

Marketing and Communications Coordinator

Job title: Marketing and Communications Coordinator

Salary: £24,313-27,000 subject to qualifications and experience

Benefits include:

- Flexible working
- Generous annual leave allowance
- Paid sick leave
- Enhanced family-friendly leave
- Compassionate and emergency leave
- Pension scheme
- Life insurance policy
- Employment Assistance Program
- Access to vouchers and discounts
- Monthly wellbeing allowance
- ARC Oxford membership - free lectures, fitness classes and networking opportunities

Reports to: Communications and Marketing Manager

Location: ARC Oxford, a beautiful campus setting Minimum three days a week at head office plus two days flexible working. A small amount of travel within Oxfordshire and further afield may occasionally be required.

Hours of work: 37.5 hours per week Very occasionally, evening and weekend work may be required for which time off in lieu will be given.

We are committed to equity, diversity, and inclusion

Oxfordshire Youth warmly welcomes applications from working people of all ages, the global majority, trans and non-binary people, and people with disabilities. Your potential to learn and grow in the role is important to us. If you know that you would be an asset to our team we want to hear from you even if your C.V. isn't a 100% match with the job description. We nurture our work culture, creating a community that is safe, open, inclusive, and where all team members feel valued and a sense of belonging.

Job context

Oxfordshire Youth is the county's preeminent youth work charity. It is experiencing a period of dramatic growth - in 2022, turnover doubled and we supported more young people and youth organisations than ever before. Oxfordshire Youth is stronger today than at any point in its 75 year history, making this an exciting time to join our Innovation and Growth team.

You will be reporting to our Communications and Marketing Manager - an ex journalist with over 20 years communications experience in national not-for-profits and Government. She will value the fact that you are a proactive and confident self-starter, passionate about the power of communication. If you are a natural at building relationships with a diverse range of people and audiences and your emotional intelligence and empathy colours the way you communicate, then this role will be a good fit for you. We are a small team, offering you ample scope to shape how objectives are delivered and contribute to our work in a variety of ways.

What will you be doing?

Key duties and responsibilities

- Taking the lead on OY's media relations to secure regional online, print and broadcast coverage (including receiving and responding to media enquiries and facilitating relationships with media contacts as required).
- Producing marketing materials including printed collateral as required.
- Monitoring, recording, evaluating and providing a monthly report on OY's media and social media activity.
- Researching, curating and repurposing content for on and offline communications channels ensuring all content is on-brand with appropriate tone and language.
- Working with the communications manager to identify strong stories, and develop these into press and PR opportunities, campaigns and other forms of content.
- Creating engaging internal communications content to keep staff across the organisation updated.

Social media

- Evolve the social media strategy, testing and learning to maximise opportunities across all channels.
- Take ownership of the test and learn strategy and ensure you are reacting to platform changes and evolving your content.
- Generate creative and engaging ideas for our social media platforms.
- Lead on the creation of content in partnership with the Youth-Led Content Officer.
- Schedule content across all our social media platforms.
- Work closely with our team to brief, feedback and approve content.
- Analyse and report back to the wider team what is and isn't working and your recommendations for improving performance.

Your experience and knowledge

Person specification

- Sufficient experience working in communication or related roles to match with the essential criteria
- Strong interpersonal skills including working with sensitivity and diplomacy
- Curious and creative, enjoying challenges and leading on projects
- Knowledge of the not-for-profit sector is welcome, but a passion for social equality and equity and an understanding of some of the barriers faced by young people is equally important
- Excellent written and verbal communication skills.

Essential

- Extensive experience of developing content for social media and digital channels including TikTok, Twitter, Instagram and LinkedIn
- Proficient in Microsoft Office 365 and Hootsuite or equivalent, Canva (or similar software), MailChimp, GoogleSuite
- Excellent standard of written English and verbal communication skills
- An established set of media contacts in Oxfordshire (or evidence of the ability to quickly establish them) and an eye for a story
- Good time management skills across multiple projects
- Experience of developing and implementing communications plans
- The initiative and experience to deliver high quality work to deadline
- Significant experience of creating engaging marketing content across a range of channels, including planning, implementation, monitoring and evaluation.

Other desirable skills

- Basic knowledge of Wordpress
- A degree in a related subject such as English or media studies, or sufficient professional experience to meet all other essential requirements

To apply, please send a copy of your CV accompanied by a completed application form to our [recruitment team](#).

Alternatively, [visit our website](#) or [email](#) us for more information.