

**In-house Communications and Content Strategy Consultant**

**Overview**

Youth Futures Foundation is looking to work with a communications expert who can take the lead of the development and distribution of new communications content while simultaneously helping us to develop our first communications strategy. The post holder will also lead on the recruitment and training of a permanent marketing and communications officer/manager.

This role would be ideal for an ambitious freelancer with experience in brand, media and content strategy, ideally in the not-for-profit sector. The successful person will have a strong track record of creating communications strategies and practical plans and be a self-starting individual who can manage upwards.

About Youth Futures Foundation

Youth Futures Foundation believe that all young people, whatever their background, should have the support and opportunities to fulfil their potential. YFF improves the way young people are supported into meaningful employment, particularly those a long way from the labour market. YFF has a particular focus on the disparities in youth unemployment revealed in the Government’s Race Disparity Audit which highlighted that young people from ethnic minorities between the ages of 16 and 24 are almost twice as likely to be unemployed (23%) as their white peers (12%) – despite having similar qualifications.

**Scope of the project**

* Lead on cross channel communications, including content generation and PR, for YFF during the period of engagement with a particular focus on planning and executing a robust strategy for the ‘official launch’ of YFF
* Monitor and analyse what works and refine approach based on engagement levels and results
* Create a communications strategy and plan to guide YFFs communications efforts over the next 3 years, with a specific focus on core messaging, brand positioning, stakeholder management and content
* Design and build the marketing and comms function for YFF by writing a job description and managing the recruitment and training of a marketing and communications officer/manager
* Support team members to undertake and stakeholder mapping and introduce tools and approaches that facilitate this process
* Advise senior team members on how to implement agreed marketing and communications strategy to build brand awareness, communicate programmes, activities, and impact
* Lead on developing relations with media and mapping out key journalists and titles for future PR opportunities
* Develop and lead on a new internal comms strategy (until a permanent employee is appointed)
* Identify an appropriate CRM system for the team, create best practice guidelines for its use and migrate YFF to it (if it requires the organisation and delivery of training, the consultant will also lead on arranging this)

**The ideal candidate**

* Results focussed, self-starting and capable of managing up
* Experience of juggling multiple stakeholder groups and complex messages
* Excellent writing and storytelling skills and an ability to interpret and present data in a digestible and engaging way
* A track record of developing organisational communications strategies linked to overall strategic aims and visions (created with limited resources and support wider team)
* Experience of working with early stage organisations
* A passion for and commitment to YFF’s mission
* A network of media contacts that you’d be happy to leverage in order to succeed in this role
* Experience of identifying, appointing and managing associates and freelancers to support on communications including designers and videographers
* Experience of writing budgets

**Terms of engagement**

This is a freelance role, ideal for someone looking for flexible working.

We need somebody to start as soon as possible and work ad-hoc, we estimate an average of 20 hours a week rising to 30 hours during the busiest periods, until the end of February 2020 (or until a permanent recruit is in place).

The successful candidate will need to work from our London office at least 50% of the time in order to collaborate with other team members.

We are open to a flexible schedule and a day rate or retainer structure.

**We ask that applicants outline their proposed working structure and their rate in their application.**

**To apply**

To apply for the role, please submit a CV and short cover letter detailing your suitability for the role. Please make reference to the following points in your cover letter:

1. Tell us about your most relevant experience, specifically referencing any organisational wide communications strategies you have created
2. Please link to any recent media coverage you have secured
3. Please outline your proposed work structure (days/hours a week you are available and your desired day rate)

Applications should be sent to [info@youthfuturesfoundation.org](mailto:info@youthfuturesfoundation.org) by 24th October.

Early application is advised as we plan to interview candidates on a rolling basis.