



# COMMUNICATIONS COORDINATOR

£30,604 (INCLUDING LONDON  
WEIGHTING WHERE APPLICABLE)  
35 HOURS PER WEEK (FULL TIME)

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CLOSING DATE:  
9AM MONDAY 22ND AUGUST  
2022



# WELCOME

I am so pleased that you are interested in joining our team. We are ambitious to support and empower more young people to find their voice and be heard on the issues that affect their lives and would love you to be part of this.

As the National Youth Council of the UK, we have a big responsibility to young people, and we take that responsibility seriously. Whilst we have much to be proud of in our history, we know that to remain vibrant and relevant to young people we must continually evolve. The key to this is putting young people at the heart of everything we do.

While the British Youth Council works with young people, and is led by a board of trustees who are all under 26, our staff team is a mix of ages and we welcome applicants of all ages and backgrounds. I am immensely proud to be CEO of this fantastic charity; after reading the application pack I hope you feel inspired to join us.



Jo Hobbs MBE, Chief Executive



# ABOUT THE BRITISH YOUTH COUNCIL

The British Youth Council is the National Youth Council of the UK. A youth-led charity, we empower young people aged 25 and under to influence and inform the decisions that affect their lives. We support young people to get involved in their communities and democracy locally, nationally and internationally, making a difference as volunteers, campaigners, decision-makers and leaders.

We are young people - and our charity aims to help other young people, whatever their background or barriers they face, to make the world a better place for us all.

## **Our vision**

A world in which every young person is empowered to create social and political change.

## **Our mission**

As the national youth council of the UK, the British Youth Council brings young people together to find their voice and use it to improve the lives of young people. We work with others to amplify young people's voices to create an environment in which young people views are valued, sought and acted upon.

## **Our values**

**Youth led** – young people are agents of change and will always be at the forefront of our work. As a youth-led charity, young people are our leadership through our governance structures. They lead and shape our work, and we support them to define their own action for change. We champion youth leadership across all sections of society, evidencing the benefits of engaging young people in decision making and delivery and supporting that to happen.

**Collaborative** – we actively seek to collaborate with others to make positive change happen. We seek to work with relevant partners to add value to our campaigns and activity, and to be more creative in our approach to making change happen with and for young people. And we recognise the skills, knowledge and experience of young people, volunteers, staff and partners, and strive to achieve more by maximising the opportunities that collaboration provides.

