



**CHARGING UP CHANGE!**

**DIGITAL CONTENT AND  
SOCIAL MEDIA OFFICER**

**JOB DESCRIPTION & SPECIFICATION**

DEADLINE: 1st March 2023 (1PM)



# DIGITAL CONTENT AND SOCIAL MEDIA OFFICER

## JOB SUMMARY

**Deadline:** 1st March 2023 (1pm)

**Application Form:**

<https://talent.sage.hr/jobs/bebccf3e-bde3-4fdb-a14e-f80be7d6872f>

ROLE	Digital Content and Social Media Officer
REPORTING TO	Marketing and Communications Manager
RESPONSIBLE FOR	Volunteers
SALARY	£20,751.00 - £24,799.00pa (Grade 2.3 – Grade 5.12)
HOURS	24 hours per week
DURATION OF CONTRACT	12 months
TIMESCALE	Immediate start
BASED	PBC HQ – West Bromwich
ROLES AVAILABLE	2
SUMMARY	To lead the brand development and storytelling of CAN through marketing and social media channels. To design and deliver social media and digital marketing campaigns for activity, projects and events.

# WHO WE ARE

**POWERING CHILDREN, YOUNG PEOPLE  
& YOUNG ADULTS TO CHARGE UP  
CHANGE!**



# OUR STORY

## How we got here....

Powered by CAN works with children, young people and young adults across the Black Country and the wider Midlands region. Powered by CAN was created, built and developed in Sandwell, and we want to empower young people from the region to feel the same pride and purpose for their community as we do.

Children, Young People & Young Adults are at the heart of everything we do, and we make sure that we always put them first by ensuring we always do the following:

- Champion their rights to co-design, co-create and co-produce and make their voices heard.
- Encourage leadership pathways for their views and voice to be present their local community.
- Kick starting personal and professional development through a wider offer of experiences

We believe in providing opportunities for children, young people & young adults and we want to support them to thrive and contribute at every stage of their lives, for a fairer future.

## HARNESSING YOUR... POWER, POTENTIAL, PROGRESS



# OUR VISION

## How we can work together to make a difference...

We want to power up children, young people & young adults to live with pride, purpose and prepared to make positive life choices.

# OUR MISSION

## How we can make the change...

Powering children, young people & young adults to lead the change they want to see through the delivery of services, opportunities & experiences to contribute at every stage of their lives, for a fairer future.

# OUR VALUES

## These are at the centre of everything we do...

**CARE**

**CHALLENGE**

**COMMITMENT**

**COLLABORATION**

**CREATIVE**

**COMMUNITY**

# OUR SERVICES



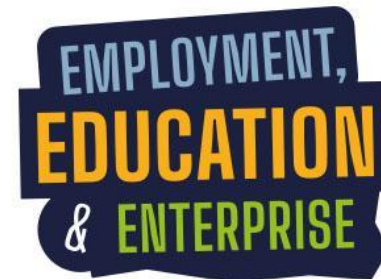
Celebrating culture & civic responsibility through confidence, creativity & connecting with others...



Promoting positive lifestyles and empowering people through participation...



Taking the time to talk, tackle & transform into our true selves...



Always aiming high, aspiring to achieve & Accelerating your ambitions ...



# OUR OBJECTIVES

1

## **Pride of Place!**

To develop collective understanding and knowledge on the identity of place to strength the services that are relevant to meet the needs of children, young people & young adults.

2

## **Positive Programmes & Principles!**

To deliver ambitious and high quality opportunities and experiences for children, young people & young adults to strengthen best practice for the sector to meet soft, hard and transferable skills.

3

## **Powering Participants & People!**

To build on the strengthens and needs of children, young people & young adults to thrive and be resilient into adulthood.

4

## **Pushing Performance & Policy!**

To influence policy and investment to prioritise services for children, young people & young adults.

5

## **Playing our Part!**

To ensure our workforce, volunteers, board, volunteers are dynamic, diverse and driven to be reputable, responsive and represent a rights based approach for people and place.





