

# CAUDWELL YOUTH



## Recruitment Pack

Charity Reg: 1200757  
[www.caudwellyouth.org](http://www.caudwellyouth.org)

# 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.

As an organisation supporting young people with care experience, mental health challenges and those at risk of sexual, emotional, financial and criminal exploitation and offending, we are keen to receive applications from those with lived experience and we 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+.



## OUR VALUES



### Empowering

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

### Optimistic and realistic



Look to the future yet prioritise the present.



### Intentionally inclusive

Foster an open culture.

### Delivering with integrity



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



# JOB DESCRIPTION

**Job Title:** Marketing Coordinator  
**Responsible To:** Marketing Manager  
**Responsible For:** Community management, content creation and scheduling  
**Location:** Working from home  
**Working Hours:** 22.5hrs per week  
**Salary:** £27,300 per annum pro rata

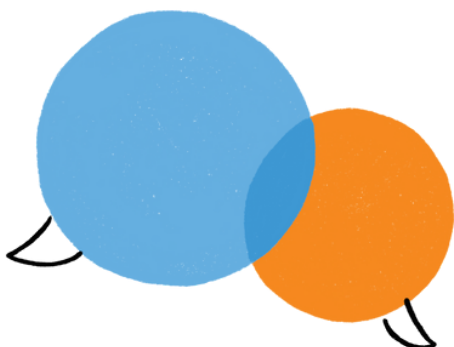


## Purpose of role

Caudwell Youth is looking for a Marketing Coordinator to support the growing Marketing Team. We expect this role to grow within the team in line with the growth of the Charity.

To support the Marketing Team in driving the Charity's development, growth and sustainability in ways that are relevant and in line with charitable objectives.

Your primary objective will be to support increased brand awareness, engagement and provide support for the Charity amongst various stakeholders through social media and digital marketing platforms.



# WHAT WILL YOU DO

## Key Responsibilities

Supported by the Marketing Manager, key responsibilities include but are not limited to:

- Develop social media content and captions with the aim of increasing awareness and engagement, aligned with trends and stakeholders.
- Ensure brand consistency across social media channels.
- Maintain 4 key social media platforms for the Charity; Facebook, LinkedIn, Instagram and Twitter.
- Support the charity in launching and maintaining a TikTok and Threads account.
- Maintain a content calendar and ensure the creation of captivating content that drives our key messages, including writing articles, social posts and multimedia content.
- Monitor and respond to feedback, comments and social media posts, maintaining a positive digital community.
- Identify new opportunities for content creation and community engagement.
- Be aware of the latest social media trends, platforms and digital opportunities, identifying opportunities for the Charity.
- Maintenance of content and re-purposing where required.
- Create digital designs for charity use.
- Travel to some events to take photos and videos for the charity with equipment provided.
- Develop relationships with internal teams and stakeholders in order to access content opportunities.
- Endeavour to promote Caudwell Youth's values in all that you do.
- Be an ambassador for Caudwell Youth.

## Administration

- Work within budgets, properly justifying / accounting for expenditure.
- Ensure good administration, record keeping and reporting of all work undertaken in line with data protection and other regulations.

# WHAT WILL YOU DO

## Partnership and Liaison

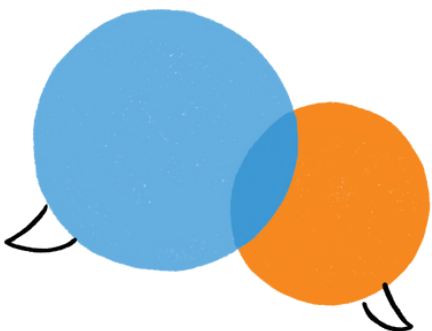
- Work closely with the team and with key stakeholders to promote good communication and shared focus.
- Represent the Charity professionally and appropriately to other organisations.

## Team Ethos

- Work effectively as a team, supporting other team members and be willing to receive support whilst fulfilling your own responsibilities and tasks.
- Express and promote equal opportunities and encourage inclusion and involvement.
- Ensure good communications and relationships within the team at all times.
- Attend team meetings, personal work reviews and task group meetings proactively and as a contributor.

## General

- Act in a professional way at all times.
- Undertake and identify training as required and take a positive approach to personal development.
- Fulfil the duties and responsibilities of an employee as regards Health and Safety at Work, including own safety and self-management.
- Undertake any other reasonable tasks deemed necessary.



# OUR TEAM



The Senior Leadership Team report into the Board of Trustees. This is currently 10 trustees.

We are a growing charity with 25 employees, initially working across Hertfordshire, Buckinghamshire, Luton, Milton Keynes and recently expanding into Berkshire. 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
- Hybrid – working from home and in the community
- 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
- Paid day off for volunteering in your community
- Training opportunities to support your personal development
- Social opportunities within the team
- 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.

## Skills and knowledge

### Essential Criteria

- Passionate about young people and the cause of the charity.
- Ability to work independently and manage their own time.
- Open to innovative and collaborative working as part of shaping a new and developing charity.
- Desire for personal development.
- Excellent communication and interpersonal skills.
- Highly organised with an ability to multitask.
- Literate with good typing skills and confident using a range of programmes within the Microsoft Office suite, including Excel and Microsoft Teams.
- Ability to work with a team, take direction from others and collaborate effectively.
- High attention to detail.
- Ability to work in a confidential manner.
- Committed to equality and diversity.
- A positive attitude with a proactive and flexible approach to work.
- Must hold a full driving licence, with access to a vehicle and have business insurance cover on your policy.



### Desirable Criteria

- Ability to adapt to new software systems and databases.
- Working knowledge of and ability to comply with Data Protection regulations.
- A good understanding of safeguarding and confidentiality.

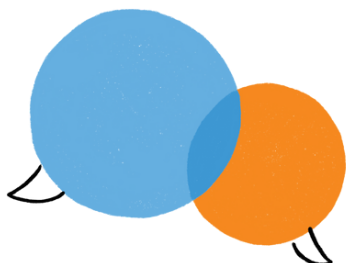


# HOW TO APPLY

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 or to learn more about the role on 01908 973676 or by email: <a href="mailto:hr@caudwellyouth.org">hr@caudwellyouth.org</a>	By Tuesday 6th February 2024
Apply	Complete the application form (available on our website)	By Thursday 8th February 2024
Shortlisting	<p>To support Caudwell Youth's EDI policy by promoting diversity and avoiding any unconscious bias, our recruitment process includes 'blind selection'.</p> <p>Only the answer to the question in the application form asking you why you are interested in this position is passed on to the interview panel for selecting applicants.</p> <p>When applicants have been blind selected for the interview stage, their full applications are released.</p> <p>All applicants will be notified as to whether they are successful or not.</p>	Friday 9th February 2024
First Stage Interviews	First stage interviews will take place virtually via Microsoft Teams. The interview will consist of interview style questions.	w/c Monday 12th February 2024
Second Stage Interviews (if required)	If required, second stage interviews will take place in person, location to be confirmed.	w/c Monday 19th February 2024





# 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.

Employees 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.