



The Youth Endowment Fund

Communications and Digital Marketing Officer

Reports to: Senior Digital Marketing Manager

Salary: £34200

Contract: 2-year fixed term (potential to extend)

Location: Central London or Hybrid*(see below)

Closing date for applications: Monday 24th March 2025

Interview dates: week commencing Monday 31st March

About the Youth Endowment Fund

We're here to prevent children and young people becoming involved in violence. We do this by finding out what works and building a movement to put this knowledge into practice.

In recent years violent crime has risen significantly. Homicides, assaults, robberies and offences involving weapons have all seen sustained growth. We have also seen large increases in violent crime involving children and young people. This is a tragedy. Every child captured in these numbers is an important member of our community and society has a duty to protect them.

The Youth Endowment Fund (YEF) is a charity with a £200m endowment and a mission that matters. We exist to prevent children and young people becoming involved in violence across England and Wales. We do this by funding great initiatives, finding out what works and working for change.

Key Responsibilities

YEF is entering a new phase of growing scale and ambition. There is more urgency and scope than ever for us to contribute meaningfully towards preventing violence amongst children and young people. Communicating with, informing and persuading our growing audiences about the vitality of our mission will require being innovative, hands-on and prepared to speak out with humanity and boldness.



The Public Affairs and Communications Team is crucial for effectively communicating and promoting YEF's ideas to a wider audience and driving demand for the evidence about what works to prevent violence amongst children and young people. We can only hope to achieve our mission if those working in our sectors hear from us about what works, trust our research and put our guidance into practice. We need policymakers, politicians and people in charge of services to listen and act, but also youth-workers, police, social workers, headteachers and young people to believe in our movement for change on the ground. We want to continue being a leading voice in the national conversation about preventing violence.

Your job will be essential to this. You will support the Public Affairs and Communications team to communicate our work as thoughtfully, impactfully and creatively as possible through engaging media communications and PR campaigns, video-led social media content and strategic digital marketing.

Your responsibilities will mostly fall under the following three areas:

Digital Marketing, Social Media and Video

- Editing, updating and maintaining content on the website, and collaborating with relevant staff teams to ensure content is up to date.
- Supporting with monthly digital content generation for YEF social media channels, including the planning and creation of short videos and boosting engagement for the YEF podcast.
- Supporting with segmented email marketing and newsletter content.
- Monitoring and evaluating our performance across digital platforms in order to expand the number of unique site visits to key website and social media pages, including the Toolkit, YouTube and LinkedIn.

Communications, Media and PR

- Drafting, managing and distributing stakeholder communications across public affairs and media for new YEF publications and outputs.
- Identifying and generating monthly media opportunities through outreach with journalists and collating media, publication and journalist lists.
- Managing the @hello organisational inbox and other communications streams.

- Managing the distribution and development of the case study template and supporting with the successful launch of the grantee storytelling programme.

Team Support and Administration

- Organising and note-taking for weekly team meetings and tracking the timely completion of minutes and actions.
- Identifying and generating new public speaking and audience engagement opportunities for Director of Public Affairs and Communications.

About you

- **You don't want your days to pass without making a difference.** You want to play a significant part in a charity that is making a difference.
- **You are interested in applying research** to understanding and solving social problems affecting people in British society.
- **You are passionate about telling human stories** that use creative writing, design, photography and videography to engage diverse audiences.
- **You have experience of using WordPress, Mailchimp or other digital marketing tools,** this can be used strategically to get people outside of an organisation to pay attention to and engage with its work.
- **You have experience creating social media assets** (using software such as Canva or Adobe Illustrator) and **increasing audience engagement** on social media platforms such as LinkedIn, YouTube and Instagram.
- **You are a team player** who works in an organised, communicative and selfless way.
- **You are committed to equality, diversity and inclusion.** You believe and act in a way that celebrates and encourages a range of experiences, backgrounds and values.

You may ideally have, but they are not essential:

- Experience of working for an organisation that works with, or on issues affecting, children and young people.
- Digital marketing and communications experience in an organisation whose audiences include youth workers, teachers, the police and policymakers.
- Short-form video production and editing skills, particularly in service of TikTok, Instagram Reels and YouTube Shorts.
- Experience of working with journalists, publications and online platforms on bringing content, media and PR campaigns to life.

While it's not a criteria, we're especially interested to hear from applicants who have lived experience of violence affecting children and young people.

It's also important to us that the people we hire do not discriminate. We believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.

All appointments will be made on merit, following a fair and transparent process. In line with the Equality Act 2010, however, the organisation may employ positive action where candidates from underrepresented groups can demonstrate their ability to perform the role equally well.

Hybrid Working

The office is based in Central London. Those living in and around London are expected to be in the office a minimum of 2 days per week. If you live outside of London and work remotely, you'll be expected to work from the London office 2 days per month. As part of our commitment to flexible working we will consider a range of options for the successful applicant. All options can be discussed at the interview stage.

To apply

Please click on the "[Apply for this](#)" button and submit your CV, your completed monitoring form and ensure your covering letter answers the following three questions below.

Application Questions

1. Can you share an example of a creative idea you have worked on that helped secure press coverage?
2. Describe a time you had to increase engagement on a social media platform for a campaign or client. What strategies did you employ, and what were the results?
3. Why is preventing violence amongst children and young people important to you, and how can storytelling help to achieve this goal?

Please submit your application by Monday 24th March at 9:00 am

Interview process

This will be a one stage interview process. Interviews will take place the week of **31st March 2025**

We do not sponsor work permits and you will be required to provide proof of your eligibility to work in the UK.

Benefits include

- £1,000 professional development budget annually
- 28 days holiday plus Bank Holidays
- Employee Assistance Programme – 24hr phone line for free confidential support
- Volunteering days – 4 half days per year
- Death in service – 4 times annual salary
- Flexible hours. Core office hours 10am – 4pm
- Financial support including travel and hardship loans
- Employer contributed pension of 5%.

Your data

Your personal data will be shared for the purposes of the recruitment exercise. This includes our HR team, interviewers (who may include other partners in the project



and independent advisors), relevant team managers and our IT service provider if access to the data is necessary for performance of their roles. We do not share your data with other third parties, unless your application for employment is successful and we make you an offer of employment. We will then share your data with former employers to obtain references for you. We do not transfer your data outside the European Economic Area.

The people we are looking for do not discriminate and we believe in being inclusive and giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.