“

**We are powered both by where we have come from  
and the positive energy moving forward with a ‘CAN’  
do attitude.**

**We hope everyone we work with will be able to  
power up change!**

”

CEO - Jerrel Jackson FRSA MloD MA BA







# DIGITAL CONTENT AND SOCIAL MEDIA OFFICER

## DUTIES & RESPONSIBILITIES

- **Marketing Strategy and Development**
  - To design and develop our Digital Marketing and Content Sharing Strategy.
  - To support our brand development (online and offline) to help increase organisational presence and awareness.
- **Research, Monitoring and Evaluation**
  - To actively analyse online campaigns distributed on platforms using external analytics. E.g. Google Analytics, Mailchimp.
  - To support ongoing research, monitoring and reporting to line managers to support the development of the organisation.
- **Administration**
  - To deliver the production and distribution of marketing materials, e.g. digital, print and video content as appropriate.
  - To administer digital information and content on the behalf of the organisations to external websites, emails, social media etc.
  - To assist with attending relevant external events to showcase the organisation.
  - To review and ensure quality of marketing distribution lists.
  - Maintain compliance with all anti-spam laws and deliver work in line with GDPR.

# DUTIES & RESPONSIBILITIES

## Operational and Implementation

- To organise with colleagues the design, development and delivery of social media and digital marketing content.
- To plan and deliver social media campaigns and ensure alignment with overall marketing campaigns to organisational mission.
- To design and edit graphics for print or web as needed.
- To support delivery of all advertisement and promotion of our services through social media platforms.
- To design the construction of digital content and resources that aligns to the brand of the organisation and service delivery.
- To coordinate all our social media channels and ensure it has a vibrant and inclusive presence.
- To compile written communications such as website pages, press releases, blogs, newsletter, flyers and social media posts.
- To produce new creative and imaginative content to support the organisation's brand.
- To maintain all our websites, ensuring the content (including services and resources) is regularly updated and that it continues to meet the needs of the business.
- To lead active day-to-day organic social media posting to build new followers and increase engagement across all social media platforms to support children and young people's participation.
- To coordinate photoshoots and filming requests - storyboarding, editing and producing finished videos.
- To create content for our mobile applications via Disciple, working with staff to produce an accurate, up-to-date, and user-friendly.



# DUTIES & RESPONSIBILITIES

## General Responsibilities

- To be a supportive and motivating team player.
- To represent the organisation within local and regional networks of supporters and stakeholders.
- To participate in regular team meetings and supervision meetings.
- Attend ideas meetings and contribute to discussions about the future and development of CAN.
- To identify personal development and training opportunities for self and team & disseminate CDP and training opportunities to CAN staff.
- To participate in training and development activities as required and to assist with the training and development of colleagues as appropriate.
- To act always in the best interest of CAN.
- To ensure confidentiality within the organisation at all times.
- To participate in activities which fall outside of normal working hours as required, e.g. Training, Staff Meetings, Recruitment/Engagement events, fundraising events, etc.
- To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by Management.



# DIGITAL CONTENT AND SOCIAL MEDIA OFFICER

## PERSON SPECIFICATION

### Essential

- Excellent communication skills, with children, colleagues, advisors and parents/carers.
- Effective Time Management Skills
- Excellent Organisation and Planning skills.
- The ability to listen to the children, young people and communities' needs and wants.
- Experience in collaborating with a wide range of people; from the children and young people and their families and other team members and partners.
- Enthusiasm for consulting with children and young people.
- The ability to be organised and adaptable in your approach.
- Demonstrate energy in all that you do and display a 'can-do' attitude,
- Be open to change and new ways of working,
- The ability to problem solve and make decisions Awareness of Child Protection guidelines and relevant legislation
- Awareness of risk assessment and risk benefit Experience and understanding of working in a fast-paced environment
- An understanding of the principles of children and youth work.
- A commitment to the provision of inclusive activities for children and young people.
- A positive approach to learning & gaining new skills through teamwork and training opportunities.
- Creativity to devise new ideas and engage the children in activities.
- Patience, punctuality, reliability and trustworthiness.
- A positive approach to inclusive practice, with children, parents/carers and colleagues.

# DIGITAL CONTENT AND SOCIAL MEDIA OFFICER

## PERSON SPECIFICATION

### Desirable

- Experience of direct customer service.
- Working knowledge of video editing software/apps.
- Experience of volunteering or work experience in a youth-led organisation.
- Working knowledge of the issues affecting children and young people.
- Previous experience in a similar role.

This role is subject to Disclosure Barring Service (DBS) and vetting of references.



# FURTHER INFORMATION

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Application Form:

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Application Process:

Stage 1 – Informal 30/60 minute conversation

Stage 2 – Formal Interview (including Presentation or Practical)

Contact Information:

[jobs@poweredbycan.org](mailto:jobs@poweredbycan.org) or 0121 530 8451

DBS and Reference

This role is subject to a clear enhanced DBS and satisfactory  
Employment/Character references.

Please note we are currently using a new application system,  
so if you face any technical difficulties please email  
[jobs@poweredbycan.org](mailto:jobs@poweredbycan.org)

