

JOIN OUR TEAM

Are you passionate about bettering the lives of young people in Wales?

Youth Cymru has an exciting opportunity for a **Marketing and Communications Officer** to join our long-established youth work charity. We are seeking an individual with strong fund raising and business development skills to play an important role in continuing and strengthening our ability to provide impactful and positive youth work services across Wales. This role will provide you with an opportunity to work with a small, dynamic and innovative national organisation with over 80 years' experience of supporting young people, youth workers and the youth sector in Wales. We are delighted to be in a position to recruit a new member of our staff team, and are looking for a motivated, inspiring colleague who is keen to support our delivery of quality youth work across Wales.

About Youth Cymru

The charity was founded in approximately 1920, originally as the Welsh Association of Youth Clubs. During the years since, we have played a fundamental and leading role in developing and supporting both the voluntary and statutory youth services in Wales. We work in partnership with private and public organisations; including large and small youth facing organisations, striving to best enhance the life experiences and opportunities of all young people. We develop and deliver innovative projects and programmes working with and through our national membership organisations, working flexibly and creatively to adapt to the changing youth work sector in Wales.

Our Vision and Our Work

We believe that young people are citizens and rights holders, and all our work is underpinned by the United Nations Convention on the Rights of the Child, in line with the Rights of Children and Young Person's Measure (Wales) 2011.

We work to enable young people in Wales to be confident and strong, empowered to fulfil their potential and to contribute to build the Wales that they want and deserve.

We are here for all young people in Wales, and for all those organisations, volunteers and professional staff, who support them.

We believe that youth work changes lives for the better. We know that youth work has huge potential to bring profound beneficial changes to the worlds of young people in Wales and the youth work sector can contribute hugely to a number of national policy priorities.

We are committed to equality and inclusion; we challenge prejudice and discrimination and seek to educate and develop understanding and insight within communities of the value of diversity and difference, with the aim of bringing about better and best practice.

We believe that youth work has a vital role to play in building the Wales we want, and we shape our work to ensure it contributes to the seven Well-being Goals set out in the Well-being of Future Generations (Wales) Act 2015.

We recognise the value of working with and through a network of local and regional organisations that support young people throughout Wales. These are primarily statutory and voluntary youth work organisations, but include other organisations supporting young people, such as training providers, youth

offending services and alternative curriculum provisions. Many of our member organisations are based in Wales' poorest communities as defined by the Wales Index of Multiple Deprivation.

We value communities of good practice and work in partnership collaborating with our members to develop these communities, to support young people in Wales.

We work with and through our British/Irish Strategic Youth Partnership, linking with our partners; Youth Scotland, Youth Work Ireland, Youth Action Northern Ireland and UK Youth; working co-productively to improve the lives of young people across Britain and Ireland.

We believe in the importance of evaluating and monitoring practice and work to share our learning across the sector.

We understand the importance and value of youth and youth worker mobility experiences and opportunities. Using our membership of the European Confederation of Youth Clubs (ECYC) we give intention and attention to the sharing of international learning, experiences, understanding and insight.

Our work is shaped and led by what young people tell us about what they want and need and aspire to have. We embed youth participation at all levels and seek to always empower young people working alongside and with them, valuing their input, skills, ability and enabling their potential.

Our Values

The values that underpin our approach and work include:

Equality, Diversity and Inclusion: Young people are unique, and those individual differences are of great value, to be respected and be central to all that we do. Young people have the right to an equal opportunity to make the most of their lives, talents and strengths. Young people have different needs and approaches to identifying solution to their challenges. Responding personally and individually at a pace and in a way that respects their individuality is essential.

Opportunity: Wider ranging youth work opportunities enable authentic creativity and growth; they are essential to learning, vital for developing self-expression, self-confidence and problem solving.

Achievement: Young people have the potential to achieve great things and to live fulfilling, meaningful and positive lives.

Celebration: Celebration creates a sense of community, belonging and well-being allowing for the showcasing of the strength and potential of young people to each other, themselves and their communities.

Participation: Young people are creative partners in our vision and work – the Children and Young People's National Participation Standards for Wales, the United Nations Convention on the Rights of the Child, and the Rights of Children and Young Person's Measure (Wales) 2011 underpin all our activities.