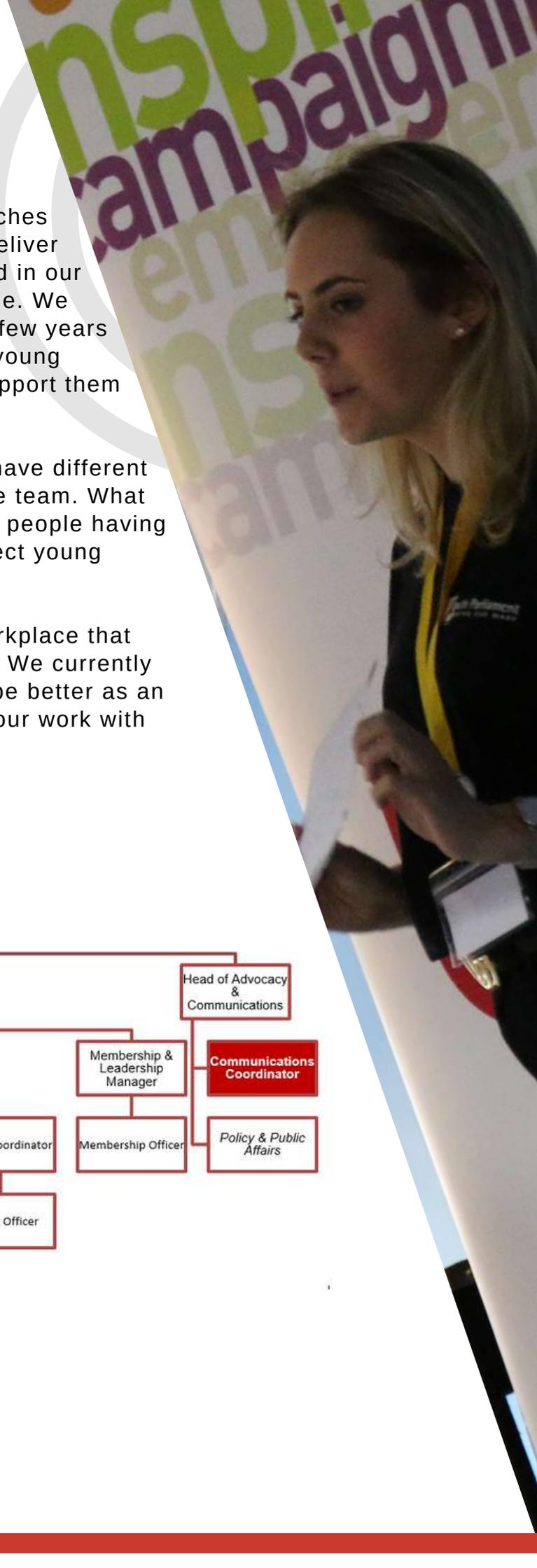
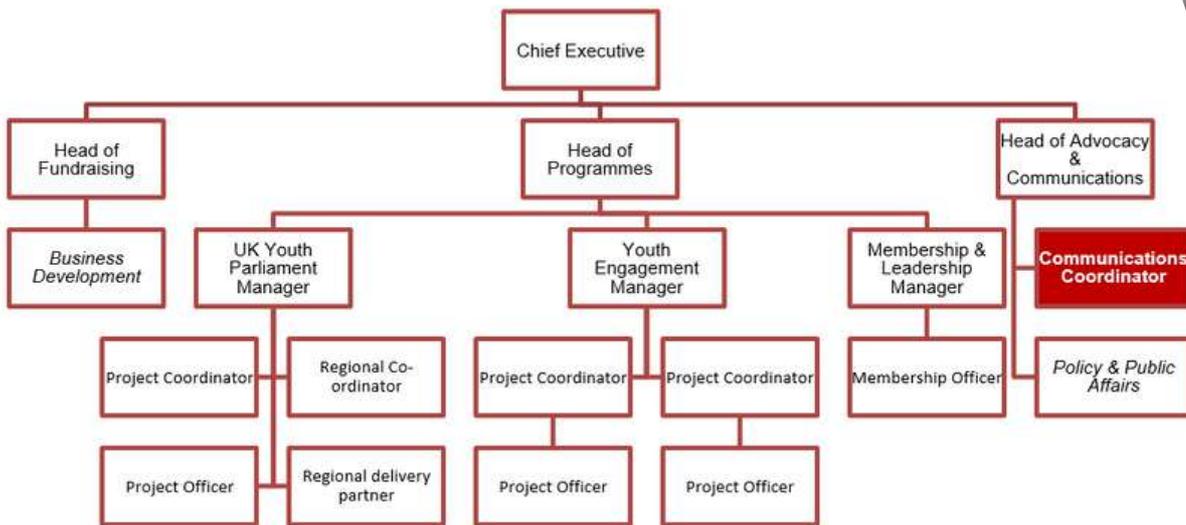
**Inclusive** – we respect and value diversity and act in a way that includes all. We ensure that all our activities are inclusive, recognising the needs of young people across different communities, and bring young people and partners together to learn from each other.

# OUR TEAM

We are a small and passionate team that punches above our weight when it comes to what we deliver for young people. Some of our team are based in our London HQ, with other staff working from home. We are looking to expand our team over the next few years to deliver on our commitment to empowering young people to have a voice and to enable us to support them to access the platforms to be heard.

We all come from different backgrounds and have different life experiences which brings a richness to the team. What binds us together is our commitment to young people having the agency to influence the decisions that affect young people's lives.

