

Job description - Media and Content Officer

January 2024

VACANCY – Media & content officer

We are seeking a new colleague to join our busy Fundraising & comms team at YMCA Burton. Our Charity offers a breadth of services and we support thousands of people every year. Our role is to provide engaging content and develop relationships within our community and with local businesses to support income generation. The role is 24 hours per week and will include some evening and weekend work. A full driving licence and use of a car are essential for this role.

Please see job description below. If you wish to apply, please send a cover letter and relevant CV to office@burtonymca.org . Closing date 30th January 2025.

About YMCA

Burton upon Trent & District YMCA were founded in 1887 and have developed each of our vital services to meet the needs of the communities in which we serve. We are a Christian Charity with strong beliefs in supporting those who need help.

Vision

Our Vision is that everyone in our area will have enough to live on and a place to call home. This YMCA will work with others, defeating homelessness, poverty, disadvantage, and intolerance. We will achieve this through enterprising solutions, promoting faith and hope.

Mission

We are a Christian charity committed to making a positive difference to people's lives and providing a safe and supportive environment for those who are homeless.

Values

We seek out - We actively look for opportunities to make a transformative impact on lives in the communities where we work and believe that every person is of equal value.

We welcome - We offer people the space they need to feel secure, respected, heard and valued. We look to serve others through faith, hope, inspiration and enterprise.

We inspire - We strive to inspire each person we meet to nurture their body, mind and spirit, and to realise their full potential in all they do.



We speak out - We stand up for people, speak out on issues that affect their lives, and help them to find confidence in their own voice.

We serve others - We are committed to the wellbeing of the communities we serve.



YMCA BURTON**Media & Content officer job description****JOIN US AND HELP CHANGE LIVES**

Role Title: Media and Content Officer

Responsible To: Fundraising & Partnerships Manager

Salary: £13 per hour

Hours: 24 per week, occasional evenings and weekend work required

Location: Based at Head Office

Northside House, Northside Business Park, Hawkins Lane, Burton on Trent DE14 1DB

ROLE PURPOSE

- Manage the design and production of effective marketing materials and content, which builds brand awareness and perception of YMCA Burton
- Manage digital marketing channels, including all social media platforms, and the management of our website to ensure it is up to date with news and updates
- To ensure brand consistency internally and externally by being the brand champion for the organisation.
- Support with the development of engaging internal and external communications
- Support with the marketing of, and implementation of events that help raise YMCA Burtons profile and generate income

ROLE RESPONSIBILITIES**1. Manage the design and production of effective marketing materials and content, which builds brand awareness and perception of YMCA Burton**

- Design and produce consistent templates for all marketing materials, including digital and printed content.
- Oversee all design work for colleagues across the organisation, ensuring that it is on-brand and consistent.
- Manage the production of printed materials, ensuring that the print process is cost-effective and sustainable.
- Create compelling editorial and dynamic content such as videos to bring our stories to life and showcases the impact of YMCA Burton's work.
- Support with the development of case studies and blogs for the website, press releases, funder communications.
- Regularly review impact, providing monthly and quarterly reports.

2. Manage digital channels, including all social media platforms, Google advertising, and the management and development of YMCAD and Key College websites

- Collate and prepare the scheduling of content for all social media channels, working with colleagues across the wider team for information or through meeting clients/colleagues
- Regularly monitor responses to social media content and ensure that inappropriate posts are removed etc.
- Provide meaningful data and insight on social media performance, making recommendations to inform future planning (Monthly KPI Stats)
- Manage our website, ensuring that content is up to date, relevant and engaging.
- Regularly review and audit website content
- Review how we can start improving our SEO to enhance digital reach and the suitability/development of Google advertising.

3. To ensure brand consistency internally and externally by being a brand champion for the organisation.

- Ensure that a coherent brand message is delivered across all marketing and communications.
- Undertake quarterly brand audits. (Leaflets/posters/email signature)
- Build relationships with YMCA England & Wales to ensure a consistent approach to brand guidelines giving clarity & support to all staff.

4. Support with the development of engaging internal and external communications

- Produce internal and external newsletters using content gathered from across the organisation.
- Support with the production of monthly emails to donors.
- Liaise and build good relationships with stakeholders.
- Utilise CRM system to support fundraising officer with keeping records up to date

5. Support with the marketing of, and implementation of events that help raise YMCA Burton's profile and generate income

- Produce effective marketing materials and content to support the promotion of key fundraising events.
- Attend networking events to promote the work we do and to develop new partnerships/donors.
- Provide support by attending key fundraising events, undertaking duties as directed by the Fundraising Manager
- Ensure all photo consent is collected at events and data is GDPR compliant.

MEASURES OF SUCCESS

- Completion of Induction period
 - Continuous support, guidance and development
 - Assessing strengths and developing weaknesses
 - Setting targets and objectives with quarterly performance review meetings
 - Open communication
 - Personal perspective
 - Setting goals
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REQUIREMENTS



Knowledge & Qualifications

Essential:

- Design/marketing qualification, or equivalent experience in a design/digital marketing role.
- Hold a full driving licence, business insurance and have use of a car.
- Digital marketing knowledge and experience of managing content across multiple channels, including social media and website content management.

Desirable:

- Experience of marketing and communications within the charity sector.



Skills

Essential:

- Knowledge of current social media platforms and scheduling tools
- Content production for digital and print
- Digital marketing, including an understanding of SEO, Google analytics and social media management

Desirable:

- Copywriting skills
- Video production & editing
- Internal communications
- Event management
- Graphic design experience



Experience

Essential:

- Proven experience of working within a design & marketing environment
- Proven experience of designing a variety of digital and print assets
- Demonstratable experience of managing content across multiple channels

Desirable:

- Knowledge and understanding of marketing and communications within the charity sector

SAFEGUARDING

At YMCA Burton we aim to transform the lives of the people we work with for the better. We are looking for brilliant people who will ensure that safeguarding the people we work with is a priority.



Terms & Conditions

Salary

£13 per hour

Hours of work

24 hours per week to meet the needs of the department and organisation. Evenings and weekends are required during certain times of the year.

Leave entitlement

TBC

Birthday leave – 1 day

Pension entitlement

Auto enrolment following successful completion of six month probationary period.

Conditions of appointment

The appointment is subject to YMCA Burton receiving two satisfactory references, an Enhanced DBS (Disclosure and Barring Service) check and a six-month probationary period.



ANY ADDITIONAL INFORMATION

The hours of work are 24 per week including, evenings, weekends and Bank Holidays to meet the needs of the clients and the project. Hours of work are to be confirmed.

A full driving licence and use of a car with business insurance is essential. Travel expenses are paid at 0.45p per mile for business mileage covered during working time.

Employees of YMCA Burton will be required to work within the remit of all organisational policies and procedures and any relevant legislation.

You will be meeting with residents who have a wide range of issues related to homelessness and will be expected to present as a professional role model; building supportive relationships and helping them to achieve as much responsibility and independence as possible for their own lives.

A full driving licence and use of a car is essential for this role.

Equality and Diversity Statement

YMCA Burton is committed to promoting equality and diversity in all aspects of its work. We value and embrace individual differences and believe that everyone should be treated with respect and dignity. We welcome people from all backgrounds, irrespective of age, disability, gender, race, religion, sexual orientation, or any other characteristic.

