



6. Conditions of Employment

Juliscape

We are Christians passionate about seeing positive transformation for all young people.

We are building on a 25 year investment in one place to see real change in the lives of teenagers. We are part of a wider movement of churches and faith organisations working for the good of young people and believe that a renewed local church is key to a better future for teenagers of every background and belief.

At the heart of our work is Bute Mills, our pioneering Luton hub where we meet young people in schools, churches and the community. Research and innovation are core values as we seek to understand youth culture, enabling us to develop new resources and models of youth work and refine established approaches because a rapidly changing culture demands innovative thinking and practice.

We then share what works nationally through events, training, consultancy and resources. Our resources for youth work include our conference the National Youth Ministry Weekend; a weekly podcast hosted by Rachel Gardner and Martin Saunders; the Open Me series of devotionals for youth workers; a comprehensive annual programme of training and a range of innovative resources, all of which are available in the Youthscape store.

Our vision is to see the landscape change for every young person in the UK beginning with those in Luton. Ultimately we want to see all churches inspired and equipped with everything they need to see transformation in the lives of the young people in their community.





Back in 1993, Youthscape started life as the Luton Churches Education Trust – a charity started and funded by the churches in Luton, working together to serve teenagers across the town. Since then we have grown into a national hub for youth work resources, events and training while continuing to serve the young people here at home.

Our marketing uses a range of channels to reach a diverse audience, communicating with young people, their parents, youth workers, teachers, medical professionals, funders and more. We use a variety of tools for this, from our website and social media profiles to printed media, the podcast, email and exhibiting at conferences and events.

The Youthscape store offers nearly 100 products for youth workers to equip them in their work with young people in the church and in community settings. Much of our marketing focuses on this, making sure the resources get into the hands of those who need them. All the profits we make from the store are invested straight back into youth ministry.

There's also marketing for the National Youth Ministry Weekend – an invitation to youth workers across the UK and beyond to come together for teaching, worship, encouragement and a weekend away with like-minded people.

We're looking for a Digital Marketing Assistant who can work alongside the Marketing Manager to help achieve all this.

Why work at Youthscape?

Passion

Whether we're cleaning, mentoring, working in drop-in, creating new resources, planning events, looking after the finances, posting orders to customers, training youth workers, filing, delivering sessions in schools or fundraising, young people and their wellbeing are at the heart of everything we do.



Faith

The team meet every Monday morning to pray and focus on God at the start of the week, followed by breakfast together. We also go on a 48 hour retreat three times a year as a great chance to get away together for teaching, prayer, worship and to get to know each other better as a team.

Package

Our team work in a state of the art office in Luton town centre with free car parking. They enjoy 25 days of holiday per year, plus bank holidays and time off in lieu of extraordinary hours worked. We also operate an employer's contributary pension scheme for all staff and a sixteen week sick pay policy.



Opportunities

The team also have opportunities to get involved with wider ministry, including the National Youth Ministry weekend and other events, representing us at festivals and exhibitions and joining the innovation process for new resources. Team are also encouraged to volunteer at drop-in or as a mentor.

Role Description:

Digital Marketing Assistant

We're looking for a Digital Marketing Assistant to play a key role in the life of Youthscape, delivering marketing messages and material to support brand awareness, event and product sales. The successful applicant will be organised, flexible with a good eye for design and skilled in editing images/videos. They will be motivated and will bring their own initiative and creativity to the role.

Salary: from £22,000 (FTE)
Part-time: 20 hours a week

Key responsibilities and tasks

- 1. To help develop and grow the Youthscape brand, working with the Marketing Manager and the wider team:
 - 1.1 To assist the Marketing Manager in implementing the marketing strategy
 - **1.2** To assist with the delivery of marketing campaigns which communicate and serve the vision and values of Youthscape
- 2. To create high-quality content for the Youthscape social media platforms and website:
 - **2.1** To edit and design images using the Adobe Creative Suite for use on social media and promotional campaigns
 - **2.2** To plan, film and edit short video clips when needed for or use on social media and promotional campaigns
 - **2.3** To assist the Marketing Manager with the production and promotion of the Youthscape Podcast
- 3. To post on Youthscape social channels and respond to comments/queries in a timely manner:
 - **3.1** To liaise with the Youthscape team to gather stories and information to share on social media
 - 3.2 To schedule social media posts for the Youthscape Facebook, Instagram, Twitter accounts
 - **3.3** To respond to any comments/queries on all Youthscape social media platforms and on the live-chat function on the website in a professional manner
 - **3.4** To ensure the Youthscape social media is compliant with internal and external policies including safeguarding and copyright requirements

4. To fulfil wider responsibilities as a member of Youthscape

- **4.1** To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year
- 4.2 To participate in Youthscape collaborative work, as required
- 4.3 To carry out any other reasonable tasks as required by your line manager



Person specification

1. Skills

People skills

- Good interpersonal skills
- Strong written and verbal communication skills
- Ability to work creatively and professionally in a small team

Strategic skills

- Attention to detail
- A good eye for design
- Ability to create and edit material in a range of media, particularly graphics and video

Personal skills

- Honesty and integrity
- Personal effectiveness and selfmanagement
- Motivated and committed
- Creative and innovative thinker

2. Experience

- Experience in creating and editing images and illustrations (desirable)
- Experience in creating and editing short videos (desirable)
- Previous experience in digital marketing (desirable)

3. Values and ethos

- There is a requirement that the role be held by a Christian.

4. Desirable

- Proficient in using the Adobe Creative Suite
- Proficient in using Apple iMovie or Final Cut
- Experience in any kind of work with young people

Conditions of Employment

Location: Bute Mills, Luton (option for some home working)

Hours: 20 hours per week

Holiday: 25 working days + bank holidays (pro-rata)

Probation: 6 months

Termination: 3 months by either party



Completed application form and CV to be sent to amy.williams@youthscape.co.uk

Appointments will be subject to candidates providing references, a clean DBS and proof of eligibility to work in the UK.

Application forms can be downloaded at youthscape.co.uk/about/work-with-us

Deadline for applications is 2nd October

Youthscape is a registered charity no. 1081754