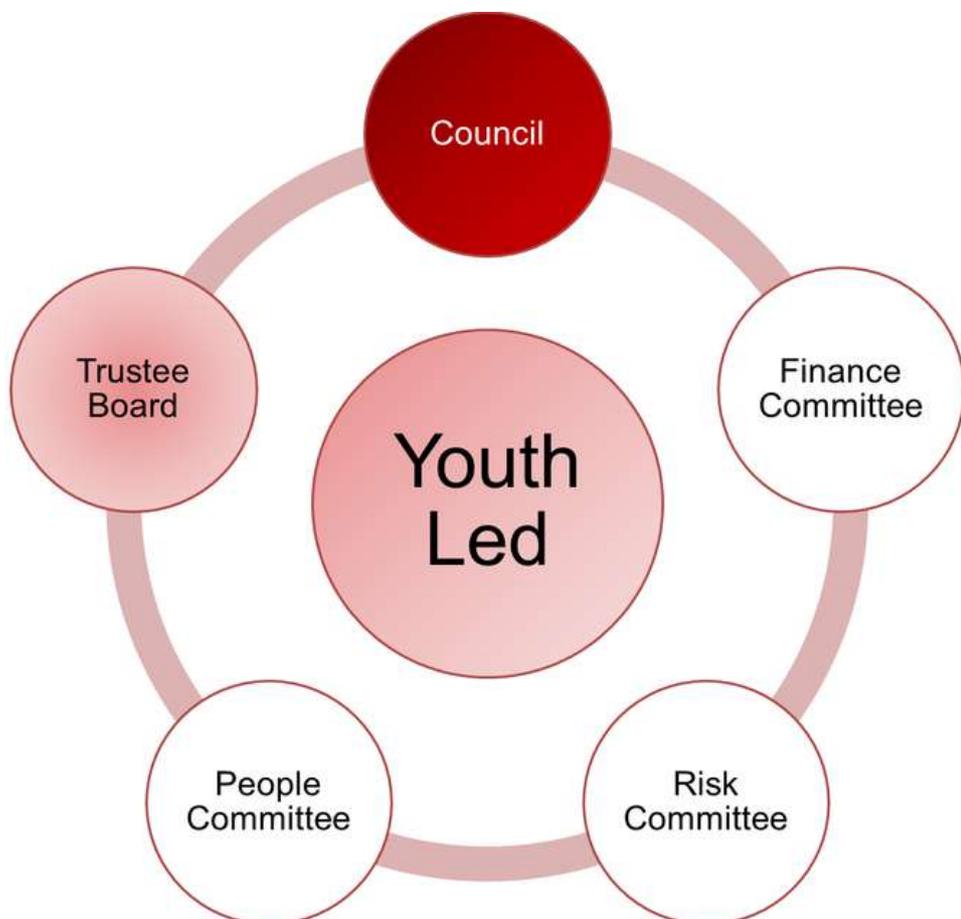
We are committed to creating an inclusive workplace that values and supports the diversity of the team. We currently have a working group looking at how we can be better as an anti-racist workplace and how that flows into our work with young people.



# OUR GOVERNANCE

We live by our value of youth led, and this can be seen at the heart of decision making within our charity. As the national youth council of the UK, it is young people, through our Annual Council meeting, who elect members of the trustee board and decide upon the positions that the British Youth Council will take on issues that matter to young people. Our membership ranges from national youth charities like Girlguiding, St John Ambulance, and the National Federation of Young Farmers' Clubs, through to local youth councils.

Our Board are all young people who are passionate about giving young people a voice. They are responsible for the strategy and day to day governance of the charity, working in partnership with the Chief Executive. We are implementing the outcomes of a governance review which will ensure that young people are set up to succeed in this role and that our governance is in line with best practice.



# THE ROLE

This is a new role in our senior management team, a great opportunity to shape our advocacy and communications work with and for young people. This post has been made possible due to our new partnership with The Body Shop focusing on lowering the voting age to 16 over the next three years, and the post holder will play a significant leadership role in this project.

Reporting to:	Head of Advocacy & Communications
Grade	NJC 19-25
Responsible for:	Communications Assistant, and additional project staff as relevant to funded programmes, account managing agencies, and contractors.
Key internal stakeholders:	All staff but particularly our Policy and Public Affairs Coordinator, and young people in our programmes.
Key external stakeholders:	Current funders, members, delivery partners (including agencies) and journalists.

## Overall purpose

- To maintain the brand of the charity, our programmes, events and campaigns. This includes leading the planning, production and curation of digital and social content.
- To support editorial decisions for external content and materials for print, digital and social.
- To develop the charity's media presence across print, broadcast and online outlets. Including the coordination of daily and out-of-hours media enquiries
- To lead on communications-based projects, working across the team to ensure a joined-up approach and integration with the wider programmes of work.

