

YOUTH TALK

We're listening

Join our Team Marketing Assistant



A welcome from our CEO

April 2024

Thank you for your interest in joining the Youth Talk team and for requesting information about this exciting new role within the charity.

Growing up in today's world is harder than ever – even before the global pandemic and the current challenges faced by society, growing numbers of young people were struggling with their mental health. From family problems to exam stress and peer pressure, body image anxiety to social media bullying, trying to get through life can be completely overwhelming. For some young people it can feel impossible to cope, and some young people can't. At Youth Talk we're determined that every young person has a safe place to talk in confidence, whatever's on their mind.

Currently we offer on average, 80 confidential counselling sessions each week – but there is so much more we need to do. As part of our five-year strategy for growth, we are looking to recruit a Marketing Assistant to lead on our marketing and comms to support our ambitious income targets for the future.

It is an exciting time to be joining us. Over the last couple of years we have invested heavily in building, developing and modernising our infrastructure and we are in a good position to now launch the next significant stage of our fundraising and marketing development.

The successful candidate will join our small, committed and hardworking fundraising team. You will be experienced with social media, website and newsletter content development.

We are looking for an exceptional candidate with a flair for content creation to maximise the Youth Talk brand to support our charity in achieving ambitious income growth plans.

Any questions or if you want to have an informal chat about the role, the charity or simply find out more about what working at Youth Talk is like then please contact the hiring Manager, Rachel Simkin at rachel.simkin@youthtalk.org.uk who would love to speak with you.

We look forward to hearing from you.



David Barker
Chief Executive



Job Description

Marketing Assistant

Salary: Up to £25k FTE depending on experience

Hours: 18 hours per week. We are happy to explore flexible options that could work for both parties.

Location: Flexible working from home, office in St Albans, Hertfordshire, with an expectation to support events within our community.

Job summary

As a dedicated marketing resource in this small but energetic charity team, the role of marketing assistant is to help elevate Youth Talk's story and brand awareness amongst its target markets. The primary focus and accountability is to deliver on fundraising goals, driving awareness and new funding leads from its designated target markets.

Reporting to the Fundraising Manager this will include responsibility for creating and managing impactful marketing content and campaigns that grow the brand profile and drive fundraising income. This would be working across all channels including social media, search, PR, events and website content. This new position will build on the significant work and achievements of the last couple of years and you will support the strategic development of our fundraising marketing plan.

This will require working closely with all the Youth Talk team as well as sourcing content from corporate partners, funders and external suppliers and stakeholders.

Main Responsibilities

- Build on Youth Talk's Marketing Plan to ensure a balance of content across all marketing channels - effectively engaging with a range of audiences.
- Write, edit and proof-read content for Youth Talk's website, social media, email newsletters, press releases.
- Energetic, ideas-driven, low-cost marketing attitude. Strong focus on lead generation and ROI to be accountable for delivering on fundraising targets.
- Grow Youth Talk's social media presence to generate new supporter leads and engage with comments to identify new creative stories.
- Support the fundraising team to develop, implement and evaluate a range of marketing activities and communications to deliver on Youth Talk's strategic plan.

Additional Responsibilities

- Identify potential new relationships and opportunities for fundraising support.
- Produce reports on marketing activity to optimise content performance and develop insights to inform future activity.
- Work with the team to extract data opportunity for marketing use.
- Provide guidance to staff, external partners and funders on the consistent use of the Youth Talk brand and assets, including the logo, tone of voice, imagery.
- Be the brand guardian in terms of managing correct discipline and best practice around the brand as a mental health charity. Including working with internal colleagues to extract the maximum input and marketing value from the wider Youth Talk team.
- Provide support with events, including representing Youth Talk at events.

Person Specification

We are looking for a marketing individual who can demonstrate the following experience, skills and knowledge:

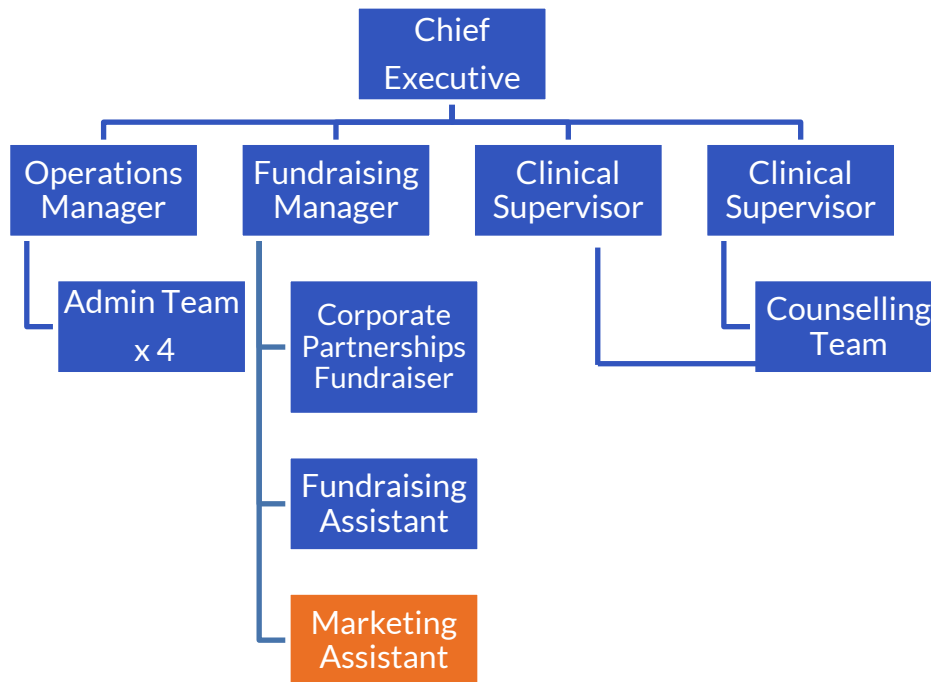
- Strong marketing and creative skills
- Previous experience in digital marketing across multiple channels
- Passion for social media
- Strong copywriting skills
- Ability to multitask, roll up your sleeves and be part of a small energetic team where adaptability is key
- A team player, as well as the initiative to manage your own work plan
- Experience in using IT systems and marketing management platforms
- Ideally working knowledge of WordPress
- Search engine marketing experience
- Attention to detail and a high level of literacy
- The ability to spot potential and build relationships
- A desire to learn more about fundraising

