

Job Pack

Social Media & Marketing Executive

(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, continuing to grow 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 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 six years 1MM has established over 5,000 one-to-one mentoring relationships nationally. 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 (Greater Manchester, London and Cardiff Capital), 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!

Social Media & Marketing Executive 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 a national mentoring organisation in the UK spoken about at the highest levels. This is an opportunity to join a small, agile team 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 Social Media & Marketing Executive needs to be passionate about our work, to thrive in a fast-paced and dynamic environment, and be capable of bringing creativity and attention to detail to effectively promote our work, and engage, recruit and retain the mentees, mentors and partners of the 1MM community.

Reports to: Head of Learning & Development.

About the role

As the Social Media & Marketing Executive, you'll play a key role in helping us deliver our Communications Strategy. You'll increase our online profile, manage our social media presence, expand our audience, increase engagement and support our growth. You'll create eye-catching and impactful content for distribution across a range of channels and platforms, and to a range of audiences. With a keen eye for design, and as the champion of our brand, you'll ensure our communications are always spot-on. You'll be energetic, results-driven, and ready to tackle multiple tasks with set deadlines.

Key responsibilities

Content creation and management

- Using photos, graphics and video to boost engagement, you'll lead on the creation of planned content for our social media channels and website to achieve specific marketing goals, enhance our social media presence and promote more interaction with our sites.
- In addition to the content you develop, you'll provide advice and guidance to the team, coordinating and refine content provided by them, to ensure we make the most of ad hoc opportunities to share 'news' that promotes the work of the organisation and its impact.
- Bringing the same brand-focus and design skills to bear, you'll write and distribute 1MM's regular e-newsletters and email campaigns (e.g. promoting upcoming workshops) to increase engagement and build a sense of community.
- Following up on their own social media posts or leads from the team, you'll identify and connect with members of the 1MM community, capturing and writing up their stories as powerful case studies and testimonials.

- Briefed by the team, you'll create a variety of other forms of effective marketing collateral (e.g. online ads, flyers, infographics, pitch decks...) to meet agreed objectives and ensure consistency of both messaging and presentation.
- Keeping on top of external events and industry trends, you'll seek out new channels and propose different approaches to ensure our social media/website content and marketing collateral are as effective as possible in connecting with and growing our audiences.
- Enabling us to maximise the value we get from our resources, you'll ensure that all content is captured, collated, editable and made easily accessible for further use (including implementing GDPR protocols where appropriate), ensuring that wherever possible content is 'evergreen' and usable/used across a variety of channels.

Social media management

- Bringing an awareness of optimal timing and volume of information, you'll ensure we have an effective stream of new day-to-day content for our social media channels by drawing up, coordinating and, where necessary, altering schedules to maximise impact.
- Working in line with agreed priorities, you'll play a key role in proposing, developing and executing social media campaigns to leverage key external opportunities to address key business needs (e.g. recruitment pipeline).
- As well as maintaining 1MM's social media accounts with our own content, you'll amplify our presence by collaborating with partners on joint social media activity and by reacting to relevant posts in the mentoring space and related spheres,
- Monitoring all of our social media accounts (currently LinkedIn, X, Instagram) and our Comms@ email account, you'll actively respond to enquiries and engage with our communities, and moderate and respond appropriately to comments.
- In addition to managing and helping us improve our current social media channels, you'll offer insight and guidance on if/how 1MM should create a presence on new and emerging social media platforms.

Analytics

- Working with colleagues as appropriate, you'll collect, analyse and report 'routine' data from social media channels, the website, and email campaigns to assess performance and either make small adjustments or recommend more significant actions to maximise the relevance, impact, authenticity and accessibility of our communications..
- Based on insights gained from analysing this evidence, in support of a specific information need, or ahead of a proposed approach, you'll also occasionally engage with different audiences/stakeholders to survey their views.

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/or repurposing written, visual, audio, and audiovisual content.
4. Liaising with individuals, partners, suppliers and businesses to develop and deliver successful communications.
5. Measuring and reporting on the effectiveness of communications..

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.
- Employee Assistance Programme.
- Monthly team learning and development sessions.
- 15 hours per year volunteering allowance.

Our recent staff satisfaction survey generated the following wordcloud:



Terms and Conditions:

This is a full time role on an initial 6-month contract, continuing subject to funding. This is a remote working role, open to applicants based in England or Wales; hybrid working is available in Manchester and London.

Remuneration and benefits: Salary bracket of £22,000 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 "**Social Media & Marketing Executive**". Applications should include your notice period and two referees where possible, to be contacted with your permission.

The final closing date is 12 noon on Thursday 30th October 2024, but we reserve the right to close this application early. We expect to be carrying out interviews for this role in the week commencing 11th November.

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