

Job Description

Job title: **Communications Co-ordinator, Create Jobs Programme**

Hours: **Full time**

Contract: **Fixed Term / 12 Months**
(Possible extension pending funding)

Reporting to: **Senior Communications Manager**

Salary range: **£19k- £25k (depending on experience)**

Job Context:

A New Direction is a not-for-profit organisation that exists to ensure that all children and young people in London can develop their creativity and play an active part in the culture and heritage of the city.

Create Jobs is A New Direction's employability programme for young Londoners. Our vision is for a dynamic and diverse creative workforce. Through the Create Jobs programme, we are transforming London's workforce by supporting and developing individuals who are under-represented in the creative and digital industries. To do this we deliver:

Training - we co-design industry-based training with top employers

Opportunities - we help young creatives into paid employment

Connections - we connect talented, creative young people to mentors and peers.

Job Purpose:

The Communications Co-ordinator is a pivotal and active member of the team, key to the planning and delivery of all aspects of the Create Jobs Communications and Young People's recruitment strategies.

Areas of responsibility include digital communications (web, social media and e-communications), to print production, events, press and media. The role sits within the Communications function of A New Direction, but is very much part of the wider Create Jobs team, acting as the conduit between the two. As we are a small team, there is also an element of general administrative support involved.

We are looking for a dynamic, enthusiastic and hands-on individual who is willing to get stuck in, demonstrate initiative, and contribute creatively to communicating our offer and narrative to young people, employers and partners alike, combining technical expertise with a passion for creating change and making a difference.

Key Responsibilities:

- **Strategy** - To assist with planning and maintaining the effective communication and dissemination of information about Create Jobs within the organisation and to external stakeholders and partners
- **Planning** - To contribute to and maintain a Communications calendar of activity for planning and scheduling
- **Writing** - To produce compelling and concise copy, acting as copy-editor for content being produced across the team and our network of contributors and young people.
- **Website** - To update and manage content for the Create Jobs website, using your imagination and creativity to proactively document activity and develop engaging content for online dissemination (eg. high quality images, videos, blogs)
- **Social Media** - To grow audiences by developing, producing and co-ordinating engaging content for the Create Jobs' social media platforms including Twitter, Facebook and Youtube, working collaboratively with the team
- **Ecomms** - To co-ordinate engaging and effective e-communications in collaboration with Communications and Create Jobs teams
- **Press / PR** - To write press releases, produce and package materials for the media, and lead on building and maintaining contacts and media relationships to communicate our stories and gain coverage
- **Events** - To support the Create Jobs team in organising events, training sessions, workshops and masterclasses, booking venues and meeting spaces, coordinating invite lists and RSVPs, catering and technical requirements and general logistics
- **Assets** - To assist with managing the image and film library and permissions process
- **Contacts / CRM** - To help build and maintain our contacts database and jobs monitoring systems (Salesforce), ensuring high quality data input and processing
- **Systems** - To build and maintain administrative systems that streamline our processes and make us more efficient, in collaboration with the team
- **Analytics & Reports** - To prepare communications reports (including web and social media analytics) and press and media monitoring
- **Insights** - To contribute to building our insight into youth and creativity in London through online research and networking
- **Monitoring** - To work with other Create Jobs coordinators to compile monitoring data that tracks outputs, progress and outcomes, leading to quarterly reports
- **Finance** - To assist the team with producing contracts and purchase orders
- **Suppliers** - To liaise with A New Direction suppliers as necessary, including printers and designers for printed materials and publications relating to the Create Jobs.
- **Equipment** - To work with other coordinators to ensure systematic and safe loans of tech equipment to young adults.

This is a description of the job as it is presently constituted. It is the practice of the organisation to periodically review job descriptions and to update them. This process will be conducted in consultation with you. It is the aim of the organisation to reach agreement on any changes but if agreement cannot be reached, the organisation reserves the right to insist on such changes to your job description after consultation with you.

Person specification

Skills and Abilities

- Good communication skills in oral, written and visual communications
- Good web and design skills and an ability to use social media tools
- Copy editing and proof-reading skills
- Ability to work under own initiative and prioritise a range of tasks with minimal supervision
- Ability to meet deadlines, monitor a budget and to achieve project objectives
- Able to work with accuracy and attention to detail
- Ability to research information from a wide range of sources
- Administrative and organisational skills
- Excellent working knowledge of Microsoft Office (Word, Excel, Powerpoint)

Knowledge/ Qualifications/ Training

- Experience working with web CMS
- Experience working with analytics, both web and social media
- Working knowledge of Adobe Creative Suite (e.g. Photoshop, Indesign) and other creative software
- Knowledge of office systems and procedures

Experience

- Experience of working in a busy office environment
- Experience of working within a team to provide communications support
- Experience of working in a communications, marketing, media or design environment
- Experience of event planning and management

Behaviours/ Competencies

- Displays a strong empathy with the values and vision of A New Direction
- Demonstrates a clear communication style
- Displays a commitment to Continuing Professional Development (CPD)
- Is tactful, calm and sensitive
- Is outcomes orientated and solutions focused
- Has a high degree of integrity
- Displays a commitment to working positively within a framework, which values and celebrates diversity
- Has an interest in arts education, creative and cultural education
- Displays a willingness to learn more about web content management, editing and image manipulation packages

Special Conditions

It is likely that on occasions there will be a requirement for this role to work unsocial hours including evenings and weekends.