

YMCA Yorkshire Coast

JOB DESCRIPTION

Job Title:	Communications Officer
Responsible to:	General Manager
Job Purpose:	Spreading the messages of YMCA Yorkshire Coast through social media, press releases, posters, and leaflets. Responsible for implementing the marketing plan. This role is responsible for communications for both the charity as a whole and the theatre.
Work Hours:	20 hours per week. Flexible and working from home available. Post holder would be required to attend events and meetings across the Yorkshire Coast, as well as nationally from time to time.
Salary:	£11,856 per annum
Holiday Entitlement:	25 days plus bank holidays, pro rata (The role may require the postholder to work some public holidays)

Job Context:

YMCA Yorkshire Coast is respected locally and increasingly further afield for the quality of the support it gives to young people and others in the local community. Through continued development it now boasts some excellent facilities.

Current activity is split between the provision of leisure-related activity (delivered through our own instructors, or through third parties using our facilities) and productions presented in our theatre, by our own production company or by others hiring the facilities.

Our theatre is our flagship projects which hosts over 50 different productions each year, with more than 130 performances. Our overall footfall of more than 120,000 each year, numerous groups hiring our facilities and the activities we deliver make for a busy and active environment. We have built a reputation for offering a range of opportunities to young people and others and must work hard to maintain and constantly develop our offering. This role involves working directly at times with young people, customers, volunteers and other staff, and therefore to many people, will be the face of the YMCA.

YMCA Yorkshire Coast is developing a marketing and fundraising plan which then will be implemented by the communications officer.

Main Duties:

1. Manage our business Facebook, Twitter, Instagram, LinkedIn and Tiktok accounts. Including
 - a. Scheduling Posts
 - b. Responding to Comments
 - c. Monitoring Engagement
 - d. Keeping up with latest trends
2. Creating creative media in a wide range of formats for publication.
3. Draft and/or publish press releases.
4. Implement and contribute to the marketing & Fundraising plan for the charity including the theatre.
5. Keeping the content on our two public websites up to date
6. Work to the national brand guidelines as well as our local brand rules.
7. Attend local engagement events representing the YMCA such as volunteer & career fairs.
8. Attend fundraising events representing the YMCA.
9. Attend national forums and events from time to time to spread our YMCAs impact through the federation and bring back knowledge from our federation partners.
10. Contacting business and partners to try and establish fruitful relationships.
11. Work with federation and national colleagues to keep up to date with current events and strategies.
12. Provide data and assist with report writing to show the impact of marketing/communication efforts.

SCOPE & LIMITS OF AUTHORITY:

The post places a critical reliance on the post holder's initiative, creativity and professionalism. The post holder is expected to work closely with colleagues to ensure they understand the culture of YMCA Yorkshire Coast. The post holder will be required to represent the charity at public events as well as within the national federation.

The post holder will report directly to the General Manager, but at times will given instruction by the Theatre Manager.

RELATIONSHIPS:

The postholder will work closely with young people and others and will be expected to exhibit role-model behaviour at all times. It is imperative that whilst forming supportive relationships, you understand and respect professional boundaries.

The post-holder is to establish and maintain strong working relationships with colleagues and volunteer staff of YMCA Yorkshire Coast and hirers and users of YMCA facilities.

The Post Holder will be expected to demonstrate leadership qualities in all relationships.

SCALE AND IMPACT:

The post holder will at times be responsible for representing the YMCA locally, regionally, and nationally. The post holder maybe at times the initial contact for business or impact partners.

DISCRETION TO ACT:

The post-holder is expected to exercise their discretion in the performance of the duties of the post and to use best practice commensurate with the effective and efficient use of resources, within the limits agreed with the General Manager.

ENVIRONMENT:

The post-holder is required to ensure that the rules, regulations and discipline of the YMCA are maintained for the benefit of members, volunteers, staff and other users of the building.

The duties of the post requires some flexibility around meetings, travel and events, but usually the post holder can set their own hours to be flexible around their circumstance. The post holder may also elect to work from home if they wish.

The post-holder is required to pass an Enhanced Disclosure and Barring Service (DBS) Check

YMCA Yorkshire Coast
March 2023

PERSON SPECIFICATION – Communications Officer

ITEM	ESSENTIAL	DESIRABLE
Knowledge & Skills	<ul style="list-style-type: none"> ➤ Flair for creativity and innovation ➤ An understanding of the challenges faced by young people and how to motivate different age groups ➤ An understanding of safeguarding, and how to apply these in practical terms. ➤ Excellent verbal and written communication skills and an attention to detail ➤ A good level of IT skills including Microsoft Suite of products ➤ A good level of knowledge of creative media software such as the Adobe Suite or Canva ➤ Strong interpersonal, leadership and people management skills ➤ An ability to defuse conflict in a sensitive and positive manner ➤ An ability to work within budget and to deadlines ➤ An ability to delegate, monitor, evaluate and risk assess tasks and activities ➤ An excellent knowledge of social media sites such as Facebook, Twitter etc. ➤ Knowledge of marketing insights 	<ul style="list-style-type: none"> ➤ A knowledge of the business versions of social media sites
Experience	<ul style="list-style-type: none"> ➤ Experience of working to brand guidelines ➤ Experience of using social media ➤ Experience of writing marketing copy 	<ul style="list-style-type: none"> ➤ Experience of writing a press release ➤ Experience of working within a third sector organisation ➤ Experience of representing organisations at external events
Personal Qualities	<ul style="list-style-type: none"> ➤ You are willing to get involved in all tasks when necessary ➤ You understand the importance of earning the trust and confidence of others ➤ You are calm and able to handle conflicting priorities under pressure ➤ You are driven to achieve the very best and motivate others to do the same ➤ You embrace change and promote change to others - you demonstrate a 'can-do' attitude ➤ You bring energy and vibrancy and are a catalyst for new ideas ➤ You are open-minded, keen to learn, take advice and receive feedback ➤ You are confident around people of all ages, from all backgrounds ➤ You respect others' opinions and treat everyone equally and people really matter to you ➤ You are well-organised, punctual, resilient, utterly reliable, honest and trust-worthy ➤ You behave in a way that provides a role-model example to others 	

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