

## Senior Marketing and Communications Manager

### Summary:

Hours:	21 hours per week (plus statutory breaks)
Term:	<b>12-month fixed term contract, with potential extension subject to funding</b>
Base:	YBF office (east Barnet, EN4 8SG) and home working
Remuneration:	up to £35,000 pro-rata (depending on experience)
Accountable to:	COO
Line management:	Potential staff and volunteers
Application Closing Date:	5pm, Friday 15 <sup>th</sup> July 2022

### We offer:

- Flexible working hours and some working from home opportunities (for the right candidate).
- Commitment to your personal training and development.
- New modern office space located in east Barnet.
- Support of friendly, welcoming colleagues, with at least quarterly team building social events and activities.
- Opportunity to be part of the wider Young People's Foundation movement and make a real difference to the local community.

### About Young Barnet Foundation

Young Barnet Foundation is a membership organisation which supports over 200 charities, community groups and social enterprises who deliver positive activities and vital support services to children and young people in the London Borough of Barnet. We are proud members of Barnet Together and one of ten Young People's Foundations operating across London, Dorset and Manchester.

Our team works collaboratively, tactically, and strategically under an ethos of 'Generous Leadership' to support and build capacity within and beyond our membership, including:

- Providing members with advice, information, and networking/training opportunities; assistance with fundraising and partnership building.  
Working with local authority and strategic partners to encourage sharing of intelligence, ideas, and resources.

### About Barnet Together

To best support the local voluntary sector, YBF works in collaboration with two other local organisations, Inclusion Barnet and Volunteering Barnet, under the banner of Barnet Together. <https://barnettogether.org.uk/>. Together we use our collective knowledge and staff skills to best serve the community.

### Purpose of the role

We're looking for an experienced Senior Marketing and Comms Manager to join our growing team to ensure the ongoing development of YBF's marketing and communications, ensuring we amplify the great work of the staff team, our membership, and our partners.

We are looking for a passionate individual with proven experience in marketing and communications to lead the planning, coordination, and delivery of a strategy to promote and support YBF, its mission and vision and the great work of our members. Building on from our existing platforms, we seek someone to use their experience of cross-sector partnership working and relationship building to really amplify our message across the borough and beyond. You will have a passion for creating engaging and powerful content and have the strategic knowledge to guide us in this area. The role will require working closely with the YBF CEO/SLT and the wider team.

The candidate should have strong writing skills, and ability to produce various forms of content, from reports to social media posts. Ideally this will be supported with creative/design skills, although the ability to manage others to undertake the design aspect is also suitable.

Whilst this role will include some content creation, we are really looking for someone to strategically develop and manage this area of our work.

### **Responsibilities**

- To lead the development and delivery of marketing and communications which promote and support both YBF and the VCFSE sector in Barnet.
- Work with the Senior Leadership Team in the delivery of the communications strategy and implementation plan to support the main YBF objectives.
- Develop and drive forward engagement with our members in line with our strategy.
- To create/manage the creation of a broad range of effective copy and content across multiple media channels, including but not limited to social media platforms, websites, local newsletters, and publications.
- To increase our use of video content.
- To be innovative within a small organisation to use various media in cost effective and creative ways to best amplify and grow confidence in the organisation.
- Support the Fundraising Team in the design and execution of various fundraising campaigns.
- To produce clear evaluation reports for the Senior Leadership Team and Trustees.
- Support the development of an externally facing quarterly progress report on the work of YBF.
- To pro-actively develop an understanding of the voluntary sector landscape locally and the impact our membership has on local organisations and residents.
- To develop strong working relationships with local stakeholders including voluntary sector organisations, partners, commissioners, and local residents.
- Represent YBF, our members and Barnet Together in meetings with external partners and stakeholders.
- Manage Communication Officers/Apprentices, when funding allows, to support your role and meeting the key objectives.
- To support the communications within the Barnet Together collaboration when necessary.

