

Social Media and Content Manager

Contract type:	Permanent – 37 hours per week (some weekend and evening working will be required)
Location:	Flexible working (home and office based) with some regional travel required
Salary:	NJC Points 26 to 28 (£30,451 to 32,234)
Responsible to:	CEO
Overview	<p>Youth Focus North West (YFNW) is seeking a Social Media and Content Manager, confident in social media management, copywriting and design.</p> <p>We're looking for someone who is creative; who can tell our story and plan and deliver high-quality campaigns alongside young people and the rest of the team.</p> <p>The successful candidate should be confident in constructively challenging and implementing our brand; ensuring all output is diverse, inclusive and in line with our values.</p> <p>You will need to have a comprehensive understanding of all media platforms, with hands-on experience in developing and delivering innovative and targeted communication materials.</p> <p>We are looking for a proactive can-do individual who can hit the ground running and will thrive in a fast moving environment.</p> <p>This post is subject to receipt of satisfactory references and enhanced DBS check.</p>

Responsibilities:

Social media Management:

- Own and update Youth Focus North West's (YFNW) digital presence; including our website, social media platforms and e-newsletter
- Develop and deliver engaging social media campaigns to engage our key audiences, including potential and existing partners, funders, commissioners, young people and policy makers
- Write engaging copy that is appropriate for our audiences and platforms
- Support and cover events on social media at all YFNW key events and the Greater Manchester Youth Combined Authority (GMYCA) on a monthly basis
- Be reactive and engaging online; ensuring young people's voices are represented as part of the wider narrative and when responding to breaking or trending news stories
- Push our digital presence with campaign ideas alongside young people and the rest of the team
- Develop feedback, reports and evaluation in line with key communications metrics and analytics to improve our effectiveness and reach.

Content creation:

- Own and deliver the content calendar
- Create imagery, graphics and content to engage people with our work, highlight our impact and bring the experiences of the young people we work with to life
- Create all digital and printed materials for events including signage, welcome packs, banners etc.
- Act as our brand guardian, ensuring all content is on brand and complies with our brand guidelines
- Manage, update and gather content for YFNW's image library

Working with external partners and stakeholders:

- Work closely with partners, stakeholders and organisations to amplify the work of YFNW
- Manage externally commissioned work and associated budget

IT & Digital:

- Be a competent user of Microsoft office 365/G Suite and its functions
- Use appropriate tools to produce questionnaires and other consultation methods to enable the delivery of your projects
- Enter data onto the YFNW management information system

Safeguarding:

- Support and promote safeguarding throughout all delivery, and identify and act on any safeguarding concerns
- Ensure all activities meet Health & Safety and Safeguarding guidelines

Flexibility:

- Support delivery of projects with other team members, as and when required
- Contribute to the Impact culture and framework at YFNW
- Work flexibly with minimal supervision
- Deliver services anywhere within North West – including occasional residential programmes and attend meetings at YFNW HQ as well as other locations and online
- Undertake relevant training as necessary to enhance personal skills and professional development
- Undertake areas of development work as identified by the management of the YFNW

Person Specification:

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Marketing qualification or qualified by experience	
Experience and skills	<ul style="list-style-type: none">• Experience in a similar role• Confident and experienced in Canva, Adobe or other design tools with the ability to produce creative, engaging and accurate content• Excellent verbal and written communication skills, paying attention to detail, whilst being able to deliver high quality, accurate work quickly• Development and management of a website• Experience of creating and delivering effective digital and/or offline marketing campaigns with targets• Experience of analytics tools and using insights to inform communications such as Google Analytics, Hootsuite, social media insight tools• Working knowledge of social media trends and platforms that appeal to varying audiences	<ul style="list-style-type: none">• Video editing or motion graphic skills• Has an interest in social trends, current affairs and social action

	Essential	Desirable
Experience and skills	<ul style="list-style-type: none"> • Ability to constructively challenge; ensuring consistency, diversity, inclusion and quality in every output we produce • Strong understanding of diversity, equity and inclusion in both your personal development and marketing practice 	
Other	<ul style="list-style-type: none"> • Willingness to work flexibly including evenings and weekends to meet needs and priorities of work • Willing and able to travel to meet the requirements of the post • Contribute to YFNW's Impact and Evaluation framework and culture • Operate within YFNW policies and procedures 	

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