

Making the Leap.

Role Title	Digital Communications Officer
Reporting to	Marketing Manager
Location	Kensal Green, London, and remotely. Currently three days a week in the office.
Working hours	Monday to Friday, 9.00am to 5.00pm
Salary	£27k per annum
Pension Scheme	8% contribution (5% non-contributory)

Making The Leap is an innovative societal change charity that aims to make a big difference. From direct delivery, to advocacy and leadership, we refuse to stay in our lane and believe passionately that those we exist to serve have the right to be anything they want to be. To say that this is an exciting time for the organisation would be an understatement, as our incredible funders, donors, partners and supporters have given us the chance to move to the next level, and have further influence and delivery nationally.

The shared soul of the organisation is to be passionate about helping young people from less-advantaged backgrounds; build up other charities and community groups and want to partner with them or support them; want to work with businesses and organisations to get things done; and care deeply about addressing racial inequity. The people here work hard, are good at what they do, and for so many it is 'home', with an average tenure of 11 years. It's a nice environment to be in, friendly, flexible and one that gives you the reward of making a tangible difference in people's lives – it's great.

The organisation has a number of strands: core Making The Leap; the UK Social Mobility Awards; the Social Mobility Podcast and Black Charity Leaders.

ROLE OVERVIEW

- To manage Making The Leap's and the UK Social Mobility Awards' (SOMOs) websites and all Making The Leap social media accounts including Facebook, Twitter, LinkedIn, YouTube and Instagram. Managing UK Social Mobility Awards Twitter and Facebook pages.
- To be responsible for the design and administration of marketing and communications activities and materials.
- Create social media strategies for the organisation and for specific events.
- As part of the Making The Leap team, help transform the futures of young people.

PRINCIPAL ACCOUNTABILITIES AND RESPONSIBILITIES

1. The Post holder must at all times carry out his/her duties with due regard to Making The Leap's policies including Equal Opportunities, Health & Safety and Safeguarding Policy.
2. To contribute, as directed, to the development of Making The Leap's marketing and communications activities for key target audiences through research and implementation.
3. To produce marketing materials such as leaflets, posters and banners to promote our services.
4. To ensure all materials are effective, produced to a high standard within budget and delivered on time to the appropriate target audience.
5. To liaise with internal staff to collate information and then design and create tailored promotional materials/digital marketing campaigns appropriate to Making The Leap's specific projects/activities for children and young people.
6. To support with all aspects of Making The Leap presence at exhibitions, fairs and events, and promotion of the events.
7. Regularly update and manage information on the Making The Leap and SOMOs websites.

8. Manage all Making The Leap social media accounts by regularly designing and uploading relevant and audience appropriate information in various media formats and monitoring activity.
9. To liaise with external companies including suppliers or design companies.
10. To evaluate and monitor the effectiveness of marketing campaigns and promotional material, where relevant.
11. Sourcing and editing businesses web content, collecting and publishing case studies and testimonials (website articles and YouTube videos).
12. Complete all administrative tasks including effective record keeping and any other administrative tasks that the Deputy CEO may reasonably require.
13. Participate in Making The Leap's promotional activities (including televisual, radio and written media) as requested.
14. Provide progress/monitoring reports to Line Manager as requested.
15. Analysing information to produce impact statistics.
16. Line Management of Social Media Intern where required.
17. To be part of the team to run Making The Leap.
18. Any other duties within the general scope of the post.

SOMOs

- Liaising with external partners and supporters to ensure cross-promotion
- Running Social media channels
- Curation of videos and contents
- Writing press releases and any reactive social mobility commentary
- Running online advertisement campaigns

Digital marketing activities, including:

- Email marketing
- Social media or Google Advertisement Campaigns
- SEO audits

Design:

- Ensuring brand guidelines are met
- Updating photography library

PERSON SPECIFICATION

Experience of:

- Using Social Media channels

Skills and knowledge:

- Excellent verbal and written communication skills
- Excellent interpersonal skills
- Excellent organisational skills: the ability to manage a large number of tasks to multiple deadlines
- Reliability
- Self-motivated, energetic and able to use own initiative
- Professional approach to all tasks, flexible and self-demanding of excellence
- Excellent telephone manner

Personal attributes:

- Passionate about enabling social change and supporting young people to achieve the best from life

- A purpose-driven mindset and commitment to an ethical approach
- Proactive, self-starter with energy and drive
- Professional, approachable and compassionate
- A flexible attitude with a curious mindset and ability to keep learning
- A problem-solver, able to solve and engage in long-term, strategic thinking and programme planning
- Ability to identify, plan and prioritise own work
- Ability to meet set targets
- Ability to work to and achieve deadlines
- Ability to work as part of a team and on own initiative

If you wish to be considered, please apply by e-mail to Paola Contessi, paola.contessi@mtl.org.uk, with your CV and a covering letter explaining why you are interested in this position and why you want to work for Making The Leap. The covering letter is your opportunity to talk yourself into an interview: please use it.

***Please note: Any application that does not include a covering letter will not be considered.**

Due to the large number of applications we receive, we regret that only shortlisted candidates will be notified.