## Main areas of responsibility

### Project Management

- Develop and deliver project plans for comms-led projects within wider programmes of work
- Work directly with and support relevant groups of young people leading these projects to co-produce content and deliver against objectives.
- Work collaboratively with colleagues to ensure a joined-up approach across the programme of work.

## **Digital**

- Supporting the development and delivering the charity's long term digital plan, in collaboration with colleagues, to maximise reach, interaction, income generation and impact.
- Coordinate the development and maintenance of the charity's digital footprint. This includes responsibility for the planning, production and curation of digital copy and design, and upskilling colleagues to create their own content within guidelines.
- Provide guidance to young people/ volunteers in producing communications, online blogs and social media.
- Maintain and cultivate a relationship with agencies, and our pool of consultants.
- Manage the contracts for domains and servers.
- To track, monitor and report on our digital communications engagement and analytics, applying learning and improvements where necessary.

## **Social media**

- Curate and manage the social community of the charity's brands across multiple platforms including Facebook and Twitter.
- Coordinate the analysis and evaluation of social content.
- Support and develop guidance for staff and volunteers to enable them to plan and deliver great social content where appropriate.

## **Media**

- Lead the development of our media planning for programmes, projects and campaigns, working in close partnership with colleagues.
- Copy-writing and distribution of press releases and press statements.
- Building and maintaining relationships with relevant journalists for our campaigns and events. Acting as contact point for the media to broker and support media coverage.
- Supporting the Head of Advocacy and Communications with the construction of crisis communications and leading on the mitigation of negative media interest.
- Supporting, training, advising and recruiting the charity's media spokespeople, including trustees and programme representatives.

## **Financial management**

- Monitor spending against budgets, identify variances and work with the Head of Advocacy & Communications to address them.
- Process invoices and expenses claims in relation to own areas of work, ensuring correct coding.
- To be responsible for project funding and reporting where relevant.
- Work with the Head of Fundraising and Head of Advocacy and Communications to identify and apply for funding to support the delivery of work.

## **Line management**

- Where funding allows, manage the Communications Assistant (and additional staff or volunteers where recruited), providing regular support and supervision, and opportunities to develop

## **Other**

- To be an active and inspiring ambassador for the British Youth Council's brand, proactively promoting the charity externally, building networks and identifying opportunities to introduce the British Youth Council to new audiences.
- To attend meetings with funders, members and networking events.
- To conduct all activities in line with our values and in a manner which promotes and enhances the British Youth Council's image and reputation.
- Build positive relationships with stakeholders at all levels, including staff and young people within British Youth Council member organisations, partners, staff, Trustees and volunteers.
- To support the delivery of the British Youth Council's high profile, large scale events as part of the wider team, including but not limited to the UK Youth Parliament sittings and the British Youth Council Annual Council Meeting.
- Ensure the principles of youth participation are embedded in our programme work.

## **Additional information**

- To undertake any other duties that may reasonably be required to fulfil the duties of this post.
- Significant evening and weekend working, including residential, is required, for which time off in lieu (TOIL) can be taken, therefore the post-holder must be flexible and able to work at weekends and stay overnight away from home.
- The role will involve travel within the UK, the cost of which will be covered by the British Youth Council.

# PERSON SPECIFICATION

<b>Knowledge</b>		
Delivering integrated marketing campaigns against strategic priorities.	Essential	A/I/T
Principles of building a strong brand and tone of voice.	Essential	A/I/T
Project Management principles and practises	Essential	A/T
Safeguarding principles and practices	Desirable	A/I
<b>Experience</b>		
Planning and delivery of communications and marketing activities.	Essential	A/I/T
Developing content for multi-channel campaigns.	Essential	A/I
Working with young people	Desirable	A/I
Managing social media channels	Essential	A/I
Working as part of a team	Essential	A/I
Project and event management	Desirable	A/I
Website design / development (ideally using Wordpress)	Essential	A/I
Writing for a variety of different audiences including journalists	Essential	A/I
Line management	Desirable	A/I
<b>Skills</b>		
Effective communication with a range of different stakeholders	Essential	A/I
Excellent interpersonal skills	Essential	A/I
Excellent verbal and written communication skills, strong attention to detail	Essential	A/I/T
Ability to prioritise, manage multiple tasks simultaneously and meet deadlines	Essential	A/I
Ability to prioritise competing demands and work to deadlines	Essential	A/I
Ability to deal with problems and queries with sensitivity and tact	Essential	A/I
<b>Values and behaviours</b>		
Supportive of the vision, mission and values of the British Youth Council	Essential	A/I
Committed to working in partnership with young people	Essential	A/I
Flexible approach to work; willing to get involved and collaborate	Essential	A/I

