



Vocational and Personal Development for Young People

UK Registered Charity No: 1187128

ESTEEM Fundraiser

Job title	Marketing & Communications Manager
Accountable to	Chief Officer
Based at	ESTEEM office, Old School House, Shoreham-by-sea
Contract	Full-time, funded for six months, with a view to continue subject to funding
Hours	37.5 hours per week
Pay	£30,000 per year
Application Deadline	Wednesday 7th October 2020, midnight
Interview date	Wednesday 14th October
Start Date	14th November 2020 (with flexibility, preferably to start sooner)
How to apply	You will need to complete an application form which you can find on our website: http://esteem.org.uk/jobs-board/ or contact HR@esteem.org.uk for an application pack

Job Description

ESTEEM is a Sussex-based charity which involves young people and adults aged 14-26 in opportunities to develop confidence, build life-skills and improve well-being. We do this by offering access to 1:1 vocational mentoring, tailored volunteer roles, well-being support services and group activities in a safe and supportive environment.

We are looking for an enthusiastic, innovative and creative Marketing & Communications Manager to join our team. Thanks to the National Lottery Coronavirus Support fund, ESTEEM has a great opportunity in meeting the rapidly changing needs of young adults, as the world shifts to a more online presence. This is a newly funded kick-start project which includes a budget for a new IT suite and software. This role is crucial in the transition period from Lockdown to post-COVID-19, as we continue previous and new methods of working in-person and online.

ESTEEM's marketing and communications was previously managed by our Youth COAST Programme Manager, training and supporting young people to develop and carry out ESTEEM's online messaging and branding. This has been challenging in terms of time and resources available. We are hoping that having someone dedicated to sharing our message with the local community will take ESTEEM to the next level and support the needs of young adults. ESTEEM has between 10 and 25 youth volunteers at any one time, who are with us from between 6 weeks to 2 years.

As Marketing and Communications Manager you will help ESTEEM to navigate through the COVID-19 pandemic. Your role will be to ensure ESTEEM can offer effective online volunteering opportunities. You would be responsible for creating a training structure and development of the youth volunteering element of ESTEEM (Media Assistants account for over 70% of youth volunteer roles). You will help our fundraiser drive organisational sustainable income streams through media, online campaigns and individual giving initiatives.

In addition to previous barriers young people were facing, many are now struggling to adapt and engage in digital online services. Staff IT services and youth media opportunities have to be dramatically accelerated in order for ESTEEM to meet the new demands placed upon us. ESTEEM needs to be well placed to support young people in the community who are anxious and struggling to find work and will benefit from post-COVID-19 ESTEEM

If you are an experienced marketing and communications professional with the drive and enthusiasm to work alongside young people and a great staff team, we would love to hear from you!

With strategic guidance from the CO and management team you will work with young adults to plan and manage all marketing and communications activities for ESTEEM. You will champion ESTEEM's brand both internally and externally.

Office based at The Old School House, Shoreham East Sussex, with some scope to work from home and flexible working hours.

Key Responsibilities

The main areas of your role will be:

- to oversee the implementation and management of IT spend including hardware
- supporting a youth Comms & Marketing Assistant to offer peer to peer support and encourage a youth-led approach
- enable ESTEEM to run safe, effective online activities and services
- lead Marketing and Communications as ESTEEM navigates through the COVID-19 pandemic
- responsible for the Youth Media Volunteers, recruitment, induction and training,
- creating training templates and content.
- Manage budgets and work with Fundraiser on grant reporting
- Develop and deliver ESTEEM's Communications and Marketing Strategy to support agreed objectives
- Implement promotions and PR campaigns.
- Champion ESTEEM's brand externally, growing awareness and understanding among agreed key audiences
- Manage creation and delivery of collateral - digital and print - to promote ESTEEM's work, including our regular newsletter, working with managers to update key stakeholders and partners.

