

## Job description: Social Media & Campaigns Coordinator

**Duration:** Fixed-term (12 months)

**Salary:** C3, London, £21,157

**Location:** London(flexible)

**Reporting to:** Social Media and Campaigns Manager

**Department:** External Relations

**Key working relationships:** Social Media and Campaigns Manager and wider Digital, Marketing and Communications team, colleagues across the External Relations Department and wider organisation, young people, partners, youth organisations and external agencies.

### Purpose of the job

We have an exciting opportunity to recruit a young person into the role of Social Media and Campaigns Co-ordinator on a Fixed-Term Contract (12 months). We are looking for an enthusiastic and imaginative individual who is looking to start/progress their career in Marketing and Communications.

You'll be self-motivated with an interest in social media, campaigning and youth culture. The role will work closely with the Social Media and Campaigns Manager to contribute to producing engaging content and suggesting creative ways to attract and engage with our audiences and grow support for our work. You'll love coming up with insightful content ideas that we can make a reality!

UK Youth has big ambitions around campaigning and influencing and you'll play a key role in helping our key audiences build understanding of what youth work and its impact and building awareness of, and support for UK Youth.

### Why work at UK Youth?

UK Youth is a leading charity with a vision that all young people are equipped to thrive and empowered to contribute at every stage of their lives. With an open network of 8,000 youth organisations and nation partners in Scotland, Wales and Northern Ireland, we are focused on unlocking youth work as the catalyst of change that is needed now more than ever. UK Youth's new 2025 strategy, "Unlocking Youth Work" outlines a bold ambition to impact young lives by unlocking youth work as catalyst for change. We will work in partnership to build a cross-sector movement, creating a society that understands, champions, and delivers effective youth work for all.

### Key responsibilities

- Supporting the development of UK Youth social channels working with the Social Media and Campaigns Manager.
- Supporting with creating and scheduling engaging content across social media including Facebook, Twitter, TikTok, Instagram, LinkedIn and YouTube as well as implementing new ideas.

### Other responsibilities:

- Support the Social Media and Campaigns manager with planning and executing national campaigns to key stakeholders to affect change.
- Monitoring various social media platforms, interacting with followers and responding to

queries or requests.

- Helping to manage the social media content calendar.
- Producing compelling visual content and campaign assets.
- Brainstorming and presenting engaging content ideas.
- Helping to collect and curate social media analytics for reporting.
- Regularly researching competitors and analysing their channels, presence and content.
- Supporting the team with gathering stories from young people and youth organisations across UK Youth's network.
- Carrying out research for team projects.
- Supporting the maintenance of our photography portfolio in line with GDPR requirements.
- Supporting the wider team on other ad-hoc marketing tasks when required such as the staff newsletter.

## Person Specification: Social Media and Campaigns Coordinator

### Knowledge, skills, and experience

- Keen interest in social media, campaigning and youth culture.
- Interest in keeping up with the latest social media and marketing trends.
- Creative with a strong eye for visuals.
- Knowledge of social media platforms such as Instagram, Twitter, Facebook, LinkedIn and TikTok desirable.
- Knowledge of design tools such as Canva, Adobe Photoshop and Premiere Pro are desirable.
- Excellent planning and organisation skills with attention to detail and accuracy.
- Confident working in a busy and deadline-driven work environment.
- Great communication skills with the ability to write for different audiences.

### Personal qualities

- Professionally and positively represent the organisation at all times.
- A team player and a quick learner who is not afraid to ask questions.
- A proactive attitude who thinks ahead and generates innovative ideas.
- Ability to plan and manage multiple tasks.
- Self-motivated and enthusiastic.
- Excellent interpersonal skills to work with many different departments.
- Excellent organisation and time management skills.

### Coordinator behaviours and expectations:

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles and be willing to put the welfare of children and young people at the forefront of your work.
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds an understanding of equity, diversity and an inclusive culture



- Able to take personal accountability for key work areas and understand individual accountabilities within work areas and make links to evidence to inform decisions
- Able to effectively communicate with others, incorporate others perspectives and build good rapport with colleagues.

This post is subject to receipt of to satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.