

CAUDWELL YOUTH

Recruitment Pack

WELCOME

Thank you for your interest and for considering applying for a role at Caudwell Youth.

Caudwell Youth provides support that changes the lives of at-risk young people aged 11-24 years through mentoring by trained volunteers for up to 2 years.

Founded in 2022, in partnership with John Caudwell, we are determined the needs of at-risk young people are properly addressed.



OUR VALUES



Empowerment

Feedback empathetically, always acting with understanding, support and add value.

Optimistic yet realistic



Look to the future yet prioritise the present.



Include intentionally

Foster an open culture.

Deliver with integrity



Always uphold honesty, act with our morals and ensure we are dependable.



JOB DESCRIPTION

Job Title: Marketing and Events Manager
Responsible To: Supporter Engagement Director and R&D Director
Responsible For: Management of website, social media and joint responsibility for event preparation and delivery
Working Hours: 37.5hrs per week
Salary: £30,000 per annum



Caudwell Youth provides support that changes the lives of at-risk young people aged 11 - 24 years through mentoring by trained volunteers for up to 2 years. Founded in 2022, in partnership with John Caudwell, we are determined the needs of at-risk young people are properly addressed.

- We provide a 1-2-1-person centred mentoring to empower young people to fulfil their potential.
- We match each young person with a trained volunteer mentor.
- Through a trauma informed approach, we enable effective transition from isolation, exclusion, trauma, low self-esteem and harmful associations to positive choices, re-engagement with education, training, independent living, employment, building resilience and making a positive contribution to communities.

As an organisation supporting young people with care experience, with mental health and those at risk of criminal exploitation and offending, we are keen to receive applications from those with lived experience and will guarantee an interview.

We actively seek to bring diverse perspectives and experience, and especially welcome applications from disabled people and those from Black, Asian, Minority Ethnic backgrounds and LGBTQ+.



WHAT WILL YOU DO

Your role will be managing the marketing and events for Caudwell Youth. You will report to the R&D Manager for the marketing element of your role and the Supporter Engagement Manager for events.



Marketing – 80% of the role

- Develop social media and content strategies, with the aim of increasing awareness and engagement
- Maintain 4 key social media platforms for the Charity; Facebook, LinkedIn, Instagram and Twitter
- Create a content calendar and ensure the creation of captivating content that drives our key messages, including writing blogs, articles, posts and multimedia content
- Report monthly on marketing analytics to include in monthly report to the Board
- Monitor and respond to feedback, comments and social media posts
- Work with the team to ensure a holistic and effective online marketing strategy
- Be a leader in the latest social media trends and digital opportunities, identifying opportunities for the Charity
- Identify new opportunities for content creation and community engagement
- Maintenance of website content
- Maintenance and development of internal SharePoint
- Create digital designs for charity use, branding of marketing resources
- Create a monthly newsletter for our supporters
- Budgeting for paid adverts for the Charity
- Ensuring adherence to Charity brand guidelines



Events – 20% of the role (subject to change)

- Project manage a rolling programme of event
- Develop new events and challenges in order to generate income
- Manage all aspects of event finances - projecting accurate income and expenditure against budget
- Deliver events in accordance with ethical, legal, trading, governance, insurance and Fundraising Code of Practice requirements
- Coordinating fundraising volunteers for events
- Promoting events
- Securing sponsorship – cash or pro bono
- Ensure risk assessments are completed for events
- Post event assessment and analysis
- Developing the charity's tone of voice in line with our values

OUR TEAM



We do not have a CEO but instead have 4 co-leads. Each Director takes leadership for specific operational areas and takes joint key decisions. All attend board meetings.

The SLT report into the Board of Trustees. This is currently 4 trustees but will grow to 9.

We are a new charity with 14 employees, initially working across Hertfordshire, Buckinghamshire, Luton and Milton Keynes. Our aim is to grow into a national charity with an annual growth plan.

WHY WORK FOR US?

We are an experienced team that are dedicated to improving the lives of the young people we support.

Benefits:

- Flexible Working
- Fully Remote – Work from home
- WPA Healthcare (including Employee Assistance Programme and extended counselling sessions)
- Group Personal Pension with a 5% employer contribution and Salary Sacrifice Scheme
- 25 days annual leave (FTE) plus bank holidays plus charity closure between Christmas and New Year.
- Extra paid day off on your birthday
- Employee discounts on everyday goods and services
- Being part of a passionate and dedicated team

Caudwell Youth is committed to safeguarding and promoting the welfare of children and young people and expects all employees and volunteers to share this commitment. As part of this commitment, we undertake disclosure checks in accordance with the Codes of Practice for all. Having a criminal record will not automatically exclude applicants.

PERSON SPECIFICATION

No candidate will meet every single desired qualification. If your experience looks a little different from what we've identified and you think you can bring value to the role, we'd love to learn more about you.