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Job Description and Person Specification

Job Title	Marketing and Communications Officer	Pay rate:	£25,000 - £28,000 (pro-rata) depending on qualifications and experience
Area:	Wales	Responsible to:	Joint CEO
Hours of Work:	16 hours	Annual Leave	25 days (pro-rata), plus 8 statutory bank holidays
Contractual Status:	This a part time post and subject to a three - month probationary period. This is a hybrid position with flexible working.		

Main purpose of Role

As the Marketing and Communication Officer at Youth Cymru, you'll play a key role in supporting our communication efforts, marketing initiatives, and in liaising with, supporting, and growing our membership.

Reporting to our Joint CEO, your responsibilities will include assisting in the implementation of our communication strategies, helping maintain and develop our brand presence, and contributing to our promotion and the strengthening of our profile within the youth sector nationally.

Strong communication skills, both digital and in-person, will be essential as you support our mission to engage with our target audiences and foster the growth of our membership. In this role, you'll also have the opportunity to bring your creative vision to life and utilise your excellent writing skills to craft compelling messaging that resonate with our stakeholder and communities.

If you're passionate about youth work and are ready to contribute to our mission, we invite you to seize this exciting opportunity. Your dedication and skills can help us achieve our goals and make a real difference in the lives of young people across Wales.

Key Responsibilities Tasks and Activities

Member Support:

- Provide day-to-day support for our national youth sector membership network.
- Ensure members' needs are met, fostering a sense of community and value among them.
- Develop initiatives to grow and diversify our membership base.

Marketing and Communication Development and Implementation:

- Develop and deliver marketing strategies aligned with the charity's goals, aims, and membership network.
- Maintain and update the charity's website to ensure up-to-date, accurate, and visually appealing content.
- Develop compelling stories and case studies showcasing the impact of our network.
- Manage and curate content for our social media channels, ensuring consistent brand messaging and engagement.
- Develop and execute digital marketing campaigns across various platforms, including social media, email, and other digital platforms.
- Monitor and analyse digital marketing performance, adjusting strategies to optimize results.

Brand Management:

- Oversee brand management, ensuring consistency of messaging in all marketing and communications.

Person Specification		
Qualifications, Skills, Knowledge and Experience	Essential	Desirable
Bachelor's degree in Marketing, Communication, or a related field (or equivalent experience).		*
Relevant qualifications in, or evidence of training in, any of the following: <ul style="list-style-type: none"> • Fund raising • Project development • Project management • Administration • Finance • Marketing and Communication 		*
Excellent ICT, written and presentation skills.	*	
Excellent customer facing and communication skills	*	
Ability to speak and write fluently in Welsh		*
Experience or knowledge of third sector.		*
Knowledge of IT and media platforms to record promote and deliver projects, including *virtually.		*
Understanding of GDPR and data management.	*	
Experience in fundraising and business development.		*
Strategic thinking potential, including organisational and programme development skills.		*
Ability to lead own work, work to deadlines and work with initiative and flexibly in response to changing priorities.	*	
Excellent interpersonal skills with the ability to engage effectively with individuals at all levels.	*	
Skilled user of IT with good working knowledge of MS Office, customisable platform (website), CRM etc.		*
Effective planning skills, with the ability to identify and exploit opportunities for growth.	*	
Strong organisational skills and attention to detail, with the ability to manage multiple tasks simultaneously.	*	
Attributes	Essential	Desirable
Ability to be creative and proactive, able to use initiative and make sound professional judgements where required.	*	
Current, clean driving licence with access to own vehicle and business insurance.		*
Eligible to apply for an Enhanced category Disclosure and Barring Service (DBS) check before employment commences. Any offer of employment is subject to a satisfactory check.	*	

NB:

These duties and responsibilities described are not a comprehensive list and additional tasks maybe assigned to the employee from time to time. The scope of the job may change as necessitated by operational, organisational demands or the needs of young people; this will be negotiated and will aim not to place the employee at a disadvantage. Changes could include job title, location, operational responsibilities in line with national funding, hours of work and pay.