A = Application Form   I = Interview   T = Test

# EMPLOYMENT DETAILS

## **Contract type**

This post is 35 hours per week (full time). The post holder will be required to work additional hours – including evenings and residential weekends – for which time off in lieu (TOIL) will be available. Overtime is not paid. It is a permanent contract.

## **Salary**

The salary for the position is £30,604 including London Weighting if based in London. The salary range for this role is £30,604 to £34,060. It is our normal practice to appoint at the bottom of the scale but this can be reconsidered in an exceptional circumstance. We also match employee contributions to their pension up to 5% of qualifying salary.

## **Notice period**

During probation the notice period is one week for both parties, and three months thereafter.

## **Probation**

This post will be subject to a probationary period of 12 weeks (3 months).

## **Holiday entitlement**

25 days of paid holiday per year plus bank holidays for full time staff. A pro rata leave allowance will be agreed at appointment. All staff are also able to request up to five days additional paid volunteering leave each year. After two years' service staff are eligible to request sabbatical leave.

## **Flexible working**

We are committed to ensuring that our staff have a good work-life balance. Our core hours are 10am and 4pm, and working hours will be agreed with your line manager. We support homeworking for staff based in the office to manage life admin as well as to get some focus on those occasions when it is needed.

## **Location**

Our preference is for this role to be based in the London office. However, we do have a mixed model of home workers and those based in our London office, including hybrid working for those based in London.

## **Medical and criminal records check**

This post will involve access to young people and it is a requirement that you undergo a criminal record disclosure check.

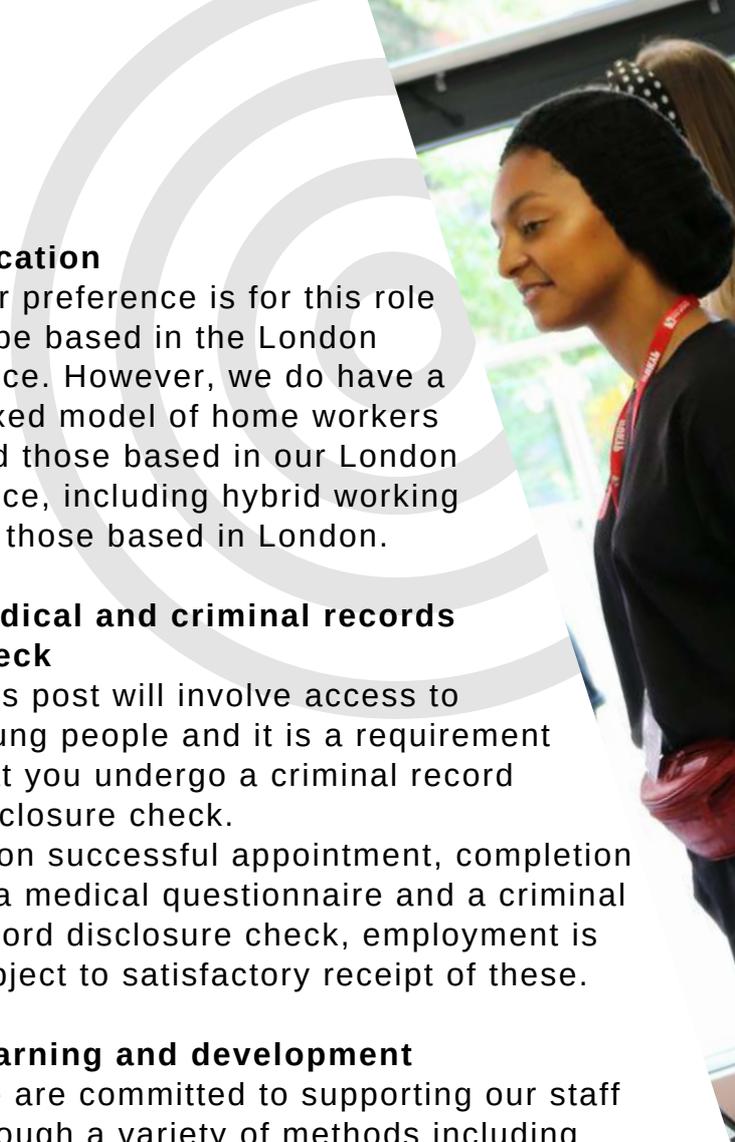
Upon successful appointment, completion of a medical questionnaire and a criminal record disclosure check, employment is subject to satisfactory receipt of these.

