**Post:**  Media Communications Officer

**Wage:** £18,000

**Hours:** 40 hours a week, full time flexible working

**Responsible to:** Operations Manager and Chair of Trustees

**About Success4All**

Success4All is a Newcastle-based educational charity, established in 2006, that fights educational inequality by giving access to tutoring, learning resources, clubs and summer schools to those in less affluent areas. At Success4All we truly believe that financial status should not determine academic success. Our aim at Success4All is to engage, equip and empower children, young people and their families, so that they can build a successful future for themselves and others.

**Role Description:**

Success4All are currently looking for a Media Communications Officer. A key aspect of working within a small organisation as Success4All, is that staff have more flexibility to shape and refine how the organisation develops. This is both an exciting opportunity but also has its own challenges.

As our Media Communication Officer, your main tasks will involve raising the profile of our services and achievements through our social media channels, maintaining and updating our website as well as producing marketing materials such as newsletters, press releases and flyers. You will be expected to take significant responsibility and autonomy for your area of work. You will lead on the development and implementation of new marketing strategies to promote Success4All.

The Media Communications Officer will be part of Success4All’s operational team. As part of this team, you will be expected to attend regular team meetings and contribute to the strategic development and delivery of Success4All’s services.

Please note that, all staff and volunteers are required to adhere to Success4All’s strict safeguarding, health and safety and data protection procedures, as well as maintaining relationships with volunteers, learners and their families. As a children’s charity, the role may require you to work with vulnerable children therefore the role requires a satisfactory enhanced DBS check and safeguarding training.

**Pension**

Success4All’s pension is in line with current legislation on auto-enrolment. Full details will be sent on commencement.

**Place and hours of work**

As the Media Communications Officer, your main place of work will be at Success4All’s offices (for 2-3 days a week) and working at home for the rest. You will have the option to work flexibly provided you attend scheduled meetings and complete 40 hours of work each week.

This role is offered on a permanent basis, subject to ongoing funding of the charity. The role also requires a deal of flexibility to cover occasional evening or weekend work e.g. training, community events, meetings etc.

**Duties**

1. Manage all social media channels, i.e. LinkedIn, Twitter, Facebook, Instagram, and YouTube, and create regular engaging written, visual and video content that drives brand awareness, builds loyalty and promotes Success4All’s activities.
2. Maintain a friendly and professional tone across all media outlets.
3. Monitor and report on the effective use of Success4All’s social media channels and track growth through analytics.
4. Attend Success4All’s services or events to collect stories and feedback that demonstrate Success4All’s impact, with the support of other staff. This may include interviewing beneficiaries, staff or supporters.
5. Write blogs, newsletter articles or other engaging social media content to share our impact with relevant stakeholders. You may also be required to write press releases for significant events to promote Success4All’s mission and projects.
6. Take photographs of Success4All’s services and events, create visual graphics and maintain appropriate media archives.
7. Coordinate the production of monthly newsletters, distribute to relevant audiences and track campaign analytics.
8. Regularly update Success4All’s website (this includes new projects, blogs, staff changes etc.)
9. Develop a cohesive marketing strategy to promote Success4All’s services and implement across all social media channels, website and other marketing products such as press releases, leaflets and promotional materials.
10. Represent Success4All when responding to requests from our social media site, and other contact platforms appropriately. Learn about Success4All’s services to give accurate information to stakeholders and beneficiaries. Build strong relationships with all staff members, volunteers, parents, children and young people, and trustees.
11. To keep up to date with significant national days and events relevant to Success4All and coordinate partaking of similar activities with service users to share online.
12. Produce statistics, case studies and reports as required by funders, managers and trustees.
13. To use the evaluation findings and impact reports to improve services and develop media strategy.
14. Be administratively self-supporting and maintain effective electronic and paper-based office information systems.
15. Take part in the organising and running of services and events (this includes the setting up of the Learning Hubs and Clubs when applicable), Learning Hub Coordinator and operational staff meetings volunteer and other training, end of year celebrations and AGM. You may also manage fundraising activities to raise funds for Success4All. This can be done through organising events, social media campaigns, through an online fundraising website or through Success4All's donate page.
16. Liaise effectively with colleagues to exchange information and promote good practice to benefit service users and Success4All. This will include attending the relevant team meetings, providing occasional support to colleagues as required, and attending other events, meetings and trainings. Develop relationships with staff and contribute to managing decisions, minimising disruptions and resolving issues efficiently.
17. To carry out, within reason, any other duties necessary to the smooth running of the service.

**All Staff of Success4All should**

1. Contribute to the whole ethos of Success4All, which aims to engage, equip and empower the families in need.
2. Promote the educational development of each child and uphold the belief that children have the right to great education regardless of their financial background.
3. Be concerned for the well-being of each child and their family and play an active role in following the safeguarding procedures.
4. Further the aims of Success4All and its activities by working within all agreed policies, including the Equal Opportunities Policy and to operate agreed health & safety and security procedures.
5. Ensure Success4All’s safeguarding and data protection policies are met.

Person Specification

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| Skills and Abilities | |
| Excellent written skills and ability to write content for a range of audiences and platforms. | Essential |
| Excellent communication skills, particularly able to work with children, young people and their parents. | Essential |
| Ability to design and develop creative ways to communicate ideas and information for Success4All’s audiences. | Essential |
| Ability to work collaboratively and develop positive relationships with internal and external stakeholders. | Essential |
| Ability to use their own initiative with a creative approach to problem solving. | Essential |
| Strong team working skills, demonstrating sensitivity to others’ views and ability to show consideration and empathy. | Essential |
| Pro-active and self-motivated, with the ability to plan their own work schedule effectively and think ahead and act to ensure the smooth completion of team/individual aims and objectives. | Essential |

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| Qualifications and Specific Knowledge | |
| Understanding in the use of different social media platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube | Essential |
| Knowledge of adapting and maintaining websites. (We use Wordpress with Aveda Fusion Builder) | Desirable |
| Knowledge of factors affecting children’s attainment and aspirations. | Desirable |
| Knowledge of Microsoft Office and/or other relevant computer applications. | Essential |

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| Experience and other requirements | |
| Experience of creating engaging online content for different audiences and social media platforms. | Essential |
| Experience of producing and designing creative and visually inspiring promotional materials. | Desirable |
| Willingness to learn and embrace new technological platforms. | Essential |
| Experience of positive engagement with children and young people. | Essential |
| Experience of project delivery, working to deadlines with an attention to detail and adapting to changes. | Desirable |
| Experience of establishing and maintaining effective working relationships with people from a variety of backgrounds and organisations. | Desirable |
| Enthusiasm and genuine commitment to support and increase awareness of Success4All’s mission | Essential |
| Valid driving licence with access to own car | Desirable |

How to Apply

To apply for the post, please email the job application form to [busola@s4a.org.uk](mailto:busola@s4a.org.uk) by Friday 13th November by noon. Interviews will be held from 23rd November – 27th November.

Requests for part-time, flexible working will be considered.

If you require further information, please contact Busola Afolabi on 0191 273 2229 or via email on [busola@s4a.org.uk](mailto:busola@s4a.org.uk)

*This job description may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and task but sets out the main expectations in relation to the post holder’s professional responsibilities.*