- Provide strategic communications leadership and direction across the organisation (in particular the CO; Board of Trustees; Youth Management Team, Youth Volunteers, Staff, facilitating use of marketing and communications to achieve objectives

OTHER RESPONSIBILITIES

- Maintain and develop the ESTEEM website, ensuring all content is fully optimised for search engine performance and meets accessibility guidelines
- Work with ESTEEM's Fundraiser to develop, implement and evaluate paid and earned activities on social media platforms to increase ESTEEM brand presence and audience engagement
- Play an active role in managing ESTEEM's reputation proactively and reactively, including crisis management
- Oversee the work of marketing, communications and media volunteers
- Embody and champion ESTEEM's values, ensuring that they are at the heart of the organisation's culture and activities
- Undertake any additional duties that support the works of ESTEEM as agreed with the CO and Trustees
- Work with ESTEEM's Fundraiser to develop and manage a contact programme of key stakeholders, including local and national media, with a focus on building and maximising relationships that are beneficial to the charity

Person Specification

To succeed in this role you will need the ability to communicate effectively with a variety of internal and external stakeholders, while promoting the values of the charity. Strong written and interpersonal skills are essential, along with experience in a trusts and grants fundraising role.

Experience - at least 3 years of:	Essential	Desirable
1 Graduate level qualification, or equivalent experience, in Marketing and Communications	✓	
2 Experience of working successfully within a marketing and communications environment	✓	
3 Experience of managing and developing a website	✓	
4 Experience of managing everyday social media activity to increase engagement/as part of a campaign to persuade and influence	✓	
5 Previous experience in engaging and training young adults in marketing and communications		✓
6 Demonstrable experience of developing and maintaining a strong organisational brand	✓	
7 Demonstrable record of leading, motivating and inspiring people, with understanding of a youth-led approach	✓	
8 A track record of forging successful partnerships with a range of internal and external stakeholders, including external media outlets	✓	

9	Experience in a charity/care environment		✓
10	Experience of effective project management and working to achieve set targets		✓

Skills, Abilities and Knowledge			
1.	Creative and able to produce engaging written and visual communications	✓	
2.	Attention to detail	✓	
3.	The ability to distinguish between conflicting demands, scheduling and planning work in order to meet priorities and deadlines	✓	
4.	Strong organisational skills	✓	
5.	Ability to work autonomously as well as part of a team	✓	
6.	Strong working knowledge of Google Drive and MS Office, in particular Excel	✓	

Personal Attributes			
1.	Helpful, cooperative and sensitive to the needs and feelings of others, including a commitment to the organisation being youth-led.	✓	
2.	Demonstrate and promote ESTEEM's core values	✓	
4.	Dynamic, energetic, imaginative and able to work responsively in a vibrant and fast-changing environment	✓	

What we offer

- Excellent Development and Growth Opportunities

ESTEEM's employees are encouraged to consider opportunities to develop new skills or progress including application to new roles in the organisation or just to get involved in various projects happening within the organisation.

- A Diverse and Inclusive Workplace

Equality, diversity and inclusion are central to ESTEEM's values and how we work.

We are proud of our commitment to diversity and inclusion and support young people and staff from different backgrounds so they are able to be their best selves. Our networks include: All Sorts Safer Spaces (LGBTQIA+), Adur Refugees and Possibility People.

Other benefits include

- Holidays 28 days, including bank holidays
- Full induction

- Ongoing employee training and development opportunities
- Workplace Pension enrolment: Smart pension
- Work from home opportunities
- Flexible working hours
- Staff Wellbeing Week every three months
- Duvet hours

We are committed to maintaining your work/life balance. We offer 28 days annual leave, and operate flexi-working, which allows you to supplement your annual leave entitlement. ESTEEM office hours are 10am-6pm, Monday to Friday though we take a flexible approach to work and working patterns; we also ask the same of our staff, alongside the ability to work effectively and respond appropriately in challenging circumstances.

If you have the skills, knowledge and drive that we are looking for, and are passionate about helping young adults to flourish, we would love to hear from you. You will be required to complete a safer recruitment form as part of your application, we will not contact your references without notifying you first.

For an informal discussion about the role, please contact Cat Vizer, Chief Officer on 07760395085 or cat.vizer@esteem.org.uk

Please complete the application form, without this we will sadly be unable to consider your application. You can access the application form via <http://esteem.org.uk/jobs-board/> or by emailing hr@esteem.org.uk