## Role Profile

|  |  |  |  |
| --- | --- | --- | --- |
| **Job title** | Digital Media Officer | **Salary:** | £18k |
| **Reporting to:** | Youth Work Manager | **Holidays:** | 33 days including bank holidays pro rata |
| **Location:** | Inspire - Chorley Youth Zone  | **Hours:** | 40 HPW to include evenings and weekends  |
| **Key Relationships:** | Chief Executive, Youth Work Manager, Head of Fundraising, Club Coordinators  |  |  |

**Job Purpose:**

To raise the profile of Inspire amongst young people and parent in Chorley and across Lancashire through the development and implementation of digital media plan. Working with the Youth Work manager and club coordinators you will develop and deliver all communications, marketing and event activities within the Youth Zone to enhance visibility and build support. Coordinating Inspire Youth Zone’s Digital Media Hub by creating a lively, dynamic, creative and fun-loving environment for all young people aged 8 – 19 years old.

You will:

* Positively promote and raise awareness of the Youth Zone across the whole community including young people, parents, partners, funders and potential patrons/donors.
* Work with young people, the Inspire team and stakeholders to ensure understanding of the Inspire offer and its impact in order to positively communicate this to promote engagement through membership, support, volunteering, fundraising or patronage

**Context of the post:**

Youth Zones are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. Inspire Youth Zone works with young people aged 8 to 19, and up to 25 for young people with additional needs. Inspire Youth Zone is part of the growing OnSide network alongside Bolton, Blackburn, Manchester, Oldham, Carlisle, Wigan, Wolverhampton, Wirral, Barking & Dagenham, Barnet and Croydon.

Inspire Youth Zone is centrally located, dedicated to young people making a bold statement about the importance of giving young people high quality places to go in their leisure time and has big ambitions to be a flagship for quality youth provision. Open 7 days a week, at weekends and during school holidays, the Youth Zone’s purpose is to help young people grow to be happy, healthy and successful adults.

The state-of-the-art £4.8 million building provides young people with access to a range of activities, all offering young people the opportunity to try new things, meet new friends and gain support from friendly, warm and positive staff and volunteers. The facilities include a 3G pitch, a gym, sports hall and recreation area, and dance, arts, music and media suites.

**Duties and Responsibilities – General**

* Work closely with the Head of Youth Work and club coordinators to develop and deliver a digital media plan.
* Work with the whole team to understand the positive impact that the Youth Zone has in the local community and use this to develop effective communications to increase membership, attendance, volunteering, and the profile of the charity
* Be responsible for website maintenance, updates, new imagery, news section, content etc on a daily/weekly basis.
* To be proactive and resourceful with social media, using Facebook, twitter, snapchat, Instagram, YouTube, LinkedIn and other media to effectively engage with members, parents, patrons and partners.
* Setting the KPIs for each social channel and ensuring that each platform implements effective, consistent plans and meets defined KPIs.
* Completing interview and Q&A's with a wide variety of stakeholders to produce up to date content.
* Updating Inspires marketing material with new and relevant content, imagery and footage.
* Regular newsletter/mailshot.
* We are looking for an independent, self- motivated and enthusiastic person who can help build our brand, expand our reach and connect with the customer and the marketplace.
* Be a team player, seek out opportunities to engage with the wider team and members to promote attendance and engagement across the board.
* Be a role model for young people and present a positive “can do” attitude.
* Take personal responsibility for own actions.
* Commit to a culture of continuous improvemen.t.
* Represent Inspire Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
* Comply with all policies and procedures, with particular reference to safeguarding, codes of conduct health and safety and equality and diversity to ensure all activities are accessible.
* Represent Inspire Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
* To be alert to issues of safeguarding and child protection, ensuring the welfare and safety of Youth Zone members is promoted and safeguarded, and to report any child protection concerns to the designated Child Protection Officers using the safeguarding policies, procedures and practice (training to be provided)
* To assist with any promotional activities and visits that take place at the Youth Zone
* To actively promote the Youth Zone and positively contribute towards increasing Youth Zone membership.

**Duties and Responsibilities - Detailed**

* Create and edit short films
* Develop film projects for YouTube and other appropriate social media sites, to showcase their creativity and new-found talents
* Develop film-making as a creative resource for music and performing arts activities at Inspire Youth Zone
* Experienced using editing software packages such as Final Cut Pro and Adobe.
* Be aware of online safety and age appropriate materials
* Be able to plan exciting computer-based projects & activities
* To work directly with children and young people to develop their social skills and build their confidence
* To have great energy to establish positive relationships with young people and the wider youth work team and visitors to the Youth Zone
* To work flexibly to ensure the needs of the members are met, including disadvantaged children and young people and those with disabilities or additional needs
* To ensure the participation of young people in activities and that their ideas contribute fully in the delivery and evaluation of sessions
* To promote and safeguard the welfare of children and young people at all times;
* To be an active member of the team and operate in line with the values and principles of Inspire Youth Zone.
* Carry out any other reasonable duties as requested by management

|  |  |  |
| --- | --- | --- |
| **Selection Criteria\***A = Application Form; I = Interview;  | **Essential or Desirable** | **Method of Assessment** |
| **Experience** |
| Experience of developing and delivering a digital media plan. | Essential | A & I |
| Experience of web content development and website management | Desirable  | A & I |
| Experience of leading/supporting and working with groups of young people 8-19 years old | Desirable | A & I |
| Experience of working with young people from diverse backgrounds and with challenging needs | Desirable | A & I |
| Experience of delivering events / displays and performances | Desirable | A & I |
| Experience of working with young people with additional needs and disabilities | Desirable | A & I |
| Experience of team working and alongside volunteers | Essential | A & I |
|  |  |  |
| **Educational/Vocational Qualifications** |  |  |
| Professional qualification in Communications/PR/Digital Communications/Marketing | Desirable | A |
| GCSEs or equivalent in literacy and numeracy | Essential | A |
|  |  |  |
| **Skills** |  |  |
| Creative and innovative approach to digital media. | Essential  | A & I |
| Excellent ability to design and deliver digital media plans that reflect Inspire core objectives. | Essential | A |
| Thorough and accurate with excellent attention to detail | Essential | A & I |
| Ability to work under own initiative and work collaboratively | Essential | A & I |
| Excellent written and oral communications skills | Essential | A & I |
| Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks | Essential | A & I |
| Sound IT skills | Essential | A & I |
| Video editing skills | Essential  | A & I  |
| **Knowledge** |  |  |
| Familiar with all the latest social media applications and how to effectively utilise them for organisational development | Essential | A & I |
| Strong understanding of digital communications and developing social media output | Essential | A & I |
| Knowledge of range of relevant systems e.g. Mail Chimp; Hootsuite; WordPress, Adobe, Final Cut Pro. | Essential | A & I |
| Understanding of what makes marketing and communications effective for different audiences | Essential | A & I |
| **Prepared by:**  |  | **Date**  |
| **Reviewed by:** | **Date** |

\* Selection criteria for guidance only, alternative methods may be used to assist the selection process

**Inspire Youth Zone are committed to safeguarding and promoting the welfare of children, young people and vulnerable groups.**