

JOIN OUR TEAM

Marketing & Communications Officer



Key Details

Location: Barnet, London

Hours: 28 hours per week (0.8 PT role)

Contract: 12-month fixed term, with potential for extension

Salary: £24,000-£27,000 (pro-rata), depending on experience

Reports to: Chief Operating Officer

Line Management: Marketing and Communications Volunteers and/or Casual Staff

Application Deadline: 5pm, Friday 27th September 2024 (applications assessed on a rolling basis)

Role Overview

Are you a creative and driven marketing communicator looking to make a meaningful impact? Young Barnet Foundation (YBF) is seeking an energetic Marketing & Communications Officer to enhance our digital and print presence, and raise awareness of our work in the community. If you have a talent for promotion, a keen eye for design, and a passion for digital marketing, this role offers an exciting opportunity to contribute to a vibrant non-profit.

About Young Barnet Foundation

YBF is a membership organisation which supports over 200 charities, community groups and social enterprises that deliver positive activities and vital support services to children and young people and their families in the London Borough of Barnet. We are proud members of Barnet Together and one of over 30 Young People's Foundations operating across the UK.

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.

Key Responsibilities

- Content Creation: Develop engaging content across digital platforms, including social media, newsletters, web content, and print materials.
- Social Media Management: Proactively manage and grow our social media presence, ensuring consistent and dynamic engagement.
- Campaign Development: Lead and execute innovative marketing campaigns that align with YBF's projects and broader strategic goals.
- Collaboration: Work closely with internal teams and external partners, including Barnet Together, to create cohesive marketing strategies.
- Brand Management: Uphold YBF's brand integrity by managing guidelines and ensuring a consistent presence across all platforms.

Storytelling: Capture and amplify the stories of our community and members through various media, including video content.

Candidate Profile

Essential Skills and Experience:

- Creative content ideas that reflect the spirit of the Barnet community.
- Proficiency in managing social media platforms.
- Strong organisational skills, able to prioritise and manage multiple marketing and PR tasks.
- Excellent written communication, adaptable for various channels.
- ICT proficiency, essential for digital engagement.
- Commitment to equal opportunities and understanding of diversity and inclusion.

Desirable Skills:

- Experience with tools like Salesforce, Canva, Mailchimp, and WIX.
- Interest in media and current affairs.
- Understanding of membership organisations and the voluntary sector.

Personal Qualities:

- Self-motivated and able to work independently.
- Passionate about the voluntary sector and social change.
- Confident decision-maker and problem-solver.
- Adaptable and open to new ideas.

How to Apply

To apply, please submit the following:

- Cover Letter: Detailing how you meet the role's requirements and your interest in working with YBF.
- CV/Resume: Outlining your relevant experience and skills.

Submit your application via email to recruitment@youngbarnetfoundation.org.uk by the deadline. Please note that applications will be reviewed on a rolling basis, and the role may close early if a suitable candidate is found.

For any queries, contact us at 0203 621 6090.

Equal Opportunities

Equality, Diversity & Inclusion: YBF works with and supports diverse communities. Our member organisations are grassroots non-profits supporting young people in our communities. Many of these organisations are led by global majority groups. As YPFs we work with our members to elevate their work and voices. We recognise the impact of poverty and racism on our communities and aim to work actively alongside communities rather than 'doing to them' and take an intersectional approach.

We also acknowledge the additional impact of discrimination experienced by women, disabled people and LGBTQ+ people of the global majority. As part of our commitment to equality, diversity and inclusion across our network, we ensure diverse communities are represented and supported in our organisation and structures and encourage applications from all sections of the community.