ensuring the brand is implemented effectively and consistently. Maintaining templates and resources that everyone can use and helping staff with more complex requirements.
- Carry out brand awareness activities which could include entering awards, representation at events, networking or ensuring literature is available at appropriate locations such as YMCA shops in Leicestershire.

- Liaising with creative agencies and suppliers on design and print, with some in-house design using Adobe Creative Suite, Canva or other software.
- Working with creative agencies and photographers to ensure a good range of positive imagery is available to represent different services. Basic in-house editing of photography and film for digital channels.

**Lead on the delivery of digital marketing for fundraising campaigns**

- Support the Fundraising and Communications Manager to develop digital strategy and campaign materials for regular giving to increase new sign ups.
- Lead on the delivery of digital marketing for regular giving products and tailored thank you communications for new and existing regular givers. Monitoring to enable learning and growth in this area.
- Work with the team to plan and implement the digital aspects of key annual fundraising events and campaigns

**Maintaining supportive and efficient team working**

- Building effective relationships with staff, service users and supporters. To work collaboratively to explore ideas, develop actions plans, set targets and evaluate the success of marketing and fundraising activities.
- Working as a team to ensure supporters get a great experience, e.g. good response times, getting to know donors, site visits, facilitating physical donations and encouraging feedback.
- Recording and analysing data from multiple sources including working with our CRM system.
- Occasional evening and weekend working will be required for events, networking opportunities or presentations.
- Awareness and adherence to the Fundraising Regulator code and data protection framework

**To carry out any other duties that may arise from time to time and fall within the remit of the role.**

**2. Functional Links**

**List of the most important contacts necessary to carry out the role**

**Internal**

- Fundraising & Communications Team
- All staff requiring branding support
- Residents and service users

**External**

- Donors and supporters
- Fundraising event participants
- External suppliers – designers, print, agencies, digital services
- Y-Hub provides access to the YMCA brand portal and a national network of other YMCA communications and fundraising staff

## **SECTION F: OTHER RELEVANT MATTERS**

### **1. Scale and Impact**

Marketing and communications make an important contribution to the growth and success of the organisation, with impactful stories and campaigns increasing our visibility in the local community. Having implemented the new YMCA national brand in 2022, this role will support and inspire staff to engage with our messaging and brand.

This role will also contribute to the generation of unrestricted income to enable the organisation to develop high quality services and other positive benefits for our beneficiaries. By extending the reach of our campaign marketing and improving donor communications, we hope to generate many more loyal supporters.

### **2. Environment & Stress**

The working atmosphere is usually relaxed; however, the job has peak times which may be more stressful.

Flexible approach to working times to reflect the needs of the organisation

YMCA Leicestershire is not responsible for paying travel expenses to and from work additionally YMCA Leicestershire does not operate a relocation policy.

**PERSON SPECIFICATION**

<b>Job Title</b>	Marketing and Digital Content Creator	<b>Competency Level</b>	2		
<b>Department</b>	Fundraising & Communications	<b>Site</b>	East Street		
<b>Salary</b>	£27,144 FTE	<b>Point</b>	1	<b>Grade</b>	C