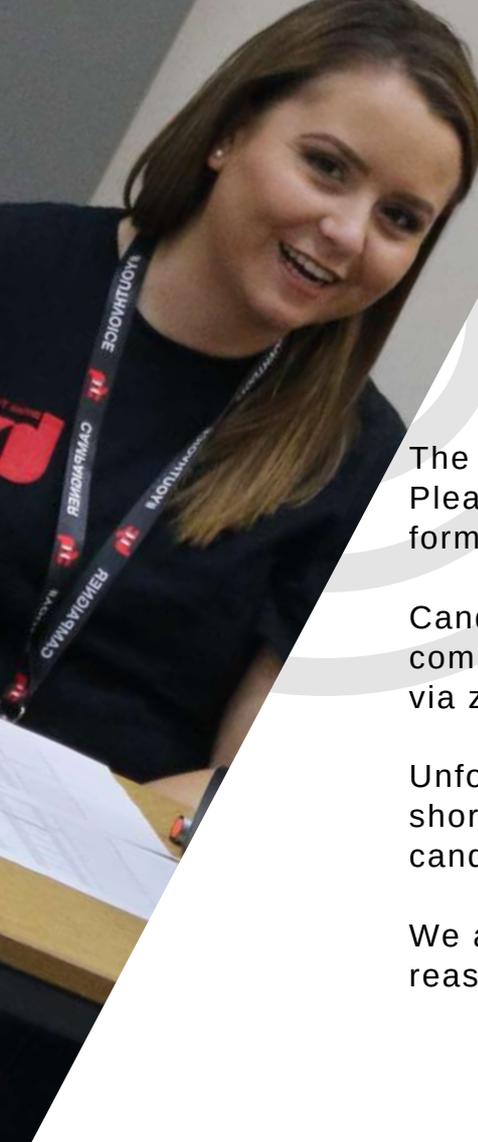
## **Learning and development**

We are committed to supporting our staff through a variety of methods including coaching, mentoring, e-learning, shadowing and individual courses. Each staff member has a learning and development plan that is reviewed annually. Vacancies in the British Youth Council are advertised internally to encourage staff to progress their careers within the charity.

## **Staff support**

All staff have access to an externally provided Employee Assistance Programme offering counselling and advice to both staff and their immediate family. All staff have a named line manager who provides regular support and supervision. We also have an enhanced sick pay package to ensure that our team feel able to take the time off they need to recover from illness without financial penalty.





# HOW TO APPLY

The closing date for applications is Monday 22nd August at 9am. Please complete the application form and the diversity monitoring form and email them to [jobs@byc.org.uk](mailto:jobs@byc.org.uk).

Candidates shortlisted will be invited to attend interviews week commencing Monday 29th August. Interviews may be held remotely via zoom or in person at our London base in Vauxhall.

Unfortunately we are unable to give feedback to applicants not shortlisted for interviews. We do provide feedback upon request to candidates interviewed.

We are hoping that the successful candidate will start as soon as reasonably practicable.



# The British Youth Council

E: [info@byc.org.uk](mailto:info@byc.org.uk)

W: [www.byc.org.uk](http://www.byc.org.uk)

Charity Number 1123224

Company Number 06226595

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