**Job Description**

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| **Job title:** | Junior Communications Officer | **Salary:** | Up to 14K dependant on experience |
| **Reporting to:** | Head of Marketing and Communications | **Holidays:** | 25 days excluding bank holidays |
| **Location:** | Wirral Youth Zone | **Hours:** | 30 hours per week (including evenings & weekends) |
| **Key Relationships:**  **Role overview:** | Youth Zone staff, young people, volunteers, parents, key partners in the Wirral, patrons and funders. | | |

To raise the profile of Wirral Youth Zone amongst key stakeholders in the region, supporting The Hive’s communications and marketing strategy. You will be responsible for developing, managing and maintaining all communications and marketing activities within the Youth Zone to enhance visibility, build support and increase our effectiveness. In particular you will:

* Raise awareness of the Youth Zone amongst the whole community through our social media channels, including young people, partners, funders and potential patrons/ donors
* Engage with young people to capture The Hive from a young person’s perspective
* Portray a positive image of young people, their achievements, development, voice, contribution etc.
* Produce high quality, creative and modern communications that really captivate the target audience and reflect The Hive’s brand value

*An interest in Photography and Design would be desirable, including some knowledge of basic video editing*

**Key responsibilities**

* Supporting the Head of Marketing to ensure social media accounts are monitored and kept up to date
* Generation of content for social media including writing Tweets and posts for Facebook and Instagram
* To work with The Hive Media Squad and support the media room team with content creation on session
* To ensure that Hive safeguarding policies about the use of member’s images are followed
* Build positive relationships with key local media to build The Hive’s profile and brand identity generating positive coverage and dissemination of key messages
* Act as the guardian of The Hive’s brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity
* Stay abreast of external communications trends, highlighting where new approaches might be beneficial
* Work with young people directly, obtaining case studies and supporting young people to tell their own stories
* Act as a champion for communication and marketing activity within The Hive
* Work alongside the Head of Marketing and Communications to support our Fundraising team, including the promotion, coverage and write-up of events to promote and raise funds for the Youth Zone
* Carry out any other reasonable duties as requested by management

**Context of the posts:**

Youth Zones are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. Youth Zones are for young people aged 8 to 19, and up to 25 for young people with additional needs. Wirral Youth Zone is part of the growing OnSide network.

Wirral Youth Zone is centrally located, dedicated to young people, and makes a bold statement about the importance of giving young people high quality places to go in their leisure time. We have big ambitions to be a flagship for quality youth provision and have already won a host of awards to recognise this excellence. Open 7 days a week, at weekends and during school holidays, the Youth Zone’s purpose is to help young people grow to be happy, healthy, and successful adults. The state-of-the-art £6 million building provides young people with access to a range of activities, all offering young people the opportunity to try new things, meet new friends and gain support from friendly, warm, and positive staff and volunteers. The facilities include a 3G pitch, a gym, sports hall and recreation area, and dance, arts, music, and media suites.

**Values and Aspiration**

The young people’s chosen name “The Hive” represents the aspirations and values that young people feel the Youth Zone should stand for. The Youth Zone is a ‘hive’ of activity, adventure, and fun for all young people where they can try new experiences and learn new skills. The Hive is a place where young people can reach their full potential, grow their dreams, and achieve their goals. It is a safe and supportive community for young people to belong and be themselves.

* We are looking for someone who can deliver on the young people’s aspirations and who:
* Is a positive role model for young people who believes and recognises young people’s potential
* Has positive and “can do” attitude
* Takes responsibility for their own actions
* Is committed to a culture of continuous improvement and subscribes to a “tonight’s better than last night” philosophy
* Is willing to go the extra mile to ensure great provision for young people

**Duties and Responsibilities – General**

* Work within the performance framework of Wirral Youth Zone and the OnSide Network
* Represent Wirral Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
* To be alert to issues of safeguarding and child protection, ensuring the welfare and safety of Youth Zone members is promoted and safeguarded, and to report any child protection concerns to the designated Child Protection Officers using the safeguarding policies, procedures and practice (training to be provided)
* To assist with any promotional activities and visits that take place at the Youth Zone
* To actively promote the Youth Zone and positively contribute towards increasing Youth Zone membership
* To adhere to Wirral Youth Zone policies at all times, with particular reference to Health and Safety, Safeguarding and Equal Opportunities
* Ability to work to a deadline

**Benefits**

* Work as part of an award-winning team that makes a real difference in the lives of thousands of young people
* After 6 months service the eligibility to enrol in a rewards scheme
* Training and development opportunities
* Frequent team socials e.g. pub quizzes and team nights out
* Use of state-of-the-art facilities

**Special Requirements**

* This post is exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to this post will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS)
* A willingness to work unsocial hours during evenings and weekends is required
* The ability and willingness to travel to meetings and events both in the Wirral and beyond

**OnSide Youth Zones Values**

As a Youth Zone community, our values provide us with cohesion as a group. We celebrate our differences; however, these values help ensure our actions, behaviour and motivations as colleagues and volunteers reflect our shared vision.

* Serving Young People
* Focus on serving young people
* Continuous improvement in the service we offer
* Building relationships