## **Candidate Profile:**

### **Essential**

- Working/worked in a senior PR, marketing, or communications role.
- Ability to analyse the success of our current methods and make suggestions on future direction/improvements.
- Ability to bring the team together to have a coordinated approach to YBF's marketing and communications.
- Proven track record of excellent written and verbal communications skills, with the ability to adapt and explain complex ideas to a variety of audiences.
- Ability to engage and communicate effectively to a range of audiences, using different mediums, with written good skills, including good public speaking skills.
- Good planning and scheduling skills.
- Project management. Proven project coordination/management skills including ability to liaise with a complex range of stakeholders.
- Strong interpersonal and influencing skills – able to relate effectively and appropriately to a wide range of people and stakeholders and to build trusted relationships, re-enforce partnerships and encourage stakeholder collaboration.
- The ability to be self-motivated and driven to deliver strong marketing and communications.
- Ability to work flexibly, remain calm under pressure and the ability to think on your feet.
- Confident knowledge and use of IT including the main social media channels, simple design tools such as Canva or equivalent, as well as Microsoft packages.

### **Desirable**

- Management of a team including apprentices and volunteers.
- Knowledge of membership organisations.
- Experienced/track record in working in and understanding the VCFSE, especially small local groups.
- A strong understanding of the challenges faced by young Londoners and an interest in helping children and young people fulfil their potential.
- Experience of working with CRM systems, such as Salesforce.
- Experience of more advanced design packages such as Photoshop and Premiere.
- Experience of managing a Word Press website.
- Ability to create/manage the creation of a range of impactful content across multiple forms of media, including social media channels such as Twitter, Instagram and Facebook.
- Experience of coordinating promotional events.

### **Qualities**

- Naturally driven/self-motivated/self-starter.
- The ability to work closely with others in a non-hierarchical setting.
- A desire to make a real difference through delivering excellent communications, to always strive for quality, excellence, and continuous improvement.
- Passionate about the voluntary sector and its role in creating positive social change.
- Commitment to the ethos and values of YBF.
- Commitment to equality and diversity and an understanding of how to promote them in your/our work.
- Confident decision-maker, problem-solver and always solutions-focused.
- Adaptable, open to new ways of doing things.
- Able to manage your own time and prioritise a heavy workload.

## Other terms and conditions

<b>Probation Period:</b>	Three months.
<b>Expenses:</b>	Staff may claim travel expenses, at the agreed rate, for journeys necessary in the course of their work. Claims for additional expenses will be reimbursed in accordance with our expense policy or funded contracts.
<b>Annual Leave:</b>	25 days per annum, pro rata, excluding bank holidays. Holidays will increase in accordance with our Annual Leave Policy.
<b>Pension Payments:</b>	On activation and after satisfactory completion of the probationary period, Young Barnet Foundation will contribute, in line with government requirements, into the individual's chosen pension scheme.

### Your Application:

Please apply with a **covering letter and an up-to-date CV** (citing your relevant abilities, skills, knowledge and experience). Please use the covering letter to explain in detail how you meet the requirements of the Candidate Profile. If you are or have been involved in voluntary/unpaid activities, please also include this information. Attach an additional sheet if necessary.

Failure to submit a covering letter with your CV may mean that your application is not considered.

#### By E-mail:

[recruitment@youngbarnetfoundation.org.uk](mailto:recruitment@youngbarnetfoundation.org.uk)

#### Enquiries:

Telephone: 0203 621 6090

CVs will be anonymised and then assessed as and when suitable candidates apply - interview dates before the end of July 2022 (or and as when suitable candidates are identified).

**Please note that this post is subject to appointee undergoing an Enhanced DBS, in line with Young Barnet Foundations commitment to safeguarding. Proof of right to work in the UK is required. Young Barnet Foundation is an equal opportunities employer.**

Young Barnet Foundation offers a flexible approach to working hours, working closely with each staff member to suit their personal and professional needs. This role may require some occasional evening and weekend working.

\*\*\*If you are viewing this role via an online job board/agency please be aware that you MUST submit your application via the instructions above to [recruitment@youngbarnetfoundation.org.uk](mailto:recruitment@youngbarnetfoundation.org.uk) \*\*\*