

EveryYouth – Senior Communications Officer

Job Title	Senior Communications Officer
Salary & Grade	£37,000
Hours	Full-time, 37.5 per week.
Contract	Permanent
Location	Remote – must be able to travel into London once a month for team meetings. Extra travel may be required occasionally.
Team	Fundraising and Communications

Key Tasks

Strategic oversight	<ul style="list-style-type: none"> Plays an active role in helping EveryYouth meet its strategic aims relating to Communications. Measures and evaluates EveryYouth’s Communications performance. Provides timely reports for EveryYouth’s Board/CEO and as needed against EveryYouth’s Communications and engagement KPI’s.
Broadcast Media	<ul style="list-style-type: none"> Build relationships with journalists and media agencies to secure press coverage. Builds relationships with EveryYouth ambassadors to take part in media campaigns. Works to secure and deliver industry press coverage throughout the year, including looking for opportunities for EveryYouth to secure awards and similar recognition for its work. Works to secure and deliver media partnerships (e.g. Christmas Appeals) each year.
Youth engagement	<ul style="list-style-type: none"> Leads on setting up a youth engagement function to generate content, stories, opinions and feedback from the young people we help support. Leads on gathering Shining Stories to promote EveryYouth’s impact. Is responsible for adhering to and updating EveryYouth’s Safe Storytelling Guidelines that protect young people’s wellbeing and EveryYouth’s reputation. Ensures that content is being created regularly by young people for EveryYouth to use.
Safeguarding	<ul style="list-style-type: none"> Will become a Designated Safeguarding Lead (DSL) at EveryYouth and there responsible for upholding Safeguarding and GDPR Policies when interacting with young people and managing sensitive information. Treats young people with the highest level of respect and professionalism.

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Team Working	<ul style="list-style-type: none"> • Responsible for the line management of the Communications Coordinator – whose duties include creating content for EveryYouth’s social media platforms. • Responsible for managing freelancers to keep EveryYouth’s website up to date and produce EveryYouth’s monthly Newsletter. • Supports the EveryYouth Team to create content for partnerships and pitches as needed. • Supports the EveryYouth Team to develop donor journeys and stewardship • Work with staff across EveryYouth’s Network to deliver ad-hoc communications support.
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Person Specification

Essential Experience, Skills, Knowledge and Attitude
<ul style="list-style-type: none"> • Experience of placing stories in broadcast and/or print media. • Able to develop strong relationships with the media. • Excellent written and verbal communication skills. • Experience managing social media accounts, website and email marketing systems. • Excellent attention to detail. • Pro-active and positive, with a creative approach to problem solving. • Highly organised with the ability to manage conflicting demands. • A strong commitment to EveryYouth’s mission, vision and values with a passion for making a significant and strategic difference to the lives of disadvantaged young people in the UK. • A desire to shape the future culture of an organisation.
Desirable Experience, Skills and Knowledge
<ul style="list-style-type: none"> • Experience of working with vulnerable young people to share their stories. • Experience of securing and delivering media appeals • Excellent design and video editing skills. • Line management

Equal Opportunities

All employees have a legal and moral responsibility to ensure that the workplace is free from discrimination, harassment, and bullying.