

Youth Endowment Fund



Senior Communications Manager

- Salary: £48,250 per annum
- Reports to: Head of Policy and Practice (once recruited)
- Location: Central London, NW1 2DX
- Duration: Permanent
- Working hours: Full time (37.5 hours per week)
- Starting date: October 2019

About the Youth Endowment Fund

The Youth Endowment Fund is a bold new attempt to put early intervention at the heart of efforts to tackle youth offending. It will support programmes and community partnerships working with children at risk of being drawn into crime and violence, and build up our knowledge of what works to prevent that. Focusing on 10 to 14 year olds across England and Wales, it will be run by youth charity Impetus, in partnership with the Early Intervention Foundation and Social Investment Business.

For more information about the Youth Endowment Fund, please go to www.youthendowmentfund.org.uk and follow us on Twitter [@YouthEndowFund](https://twitter.com/YouthEndowFund)

About Impetus

Impetus transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. They find, fund and build the most promising charities working with these young people, providing core funding and working shoulder-to-shoulder with their leaders to help them become stronger organisations. In partnership with other funders they help their charities expand and influence policy and decision makers so that all young people get the support they need.

Impetus currently has 35 members of staff, supporting 19 charities with programmes across England, Wales and Scotland.

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About this role

This is an exciting opportunity to make a positive impact on a major national issue; helping us make a lasting change in how we address youth offending.

You'll be helping to build the communications function of a new organisation during its set-up phase (with some support from the Impetus Public Affairs Team). You will be a confident self-starter able to manage competing priorities and work independently, as well as part of a growing team.

We welcome communications 'all rounders' but we are particularly looking for someone with a background in media relations, messaging and writing. You will lead the Youth Endowment Fund's PR strategy, building profile and raising awareness of our role and activities. You will play a central role in establishing our identity with our external audiences and building our brand and reputation.

You will work closely with the Fund's staff, trustees and partners to generate positive media coverage and engaging content across various communications channels.

Your main responsibilities will include day-to-day management of the fund's profile and brand, managing media, and writing content for external audiences across a variety of channels. A clear, confident and concise writing style is essential.

Key relationships: All Youth Endowment Fund staff, Impetus public affairs team and staff, staff at EIF and SIB, as well as external stakeholders and suppliers / agencies.

Key responsibilities

Youth Endowment Fund (80%)

- Contribute to strategic thinking and develop strategic communications plans designed to achieve the Youth Endowment Fund's priorities cost-effectively and with maximum impact
- Manage and develop over time the Fund's brand including messaging, and ensure everything produced adheres to brand

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- Develop and implement the Fund's media relations plan to increase the Fund's profile, promote grant rounds and spread knowledge of 'what works'
- Identify relevant journalists and implement a cultivation programme which will build and maintain excellent relationships with target media
- Use social media channels to increase awareness and understanding of current debates and opportunities, ensuring an integrated and consistent approach with media relations
- Work collaboratively with other teams, partners and affiliated organisations to generate positive coverage consistent with the Fund's key messages and brand values
- Write releases, articles, statements, blogs and case studies as required
- Create and implement a crisis communications plan, and handle all reactive media enquiries
- Ensure effective media monitoring and analysis is conducted and influences how plans are refined
- Provide media training and support to Youth Endowment Fund staff and spokespeople as required.
- Work across teams to produce content for other public-facing communications (including for fundraising and brand purposes) that is audience-appropriate, consistent with brand identity, tone of voice and key messages
- Manage design and delivery of publications, including helping to translate complex and academic research and data into audience-friendly formats
- Manage delivery of all marketing collateral for online and offline platforms in-house and through managing external agencies
- Manage external communications for events where necessary

Impetus (20%)

- Co-develop and support delivery of Impetus' PR strategy, building profile among target journalists and looking for proactive media opportunities.

Person specification

Essential

- Experience of developing communications and PR strategy
- Experience of developing and maintaining a strong brand and messaging
- Experience of media relations

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- Exceptional verbal and written communications skills
- Knowledge of digital communications
- Knowledge of crisis communications
- Experience of working on high profile projects
- Ability to work as a team player and with colleagues across all levels
- Ability to operate independently; working autonomously to targets and deadlines
- Experience of working effectively under pressure
- Excellent organisation and prioritisation skills
- Excellent attention to detail
- Excellent knowledge of Microsoft Office: MS word, Excel, Outlook, PowerPoint
- A commitment to the Youth Endowment Fund's mission
- A commitment to equality, diversity and inclusion

Desirable

- Knowledge of the 'frameworks approach' to communications
- Knowledge of the youth sector
- Knowledge of child safeguarding and developing safeguarding policies for communications
- Knowledge of the 'what works' approach to sharing and using high quality evidence for decision-making
- Knowledge of early intervention; youth offending
- Previous experience working as a journalist, in a PR agency or busy in-house press office
- Marketing experience

How to apply

Please send a CV and a one-page cover letter to YEFrecruitment@impetus.org by 5pm Monday 22 July 2019.

You should also include the contact details of two referees, one of whom must be your current or most recent employer. Referees will only be approached with your express permission. You will also be required to provide proof of your eligibility to work in the UK. As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at interview stage.

First round interviews will take place on Wednesday 31 July 2019

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Second round interviews will take place on Thursday 5 August 2019

Due to the large number of applications we receive, it is not possible to write to you should you not be shortlisted. If you have not heard from us within three weeks of the closing date, please assume that your application has not been successful on this occasion.

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

The people we are looking for do not discriminate and we believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.