



Marketing and Communications Coordinator

Job description

Job Title:	Marketing and Communications Coordinator
Salary:	£25,000- 28,000 pro rata , subject to qualifications and experience. Benefits include: <ul style="list-style-type: none">• 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
Reports to:	Marketing and Communications Manager
Location:	Oxford Some home working is possible. Travel throughout Oxfordshire and further afield may be required.
Hours of work:	37.5 hours per week- some working from home is possible

Closing date for applications: Monday the 19th of July 2024

Applications and interviews will be reviewed as and when they are received.

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.

Role purpose

Oxfordshire Youth is the county's preeminent youth work charity. We have experienced a period of dramatic growth - in 2022 our staff team grew from 28 to 56; turnover doubled from £1.4m to £2.9m; our reach expanded, and we are currently supporting more young people and youth organisations than ever before. Oxfordshire Youth is stronger today than at any point in its history, making this an exciting time to join our Fundraising and Communications team.

You will be joining our Fundraising and Communications team which celebrates authenticity, respects individuality, takes pride in excellent work and appreciates fun and collaboration. We are proud to support each other, and ourselves, to prioritise health, happiness and a great work-life balance.

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.

You will feel enthusiastic and excited by the opportunity for autonomous working. You will have professional experience of designing social media assets in step with current trends and be highly motivated, relish a challenge and keen to collaborate with the rest of the team. You present information visually with precision, skill, and energy.

This is an excellent opportunity to develop your communications career by taking the lead on key projects, whilst being fully supported by the Communications and Marketing Manager and a fun team.

Key responsibilities

Social media

- Evolve the social media strategy, testing and learning to maximise opportunities across all channels.
- 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.
- Analyse and report back to the wider team what is and isn't working and your recommendations for improving performance.
- Working closely with Fundraising staff to generate inspiring content for campaigns and executing on cause related marketing for corporate partnerships.

Communications

- Facilitating relationships with media contacts.
- Gathering ideas from across OY to produce content, including press releases, feature articles and statements to promote OY and its overall goals.
- Production of marketing materials for key events e.g. [Youth in Mind](#).
- Proactively engaging with young people across OY and ensuring that youth voice is central to our communications functions.
- Researching, curating and repurposing content for on and offline communication channels, ensuring all content is on-brand with appropriate tone and language.
- Supporting your team on specific projects and programmes as required.

- Working with the Communications Manager in identifying strong stories to develop into press and PR opportunities, campaigns and other forms of content.

Our Culture

Everyone at Oxfordshire Youth agrees to:

- Have an unwavering commitment to Oxfordshire Youth's vision, mission and values
- Attend meetings reliably and participate fully, including being an active listener
- Ensure that all work is carried out in accordance with Oxfordshire Youth's guidelines, policies, and procedures
- Undergo training that will enable personal and professional development
- Undertake any other relevant duty related to the further development, promotion, and sustainability of the organisation as set forth by your Line Manager and/or Senior Leadership Team
- Represent Oxfordshire Youth in a professional and appropriate manner at all times including considering punctuality, personal appearance and boundaries, and equity, diversity, and inclusion of all opportunities.

Safeguarding

- Understanding that safeguarding children, young people, and adults is everyone's responsibility and you will have access to training and supervision, which is appropriate to the role (including undertaking a DBS check appropriate to your role)
- To ensure concerns from young people are responded to appropriately in line with Oxfordshire Youth's policies and procedures

This job description is subject to amendment following discussion with the post holder.

Specific tasks and duties will be shared at the interview and during the induction process

What we are looking for

- Excellent written and verbal communication skills.
- Two years or more relevant experience working in communications and/or marketing roles.
- Strong interpersonal skills including working with sensitivity and diplomacy.
- Curious and creative, with a growth mindset, enjoying challenges and leading on projects.
- Knowledge of the not-for-profit sector is welcome, but a passion for social equity and an understanding of some of the barriers faced by young people is essential.

Essential

DATE YEAR

- A degree in a related subject such as English or media studies, or sufficient professional experience to meet all other essential requirements
- Excellent standard of written English and verbal communication skills
- 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.
- Professional 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

Other desirable skills

- Basic knowledge of Wordpress
- Established local press contacts

Closing date for applications: Monday the 8th of July 2024

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