<i><b>Applicants will be required to evidence their ability to meet the following, through interview questions, supporting statement and CV content</b></i>		<b>Essential</b>	<b>Desirable</b>
<b>1.</b>	<p><b>Customers &amp; Communication</b></p> <ul style="list-style-type: none"> <li>• Excellent interpersonal skills with evidence of building and maintaining professional relationships with a variety of internal and external stakeholders</li> <li>• Ability to produce written materials of a high standard, including reports, letters and marketing content</li> <li>• Able to gather, record and articulate information effectively</li> <li>• Able to build rapport with young people and be sensitive to their needs within the marketing context</li> <li>• Passionate about the charity sector and committed to developing an understanding of YMCA Leicestershire’s work</li> <li>• Analyses delivery of services and provides solutions to problems and ways to improve working practice</li> </ul>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	
<b>2.</b>	<p><b>Equality &amp; Diversity</b></p> <ul style="list-style-type: none"> <li>• Actively demonstrates a commitment to promoting equality and diversity across the organisation.</li> <li>• Builds trust and communicates respect for others</li> <li>• An in-depth understanding of and commitment to equal opportunities/valuing diversity and the ability to implement such a policy in all aspects of the work.</li> </ul>	<p>√</p> <p>√</p> <p>√</p>	
<b>3.</b>	<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• The ability to motivate and inspires other staff, supporters service users and volunteers</li> <li>• Highly organised with a proven ability to plan workload, set targets, monitor and evaluate work independently</li> <li>• Able to work to budgets and prepare financial information</li> <li>• Ambitious, self-motivated and results-driven</li> <li>• Research and analytical skills</li> <li>• Remains focussed when faced with competing demands</li> <li>• Able to make a case to decision makers on future direction and resources. Can challenge appropriately to support opportunities for change.</li> </ul>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	
<b>4.</b>	<p><b>Team Working</b></p> <ul style="list-style-type: none"> <li>• Actively includes individuals from a diverse background and cultures in team activities</li> <li>• Spends time thinking through issues with others utilising their skills and making them feel valued</li> <li>• Speaks positively of others and gives praise and credit when due and contributes to feedback where necessary</li> </ul>	<p>√</p> <p>√</p> <p>√</p> <p>√</p>	

	<ul style="list-style-type: none"> <li>• Understands what others need to know and keeps them informed</li> <li>• Encourages and supports other colleagues</li> <li>• Ability to work flexibly as part of a team, other departments and external suppliers to ensure clarity of understanding and completion of tasks</li> <li>• Builds good relationships with others</li> <li>• Able to work as a key player within the team and positively contribute to team knowledge and development</li> <li>• Can work with others to ensure tasks are complete</li> <li>• Ability to work flexibly</li> <li>• Able to consolidate feedback from multiple stakeholders and present solutions</li> <li>• A key player who is adaptable, encourages others and contributes positively to team knowledge and development</li> <li>• Addresses conflicts or issues within the team in a timely, positive and confidential manner</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	
<b>5.</b>	<p><b>Working within Legal Framework</b></p> <ul style="list-style-type: none"> <li>• The ability to assess risk and take appropriate action</li> </ul> <p>To have a clear understanding of:</p> <ul style="list-style-type: none"> <li>• Health &amp; Safety at Work</li> <li>• GDPR 2018</li> <li>• Equalities Act 2010</li> </ul>	<p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p>
	<b>Job Specific</b>		
<b>6.</b>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Recognised formal qualification in Marketing, Digital or suitable relevant experience</li> <li>• A minimum level 2/GCSE qualification in Maths and English</li> </ul>	<p>✓</p> <p>✓</p>	
<b>7.</b>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Proven experience in a paid or voluntary marketing, digital role</li> <li>• Strong digital marketing skills, including content creation, scheduling and monitoring. Familiarity with paid digital advertising and social media platforms: Facebook, Instagram, X, LinkedIn</li> <li>• Continuously updates knowledge of digital trends</li> <li>• Proficient with a range of IT including MS Office, Teams</li> <li>• Experience of designing print and digital assets using Adobe Creative Suite, Canva or similar design programmes</li> <li>• Experience of managing websites and creating web content using WordPress content management systems</li> <li>• Sound creative judgment and attention to detail</li> <li>• Experience of writing copy for a range of outputs</li> <li>• A track record of achieving financial and non-financial targets</li> <li>• A good understanding of Google Analytics</li> <li>• Knowledge of Google Grants</li> <li>• Have worked with a customer relationship database</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p>
<b>8.</b>	<p><b>Training</b></p> <p>To have received relevant training in the following areas: -</p> <ul style="list-style-type: none"> <li>• Health &amp; Safety</li> <li>• Personal Safety</li> <li>• First Aid</li> </ul>		<p>✓</p> <p>✓</p> <p>✓</p>



**TERMS AND CONDITIONS**

<b>Job Title</b>	Marketing and Digital Content Creator	<b>Competency Level</b>	2		
<b>Department</b>	Fundraising & Communications	<b>Site</b>	East Street		
<b>Salary</b>	£27,144 FTE	<b>Point</b>	1	<b>Grade</b>	C

**1. Hours of Work**

A minimum of 40-hours per week, working evenings and weekends as required to meet the needs of the business.

