



Position: Kickstart Marketing Officer

6 Month contract

25hrs per week - Paid at Minimum Wage of £8.91

To apply for this job, you must be aged 16 to 24 , claiming Universal Credit and eligible for the Kickstart Scheme. If you're unsure, check with your job coach at the job centre.

Once they've registered your interest, we can send you out the application pack.

Deadline for applications end of Monday 3rd Jan 2020

Interview is w/c is week commencing Monday 10th Jan 2020

Full Circle Youth Services and Docklands Youth and Community Centre (Full Circle @ Docklands Ltd) are on an exciting journey. We need a new team member who is able to help us communicate this message to our loyal family and start conversations with new friends to bring them into the fold.

Whilst you might not have any official professional experience in marketing, we're keen to hear from anyone who has a voice, who is excited by any elements of writing, graphic design, communications or social media. Over the next 6 months Full Circle @ Docklands will be transforming the way it looks and sounds and you'll be at the centre of these decisions and creative output.

This year we have:

- Extended our lease from 15 to 30 years
- Maintained youth delivery throughout the pandemic
- Refurbished the Youth and Community Centre.
- Built a nursery and invited Raised in Bristol to extend their early years work to St Pauls.
- Developed more targeted work with the most at risk young people in our city
- Maintained 15hrs+ Open Access youth provision in the area.
- Supported a Somali Women's led group to get access to funding to continue their weekly social and yoga group.
- Joined up with Bristol Outreach Service for the Homeless to provide space for their weekly sunday BOSH cafe.
- Refurbished our offices, opening up skylights, a new waiting area and smart heating.
- Developed a 3 year business plan that projects financial sustainability independent of grants by 2026!

(But no one knows about it)

We need someone to come on board who has all round marketing skills. Key objectives of this role will be:



- Develop marketing material for office rental and venue hire
- Develop marketing material for Full Circle's Youth Services
- Manage our Social Media output and raise our engagements
- Create content for an annual report.
- Gather information and create material for a new website (photos, info, pricing, copy)
- Give us more presence in local press Vocalise/Bristol.Live/Bristol247
- Develop a marketing strategy with the business development manager.
- Distinguish Full Circle's Youth Service's and Dockland Community Building's voice from each other.
- Make our website more representative of our organisation's different services
- Support the ongoing marketing needs of our weekly youth activity

We're looking for someone who is very organised who likes to work both as part of a team but also with autonomy and enjoys the buzz of a busy and sometimes chaotic community-based organisation. The position is likely to appeal to someone who enjoys getting to know people and organisations. It might suit someone with a passion for St Pauls. It could also suit someone looking for an exciting opportunity to prove themselves and add to their portfolio of experience- perhaps because they are at the start of their career or want to work in for a more meaningful cause. Whilst there will be some homeworking, we will be expecting the majority of this role to take place at the centre.

If you feel you are a suitable candidate, but do not feel all of the Essential Criteria, please feel encouraged to make an application and clearly state why you think you'd be a good candidate for the role. As part of the application, please aim to write an example for each essential criteria point and any desirable criteria point from your own experiences.

Essential

- Proven experience in marketing (can be personal projects if not professional).
- Good written, communication and interpersonal skills.
- Excellent understanding of digital marketing channels and their potential (can be personal projects if not professional).
- Comfortable with taking on new platforms i.e. mailchimp, facebook, insta, tiktok
- Confident in writing and or drawing
- Basic understanding of what analytic tools are and how they can be used to improve your marketing campaign.
- Keen to develop your own voice or style.
- Experience and knack for spotting Stories as they arise
- Prepared to rise to challenges as they crop up?
- Has understanding of offline methods of local marketing (notice boards, posters, newsletters etc)



Desirable

- Fluent in using the Adobe Suite/Gimp with strong design skills, using in particular Photoshop, InDesign, Illustrator, and the full Microsoft Office suite.
- Capable skills in Wordpress and other website building software.
- A passion and knowledge about the VCSE and charity sector, BAME voices and community leaders within Bristol.
- A keen social media user.
- Experience of Canva or other templating platforms.
- Has lived experience of the area, people, challenges or cultures that Docklands represents.