Essential Criteria



Skills & Knowledge:

- Excellent knowledge and understanding of marketing and event fundraising
- Photo editing skills
- An understanding of audience segmentation/how to target key audiences
- Excellent project management and planning skills
- Innovative creative thinker
- A very high attention to detail and strong organisational skills
- Passionate, energetic, and proactive 'can-do' attitude
- Strong people skills; demonstrates empathy, leads by example, and contributes to building a desirable team culture
- Must hold a full driving licence

Experience:

- Working in a similar marketing / events role
- All key social and content platforms, including but not limited to Instagram, Facebook, TikTok, twitter and YouTube
- Use of analytic and scheduling tools such as google analytics
- Experience of managing competing priorities to tight deadlines

Desirable Criteria

Skills & Knowledge:

- An understanding and appreciation of the challenges faced by the young people we support
- Ability to think outside the box on event strategy / ideas
- Awareness of cultural and creative industries
- Use of software such as Office 365, Mailchimp, Donorfy, Canva, Squarespace, Adobe Suite or similar applications

Experience:

- Working in the not-for-profit sector
- Experience of video content creation and editing
- Social media marketing

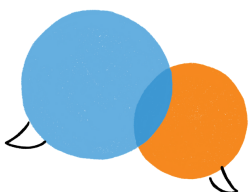


HOW TO APPLY

Our recruitment process is deliberately robust

We want to make sure you have all the information you need to be confident in your application for the post.

Stage	Information	Date / Deadline
Find out more	Contact Tracie Mills, HR Manager, with any questions you may have about the role on 01908 973676 or by email: info@caudwellyouth.org	By 1st January 2023
Information webinar	Your opportunity to find out more about Caudwell Youth, meet some of the SLT. Email info@caudwellyouth.org to book your place.	Monday 19th December 2023, 6.30pm
Apply	Complete the application form (available on our website), ensuring you answer the 3 competency-based questions at the end of the form, and email to Tracie Mills at info@caudwellyouth.org	By 1st January 2023
Shortlisting	The HR Manager and SLT will review applications and shortlist those selected for interview. All applicants will be notified as to whether they are successful or not.	By 6th January 2023
First Stage Interviews	First stage interviews will take place virtually via Microsoft Teams.	Tuesday 10th January 2023
Second Stage Interviews	Second stage interviews will take place in person, location to be confirmed.	Wednesday 18th January 2023



HOW WE WORK

Each Youth Support Coordinator is dedicated to supporting up to 25 young people and 30 volunteers.

Young people may have more than one volunteer mentor.

They work collaboratively to guide and encourage young people from referral along a journey of empowerment of up to two years.

Mentors and young people typically meet weekly, but talk / message more regularly, especially when they are anxious or need additional support.

Staff and mentors organise and connect young people to a range of activities and resources. We have built strong partnerships, offering opportunities to the young people we support, allowing them to learn to cope and manage with everyday life, build their confidence, and develop the skills to re-engage with education, obtain work experience, employment and greater independence, thereby moving them away from risks associated with negative relationships or behaviour.

Support is person-centred using a range of tools dependent on their needs.

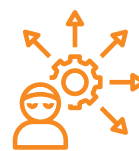
These include:

- 1:1 mentoring;
- Helping with education, especially access to functional skills learning;
- Helping with applications for jobs, training, benefits, IDs, residency;
- Signposting to other services such as food banks;
- Opportunities that build resilience and result in positive use of time;
- Activities that build positive social connections.



IMPACTS

- Increased confidence and sense of self-worth;
- Improved well-being, relationships, social skills and communication;
- Improved life skills such as financial management, cooking and hygiene;
- Increased meaningful use of time;
- Increased resilience.



OUTCOMES

- Reduced offending behaviour;
- Lowered risk of exploitation;
- Reduced alcohol and drug use;
- Improved mental health;
- Significant movement from Not in Employment, Education or Training (NEET) to in Employment, Education or Training (EET).

OUR STRENGTHS

We have a breadth of knowledge and experience working with young people, in particular, the needs outlined below although we work with a wide range of needs.

All our young people are experiencing at least one of these needs, however most experience multiple needs which compounds the level of risk they face.

At Risk of / Involved in Offending Behaviour

Some of our young people will have had involvement with the criminal justice system and be looking to move away from the revolving door of crime.

We offer non-judgemental support and opportunities to engage in positive activities away from potentially detrimental or negative influences.

Care Experienced

Care experienced young people are at the most risk due to their experiences such as 41% of care leavers aged 19- 21 years are not in education, employment, or training (NEET), compared to 12% of all 19- to 21-year-olds.

We work with care experienced young people to build confidence and resilience, widen opportunities and support with life beyond care.

At Risk of / Experiencing Exploitation

At risk young people are at particular risk of criminal, sexual, emotional and financial exploitation. The most common presenting need we support relates to county lines.

By showing positive alternatives such as routes into work and education, positive social networks and building resilience and confidence, we empower our young people with the tools to thrive as they move into adulthood.

Mental Health

There has been a significant rise in mental health challenges for young people in recent years. Almost two in three children and young people with a diagnosable mental health condition do NOT get access to NHS care and treatment.

We are there to provide community support for those needing our services where NHS care and treatment is inaccessible due to long waiting times or not meeting required thresholds.

Volunteer Mentoring

Many of our young people are overwhelmed by the number of professionals involved in their life. Volunteer mentors are a voice of reason there by choice not professional caseload. Volunteer mentors work with Caudwell Youth as a means of using their diverse skills and experience to have a positive impact on their local community.