

Marketing and Communications Coordinator

Hours of work: Full Time - 5 days per week (35 hours per week)

Salary: £22,000 per annum

Accountable to: CEO

Place of Work: Unit 6 Montpelier Central, Station Road, Bristol, BS6 5EE

Type of Contract: Fixed term for 1 year

Benefits: Access to EAP, laptop and phone provided, training and development opportunities.

Annual leave: 28 days annual leave

Are you looking for an opportunity to start a career in the charity sector?

About us

Integrate UK is a youth-led charity that invests in the skills and talents of socio-economically challenged and marginalised young people to nurture future leaders who promote our vision and values. At the same time, we provide transferable skills and life changing opportunities through creative and educational projects and access to high profile platforms.

About the role

We are looking for a creative and enthusiastic Marketing and Communications Coordinator who identifies with our vision and values and who will amplify our messaging and raise the profile of our organisation. As our Marketing and Communications Coordinator, you will follow our Marketing and Comms strategy, develop a 'voice' that reflects our youth led approach and provide invaluable support to the organisation by strengthening our voice, raising our profile and promoting the opportunities available through our local and national outreach work. You will amplify the work of our beneficiaries by:

- Developing a 'brand' that reflects our youth led approach and sharing our young activists' projects and campaigns in public spaces, in the press and online.
- Leading all our social media, identifying target audiences, making engaging content and interacting with and leveraging new supporters.
- Leading outreach recruitment: As Marketing and Communications Coordinator, you will engage university students and other young adults and promote the training, outreach and activism opportunities offered, helping us amplify our reach and impact.

Your role will be largely in person at our office or at our special events including our annual youth conference, on set during film shoots and other events. We work with young people and are committed to being present for them.

Post Objectives

As Marketing and Communications Officer, you will implement our new strategy to raise the organisation's profile, to promote the brilliant work of our young activists and to increase our Outreach team. You will create engaging social media content, attract new followers and share all our projects, events and campaigns widely. You will develop and nurture relationships with journalists, write press releases and use your creativity to amplify the messages of our young activists. You will represent Integrate, our vision, methodology and creative projects at events and use new and existing contacts to find opportunities for our young people to advocate for change both locally and nationally.

Job description

- You will support and promote the work of Integrate UK's young people by implementing our new marketing and communications strategy to amplify their projects, activities and achievements.
- Through effective communications and marketing, you will support the organisation's mission, set by its young people, to advocate for gender and racial justice, to promote cohesion and to end all forms of violence and abuse against women and girls (VAWG).
- You will work closely with your line manager and the project team and to be informed about our young people's campaigns, events and projects.
- You will lead on social media updates, creating engaging content and media for posts, scheduling and monitoring posts across all platforms, responding to comments and engaging with partners to increase engagement and followers.
- You will attend events, film shoots and youth board meetings, taking photographs and short videos for marketing and communications purposes.
- You will lead on PR, including producing copyright for digital and media, including press releases and digital content.
- You will represent and promote Integrate UK at external events, showcasing our young people's work and impact.
- You will promote Integrate UK's outreach opportunities to university students and other young adults to increase our outreach team.

This role involves working with young people and is subject to a successful Enhanced Level DBS check and references. We are committed to Safeguarding and expect all staff to support this in their work. This role may require evening and weekend working in periods of peak activity.

This position is funded by the Rank Foundation and is subject to the terms and conditions of the grant agreement.

Person Specification

	Essential	Desirable
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Skills	<ul style="list-style-type: none"> ● Strong written and verbal communication skills: ability to inspire and enthuse others and to vary the tone and use of language for different audiences and purposes ● Strong interpersonal skills – ability to build good relationships ● Ability to think creatively, research current news articles, and input own ideas to our social media ● Excellent IT skills including Google Suite/ MS Office ● Financial literacy ● Photography & video 	<ul style="list-style-type: none"> ● Skills in Canva and Adobe applications including Photoshop, video editing
Knowledge	<ul style="list-style-type: none"> ● In depth knowledge of the issues facing young people including FGM, HBA, sexual harassment and assault, racism and Islamophobia 	<ul style="list-style-type: none"> ● Lived experience of the issues our young people seek to address
Experience	<ul style="list-style-type: none"> ● Giving presentations to wide variety of audiences on the issues ● Integrate UK addresses ● Effectively using a large mix of online channels for marketing and promotion ● Working in a team, ability to meet deadlines & achieve set goals 	
Personal Attributes	<ul style="list-style-type: none"> ● A confident and open approach with good interpersonal skills ● Willing and enthusiastic ● Reliable and well organised 	
Qualifications	<ul style="list-style-type: none"> ● Educated to Graduate level or level 6 equivalent. 	

To apply, please see our application pack.