What we offer

We're committed to ensuring a positive, invigorating and enjoyable working culture for all of our employees. We offer a range of benefits:

Professional development	Professional development, training and mentoring available and encouraged.
Pension	Youth Talks makes employer pension contributions for your benefit to the extent required by law. This is currently done by enrolling you in NEST unless you opt out. Youth Talk will make a contribution of 3% of basic annual salary and the employee will make a contribution of 5% of basic annual salary.
Hours of work	The standard (full time) working week at Youth Talk is 35 hours. Start and finish times can be agreed between the employee and their manager and we are advocates of flexible working arrangements where it suits the charity and the employee. Further information is contained within our flexible working policy.
Holiday entitlement	The basic holiday entitlement is 25 days leave per year, increasing by one day for each year's service up to a maximum of 5 days, giving a total of 30 days in addition to the 8 bank holiday days. The holiday year runs from January to December each year. Holiday and bank holiday entitlement is pro rata for part-time employees.
Employment Assistance Programme	The Employment Assistance Programme is a free, confidential service that offers expert advice, information and counselling for all employees on a wide range of issues e.g. legal and financial. The service is available 24 hours a day, 7 days a week, 365 days a year both over the telephone and online.
Sickness benefit	During periods of sickness absence, eligible employees will receive an enhanced entitlement to sick pay which is offset against an employee's entitlement to Statutory Sick Pay (SSP). Employees must have at least one year's continuous service with Youth Talk to be eligible for the enhanced entitlement. Employees with less than one year of service will be eligible for statutory sick pay.
Workplace Values	The postholder will be expected to work within and reflect our organisational values which are: <ul style="list-style-type: none"> • We are open and accepting • We always give our best • We are stronger together

Our Structure



About Youth Talk

OUR VISION

Every young person can talk to someone who can help with whatever's worrying them

OUR MISSION

To provide the best possible mental health support to young people in St Albans and surrounding areas.

OUR VALUES

We are open and accepting

We do not judge. Whatever a young person is going through we take time to listen, understand and respond in confidence.

We always give our best

From the expertise and care of our qualified counsellors, the professionalism of our staff, the energy, passion and creativity of our fundraisers to the ambition of our strategy - we always give our absolute best in everything we do.

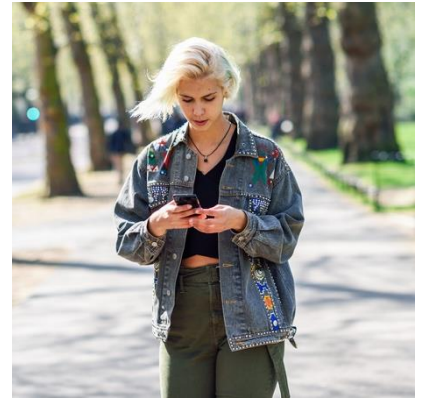
We are stronger together

We can't deliver our mission alone. By working with others we can achieve more and make a lasting difference to the lives of young people.

WHAT WE DO

Youth Talk is here to make sure young people in the St Albans District get the best possible mental health support. We provide confidential counselling to 13-25 year olds and we know that everyone and every worry is different.

It can be hard enough for young people when things are normal, but so often they don't feel that way. From family problems to exam stress and peer pressure, body image anxiety to social media bullying, trying to get through modern challenges can be completely overwhelming. It can feel impossible to cope, and some young people can't.



We get that. That's why Youth Talk is determined to ensure every young person has a safe place to talk in confidence, whatever's on their mind.

One young person said:

"If I had not come to Youth Talk, I would have kept going downhill. I wouldn't have been able to cope with any of the events in my life and I NEVER would have gotten/felt better on my own."

Joining the team

To make an application to be considered for the role, please submit the following:

- An up-to-date CV outlining your relevant experience (no more than 2 pages).
- Details of your availability for a potential interview.

Applications should be submitted to: Rachel Simkin at rachel.simkin@youthtalk.org.uk

The closing date for applications for the role is 22nd May at midnight
Interviews will be conducted in St Albans on 29th May.

If you have any queries about any aspect of the appointment process, need additional information or simply wish to have an informal and confidential discussion, then please contact Rachel Simkin (Fundraising Manager) at rachel.simkin@youthtalk.org.uk

Equal opportunities

Youth Talk is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services. We therefore expect all of Youth Talk staff and Trustees to be willing and able to make a positive contribution to promoting and implementing our Equality and Diversity policy. We actively seek to build diverse teams and welcome applications from everyone. **Thank you and Good Luck!**