

Legacy

An **OnSide** Youth Zone

ROLE PROFILE

SOCIAL MEDIA AND CONTENT OFFICER

LEGACY YOUTH ZONE



ROLE PROFILE

POST: Social Media and Content Officer

SALARY: £20,800 pro-rata (FTE £34,666.67)

LOCATION: Legacy Youth Zone, with flexibility to support events and activities on and off site

REPORTING TO: Chief Executive

CONTRACT: Permanent contract. 24 hours per week across three days, including a minimum of two evenings each week. Working pattern flexible.

BENEFITS:

33 days annual leave including bank holidays pro-rata; free gym access; access to OnSide's Talent Academy; Employee Assistance and Wellbeing Programme; free staff meals during sessions; discounted holiday club for dependants on working days

KEY RELATIONSHIPS CEO, fundraising team, youth work team, young people, OnSide, trustees and wider stakeholders

MAIN PURPOSE

Capture the moments. Celebrate the wins. Tell the stories.

Every day at Legacy, young people try something new, build friendships and discover what they can achieve. Your role is to bring these experiences to life through creative photography, video and written content.

Storytelling is at the heart of this role: celebrating young people's achievements, recognising successes big and small, and showing the difference youth work makes. You will spend time alongside young people and our teams, capturing authentic moments and turning them into stories people want to watch, read and share.

Alongside this, you will share good news, partnership updates and supporter activity, helping people understand that Legacy is a charity and how they can support our work.

THE ROLE

You will bring Legacy Youth Zone's story to life through creative photos, videos and written content, celebrating young people's achievements, everyday wins and the difference youth work makes. Reporting to the CEO, you will plan and create engaging content for our social platforms and website, raise awareness of Legacy as a charity and support fundraising campaigns through compelling stories. Working closely with young people, colleagues and supporters, you will capture life at Legacy and at events on and off site. This role is 24 hours across three days per week, including a minimum of two evenings, with flexibility to meet the organisation's needs.



CORE RESPONSIBILITIES

Tell stories and celebrate success

- Capture and edit photos, videos and interviews that celebrate young people's experiences, progress and achievements.
- Bring sessions, activities and events to life, showing the everyday moments and standout successes that make Legacy special.
- Build trusting relationships with young people, helping them feel comfortable sharing their experiences and involving them in shaping content.
- Create engaging videos, captions and written stories for Instagram, TikTok, YouTube, LinkedIn and our website, adapting your approach to each audience.

Plan ahead and keep our channels engaging

- Maintain a clear content calendar, balancing spontaneous stories with planned campaigns, events and awareness dates such as Youth Work Week and World Mental Health Day.
- Schedule and publish content, keeping Legacy's voice and visual identity consistent and content accessible.
- Share relevant good news, partner updates and stakeholder activity alongside our core storytelling.
- Keep up with social media trends, try relevant ideas and use simple performance insights to improve our content.

GENERAL RESPONSIBILITIES

- Be a role model for young people and present a positive "can do" attitude.
- Take personal responsibility for own actions.
- Commit to a culture of continuous improvement and take responsibility for own development.
- Work within the performance framework of Legacy Youth Zone and OnSide.
- To be alert to issues of safeguarding and

- Monitor comments and messages, responding appropriately and passing enquiries or concerns to the right colleague.

Show our impact and support fundraising

- Work with youth work and fundraising colleagues to create accurate, engaging impact stories for funders, social media, website news and newsletters.
- Produce content for fundraising campaigns, supporter thank-yous and partnerships, showing the difference their support makes.
- Raise awareness of Legacy as a charity and encourage people to support and get involved in our work.
- Work with OnSide to share stories, ideas and content for relevant network campaigns.

Work safely, flexibly and collaboratively

- Follow Legacy's safeguarding, consent and data protection procedures, respecting young people's choices, dignity and privacy.
- Keep an organised library of photos, videos and stories, with clear records of permissions for use.
- Make occasional website news updates and provide stories or images for limited press and PR activity.
- Support organisational needs flexibly, including capturing content and helping with events and activities on and off site.

- Represent the Youth Zone positively and effectively in all dealings with internal colleagues, and external partners.
 - Comply with all policies and procedures, with particular reference to safeguarding, codes of conduct health and safety and equality and diversity to ensure all activities are accessible.
- child Youth Zone members is promoted

and safeguarded, and to report any child protection concerns to the designated Child Protection Officers.