**2. Annual Leave Entitlement**

6.6 Weeks including Bank Holidays

**3. Sick Pay Provision**

6 months – under 1 years’ service	1 week
1 year – under 3 years’ service	2 weeks
3 years – under 4 years’ service	4 weeks
4 years – under 6 years’ service	8 weeks
Over 6 years’ service	10 weeks

**4. Pension**

All employees are eligible to be a member of YMCA Leicestershire’s pension scheme

**5. Period of termination notice offered and required**

Two weeks’ notice during the six-month probation period, thereafter two calendar months. You are entitled to receive from the Association, no less than Statutory notice.

**6. Conditions of Employment**

The appointment is subject to YMCA Leicestershire receiving proof of eligibility to work in the United Kingdom, two satisfactory references, a clear criminal background check (DBS) and the satisfactory completion of a six-month probation period.



**GENERAL INFORMATION**

<b>Job Title</b>	Marketing and Digital Content Creator	<b>Competency Level</b>	2		
<b>Department</b>	Fundraising & Communications	<b>Site</b>	East Street		
<b>Salary</b>	£27,144 FTE	<b>Point</b>	1	<b>Grade</b>	C

**YMCA Leicestershire’s Vision, Mission and Values**

**Vision**

Our vision is for every young person to have a safe place to call home and the support they need to create lasting change in their lives.

**Mission**

Our mission is to create supportive and inspiring places where young people and communities can belong, contribute and thrive. We do this through housing, care, support, advice, skills for life, theatre and cultural activities.

**Values**

- We Welcome** We work with kindness and integrity so that everyone can feel secure, respected and heard
- We Support** We build trusting relationships and nurture personal strengths to help people find their path to independence
- We Empower** We work alongside people to grow their skills and self-belief to enable them to thrive
- We Enrich** We create inspiring activities that give people a sense of connection and wellbeing
- We Seek Out** We look for opportunities to collaborate and make an impact in the communities we serve

**YMCA’s Purpose**

We believe everyone should have a fair chance to discover who they are and what they can become.

**Scale & Impact**

- In order to fulfil this role, the person needs to be flexible and adaptable
- Actively participate in supervision, training and commitment to continued professional development
- To be tolerant of unusual and/or unsociable behaviour and have the ability to enforce clear boundaries when required
- YMCA Leicestershire is not responsible for paying travel expenses to and from work additionally YMCA Leicestershire does not operate a relocation policy

### **Equal Opportunities/Valuing Diversity**

- All employees are required to work towards actively and positively promoting the Equal Opportunities/Valuing Diversity Policy of YMCA Leicestershire. To advance YMCA Leicestershire ideology of the equal value of all persons and to appropriately challenge anyone who infringes upon the Equal Opportunities/Valuing Diversity Policy.

### **Health & Safety**

- As far as is practicable, employees are responsible for adhering to the Health and Safety requirements and shall not place themselves or any other member of staff, members of the public, volunteers or any other person in danger whilst at work.
- Employees should not interfere with or misuse any equipment provided for their use either contrary to any training you have received or any instructions given with equipment in the interests of health and safety. YMCA Leicestershire shall not be liable for any loss or injury caused by any such interference or misuse.

### **Policies**

- YMCA Leicestershire has 12 main policies (Absence, Communication, Compliance, Confidentiality, Domestic Abuse, Finance, Health, Menopause, Performance Pay & Reward, Quality Assurance, Recruitment, Safety). All employees are expected to familiarise themselves and work within these policies at all times.

### **Safeguarding Children**

- YMCA Leicestershire actively promotes a 'safeguarding children culture' within the organisation in line with the Children's Act 2004. As such each employee is expected to carry out their role and responsibility in relation to a child/children's or vulnerable adults' welfare. We are committed to ensuring that all employees are supported in respect of their safeguarding children or vulnerable adult duties.