**Job Description – Communications and Campaigns Officer**

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| You are responsible to:   | Programme Manager (Research and Policy) / Head of Operations |
| You are responsible for:   | Occasionally Supervising Volunteers and Youth Work Assistants |
| Your salary scale is:   | O1 - £26,335 |
| Your holiday entitlement is:   | 5 weeks PA plus statutory holidays 2 day volunteering leave1 day birthday leave |
| Your contract is:   | Permanent   |
| Your hours are:   | Full time – 32 hours per week to be discussed.Exact working pattern to be agreed between line manager and appointed candidate. The Kite Trust’s usual pattern is 8-hour days Mon-Thurs.  |
| Location   | Home-based with occasional travel to The Kite Trust centre in Ely, Cambridgeshire and other locations across the UK |

Purpose of Your Role

The Kite Trust is the lead organisation on a new project: ‘Turning the Tide for LGBTQ+ Youth’ that will run from 2025 to 2030 and involve collaboration with other LGBTQ+ youth organisations across the UK. Within this project, the Communications and Campaigns Officer will be responsible for creating the project’s communication assets and processes, providing capacity building to LGBTQ+ youth organisations in the field on communications, developing and delivering communication campaigns through co-production with LGBTQ+ youth, and engaging in media opportunities as presented by the project.

Principle Duties

**Communications**

* Develop a visual identity and brand guidelines for the ‘Turning The Tide’ project.
* Work with LGBTQ+ youth organisations through the ‘Turning The Tide’ Collaboration Network to:
	+ Develop communications plans and templates
	+ Provide advice and input to training on communications topics such as practical, effective and appropriate use of social media/digital platforms/other comms tools.
	+ Identify and respond to other communications needs
* Support The Kite Trust with communications activities in line with The Kite Trust’s ‘Communications Strategy’ and strategic plan.
* Advise The Kite Trust team on brand guidelines and how to create in-house branded documents such as reports, presentations and flyers.

**Campaigns**

* Work with LGBTQ+ young people and LGBTQ+ youth workers to set direction and co-produce content for campaigns.
* Lead on developing and implementing annual communication campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
* Break down campaign communication strategies into scopes of work, confidently managing communications between The Kite Trust team members and ‘Turning The Tide’ project stakeholders.
* Create social media campaign plans (combining free and paid), generating content (through words, images, video and audio) scheduling, monitoring and analysing results.
* Gather soundbites and videos from communities for use across a variety of marketing channels such as animations and social media.
* Write media pieces, press releases, newsletter content and blogs.
* Support LGBTQ+ youth to act as spokespeople for annual campaigns, and be a spokesperson directly when needed.
* Be proactive about spotting opportunities to build online communities and influence the success of our campaigns.
* Create tailored communications toolkits for a range of audiences to support annual campaigns.
* Build and manage relationships with a range of stakeholders maintaining databases where required.
* Update website content following best practice to support annual campaigns.
* Contribute to monitoring and evaluation activities.

**Organisational**

* Be mindful of resources within the organisation and prioritise the available resources appropriately.
* To represent The Kite Trust on internal or external matters when appropriate.
* Contribute to a range of The Kite Trust events including strategic planning, away days, AGMs and team meetings.

**Other Duties and Requirement of the Job**

* From time to time, you may be expected to undertake other duties appropriate to your role, to support the smooth running of The Kite Trust as agreed with your line manager.

Person Specification

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|  | **Essential** | **Desirable** |
| **Knowledge/Qualification** | * Proficient with Microsoft Office and social media platforms.
* Knowledge of LGBTQ+ identities and the particular challenges faced by young LGBTQ+ people across the UK.
* Knowledge of Equal Opportunities and Safeguarding practice with the ability to apply this as appropriate within the role.
* Awareness of the different needs of organisations working in Wales, Scotland, Northern Ireland and different regions of England.
 | * Participation in training and CPD in marketing, communications, fundraising or design skills (either accredited or unaccredited) to demonstrate a level of skills, understanding and commitment to ongoing development relevant to this role
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| **Skills/ Experience** | * Experience of leading on communications activity on behalf of an organisation.
* Experience of managing and delivering campaigns with awareness raising, policy influencing, action taking and fundraising outcomes.
* Experience of engaging with young people and other stakeholders in the co-production of campaigns.
* Proven ability to work well as part of a team as well as on own initiative.
* Excellent face-to-face, telephone and written communication skills.
* Well organised with the ability to work to deadlines and demonstrate attention to detail.
* Ability to create engaging content for multiple audiences and to deliver campaign outcomes.
 | * Experience of working in a charity or youth organisation
* Working knowledge of design and print specifications
* Experience with communications tools including MailChimp, and Canva
* Experience of creating short videos and photography skills
* Experience of wordpress and website management
* Experience of using Adobe Creative Cloud
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| **Personal Qualities** | * Highly organised
* Ability to work evenings and weekends when required
* Positive, self-motivated, pro-active and flexible
* A trustworthy and effective team member
* An ability to reflect on your professional practice and to proactively seek resources and support for personal development.
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