

## Content Creator

**Term:** Permanent

**Salary:** £32,000 - £36,000

**Location:** This role will be based at our Birmingham Hub (opening Autumn 2021 - address tbc). We are currently working virtually, but when restrictions are lifted it is likely that you will be required to work 2-3 days per week at the hub. You must also be prepared to travel to our other hub locations (in Leeds and London) requiring up to six overnight stays per year of 1-2 nights each.

**Reporting to:** Head of Marketing and Communications

**Deadline:** Sunday 20 June 2021

### Transforming youth employment

The Youth Futures Foundation is an independent, not-for-profit organisation established in December 2019 to improve employment outcomes for young people from marginalised backgrounds. The foundation launched with an initial endowment of £90 million from the Reclaim Fund.

When Youth Futures Foundation launched, youth unemployment was already too high, particularly for young people facing disadvantage or discrimination. Following the pandemic, the challenges have grown even greater, with a significant risk that a generation's future will be blighted by the scarring effects of long-term unemployment.

Our vision is of a society where all young people have equitable access to good quality jobs. We aim to narrow the employment gap by identifying what works and why, investing in evidence generation and innovation, and igniting a movement for change.

### Our approach:

- We prioritise young people from marginalised backgrounds, focusing our efforts on young people who face discrimination or disadvantage in the labour market
- We focus on what works, learning from the projects we fund and scaling up that learning to drive genuine, long-lasting systemic change.
- Putting young people at the heart of our work
- We build coalitions and partnerships to drive lasting change
- We take a trust-based approach to grant-making to find, fund, support and evaluate promising practice.



## Job Description

We are looking for a talented Content Creator to join our Marketing and Communications team. Working to the Head of Marketing and Communications, you will be responsible for personally creating multi-media content (videos, podcasts, blogs and more) across all our channels to enhance engagement with our key audiences and stakeholders, ensure brand consistency, bring Youth Futures Foundation's work to life and transform our influence and impact.

You will be equally at ease with translating complex research into engaging, digestible copy as sensitively telling young people's stories. Your copy will promote and amplify Youth Futures' short-term and long-term objectives for our activities including grant giving, research and evaluation, partnerships and youth voice.

## Key responsibilities

- With the Head of Marketing and Communications, develop a content strategy aligned to Youth Futures Foundation's organisational objectives.
- Develop and manage an editorial calendar.
- Create and publish engaging content across our communication channels, including articles, videos and graphics.
- Work with our Impact & Evidence team to translate complex evidence and research into engaging resources and guidance to shape the practice of key stakeholders.
- Work with our Grants team to showcase the impact of our investment programme, including engaging spotlights on the work of our grantees to bring it to life.
- Work with colleagues in the Strategy & Innovation team to create communications content that supports Youth Futures' efforts to build a movement for change.
- Optimise content reach using SEO and analyse website traffic data to monitor and improve engagement.
- Ensure brand consistency across the organisation.

## Person specification

### Experience and skills

	Essential	Desirable
Proven track record of creating and managing content for effective marketing and communication campaigns	X	
Strong experience of using social media to increase reach and engagement	X	
Hands on experience with MS Office and Wordpress	X	
Knowledge of SEO and web traffic metrics	X	
Demonstrable experience of adapting messaging to different channels	X	



Demonstrable experience of audience mapping and insight	<b>X</b>	
An excellent and proven ability to develop and sustain positive relationships with a range of internal and external stakeholders	<b>X</b>	
Excellent digital skills, including use of tools such as Adobe Graphic Suite (InDesign, Photoshop, Premiere), Mailchimp and Canva	<b>X</b>	
Excellent writing skills	<b>X</b>	
Exceptional attention to detail	<b>X</b>	
Excellent time management and organisational skills	<b>X</b>	
Successfully managed relationships with creative agencies		<b>X</b>
Experience working with complex information and data		<b>X</b>
Experience working in the non-profit, youth or employment sectors		<b>X</b>
Experience of social media advertising		<b>X</b>
Experience delivering communications, brand or marketing training to colleagues		<b>X</b>

## Mindset

This is an exciting opportunity in a newly forming organisation. As such, many of the systems and processes that are normal in an established organisation either do not exist or are newly forming. To be successful in this role, the candidate will need to:

- Have a strong commitment to Youth Futures' vision and mission.
- Take a proactive and flexible approach and have a positive, 'can-do' attitude.
- Be collaborative and inclusive in a mutually supportive fashion with colleagues.
- Thrive when operating in uncertainty.
- Have a relentless focus on impact.
- Keep abreast of new digital developments and channels and how they could be adopted to the benefit of Youth Futures.
- Stay up to date with developments on youth unemployment to generate new ideas that engage our stakeholders.

## Things to know

- As part of Youth Futures Foundation's safeguarding policy, all employees are subject to a basic Disclosure and Barring Service (DBS) check

The young people we aim to serve – and the challenges they face - are all unique. We are looking to build a team that reflects this diversity. Our commitment to inclusion across race, gender, age, class, religion, identity, and experience forms the cornerstone of our work. We are an equal opportunities employer, welcoming applications from all sections of the community.



We are keen to explore the widest possible pool of talent for all our roles. Internally, we encourage an open, collaborative and inclusive working environment. We have established an Equalities, Diversity and Inclusion steering committee with team members from across the organisation and headed by a member of the Senior Leadership Team.