- To assist with any promotional activities and visits that take place at the Youth Zone.
- To actively promote the Youth Zone.

- This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification or amendment at any time after consultation with the holder of the post.

ABOUT LEGACY YOUTH ZONE

Croydon Youth Zone, named as Legacy by young people, was opened in September 2019. The Youth Zone is an independent Charity, but we are proud to be part of the growing OnSide Network whereby we have adopted a set of principles that guide our work with young people.

Our universal offer is focussed around a state-of-the-art, multimillion pound facility that is purpose built and remains dedicated to young people. We work with young people aged from 8-19 (up to 25 with additional needs) and offer an array of activities for young people to get involved in. Our services are affordable for young people who can access the provision for just a £5 annual membership and 50p entry fee. Whilst our building and activities provide a hook for young people to initially engage with us, the relationships they develop with our ambitious and energetic team of Youth Workers ensures they return night after night. We pride ourselves on being open when young people need us the most, during evenings and weekends, whenever schools are closed.

Since opening, the Youth Zone has had nearly 17,500 young people sign up as members of which around 60% are male and 40% are female. At times during our opening months 1,400 young people were visiting the Youth Zone every week, making it a go to destination for Croydon's next generation. From March 2020 through to January 2022 the Youth Zone operated under a variety of restrictions and challenges as a result of the Covid-19 pandemic. During that period we were able to continue to support young people using new and innovative forms of engagement, whilst we also extended our support to the wider community when they needed it the most.

For the last 4 years we have been operating without restriction and now operate 29 hours a week of universal provision for young people. The Youth Zone is now having to adapt and respond positively to being at the forefront of challenges around the lasting impact of the pandemic, young people feeling isolated and the cost-of-living crisis in addition to contextualised safeguarding challenges the borough and wider community face.

We are continuing on an exciting journey that will impact the lives of hundreds of thousands of young people and we need as many people as possible to become part of 'Our Lasting Legacy'. To find out more, please watch this video: <https://www.youtube.com/watch?v=C94bUtbE3NY>

ABOUT ONSIDE

Potential is everywhere. In every home on every street, from affluent suburbs to inner-city estates. The difference

is that some young people get every opportunity to explore their potential. Others don't. It's about opportunity. OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them.

OnSide funds and builds state-of-the-art, multimillion- pound Youth Zones in the country's most challenging areas. They train the amazing people that run them. And they offer continuing support via the nationwide OnSide Network of 14 Youth Zones (and growing), where colleagues can learn and grow, share their stories, and celebrate their success together.

Because when we really invest in young people, we all benefit – from who they are now, everything they might become and achieve, and everyone they might touch and inspire. All they need is the chance to shine – an environment where they can be their best selves –and you just watch them go. It's about opportunity.

PERSON SPECIFICATION

Applicants will be expected to demonstrate the following experience, skills, knowledge, and attributes.

Essential

- A creative eye and examples of engaging content produced through employment, volunteering, study or your own projects.
- Confidence taking photos, filming and editing video, including content captured on a phone.
- An instinct for spotting a good story and celebrating achievements in an authentic, engaging way.
- A good understanding of social platforms and how to adapt content for different audiences and formats.
- Strong writing skills, from a short caption to a longer impact story, with good attention to detail.
- Confidence using tools such as Canva, CapCut, Adobe or similar.
- Good organisation, with the ability to plan ahead, manage a content calendar and respond to opportunities as they happen.
- A friendly, collaborative approach and the ability to build positive relationships with young people, colleagues and stakeholders.
- Flexibility to support organisational needs, including evening working and events on and off site.
- A commitment to inclusion, safeguarding and telling young people's stories sensitively and respectfully.
- Enthusiasm for Legacy's work and the difference youth work can make.

Desirable

- Experience creating content for a charity, youth organisation or community project.
- Experience supporting fundraising or awareness campaigns.
- Familiarity with social media scheduling, basic analytics and website content updates.



OUR VALUES



YOUNG PEOPLE FIRST

Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

EXCELLENCE

We encourage ourselves and each other to be the best we can be through continuous learning and improvement, and a focus on finding solutions.



RESPECT

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



AMBITION

We are passionate and driven in taking on new challenges, embracing new ideas and exceeding our ambitions for young people, the Youth Zones and our local communities.

COLLABORATION

We create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

