Role: Social Media Officer

Date: September 2023

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About the Youth Sport Trust
Children only get one childhood - let's make it count.

**WHO WE ARE AND WHAT WE DO**

We are the UK’s leading charity improving every young person’s education and development through play and sport. Our vision is a future where every child enjoys the life changing benefits of play and sport.

Sport gives young people a platform to have their voice heard and a place where they feel they belong. and we are on a mission to harness this extraordinary power to change young lives today and help them build a brighter tomorrow.

We are passionate about enabling all children unlock their full potential through high quality inclusive and innovative play, physical education and sport opportunities. Over 25 years we have developed a unique way of maximising the power of sport to grow young people, schools and communities through the development of physical and mental health, fostering inclusion and building character and leadership skills.

We empower young people through supportive environments, so they can grow self-confidence and find friendship.

*We equip educators,* grow networks and build communities of practice to demonstrate and advocate the impact of play and sport on school improvement and educational outcomes.

We inspire changemakers who lead the change they want to see in the world.

Together, we can reduce the impact of childhood inequalities and ensure that every young person achieves their personal best.

**WHY WE EXIST**

Young people’s wellbeing is in decline. They are moving less and spending less time outdoors. Too many are inactive and unprepared to confidently face their future

A Generation of young people face physical and mental health challenges and increasing social and economic inequalities. These have been further exacerbated by Covid negatively impacting their ability to learn and thrive.

In the UK, our children are among the most unhappy in the world and the least positive about their future.

- Young people are moving less, feeling more isolated and experiencing poorer mental health which impacts on the whole family
- Children have more tech yet struggle with a lack of meaningful person to person connection.
- Young people are more physically and mentally unwell than ever before
- We are facing a crisis of childhood obesity, loneliness and low life satisfaction
- This is overwhelming our education and social care systems
- The gap in life skills for work is even greater in the most deprived areas
- Parents are feeling time pressured and unsure how to encourage their children to enjoy sport – the most physically inactive generation yet
OUR VALUES

Our values are our moral compass and guide the attitudes and behaviours required of us to achieve our vision. They provide an accountability framework for how we work internally with each other and with our customers and clients. They are also currently being refreshed in line with the new strategy.

• Be courageous and tackle big issues
• Take responsibility for what needs to be done
• Act with integrity in everything we do
• Place inclusion at our heart
• Grow through collaboration
• Earn trust through our actions.

YOUTH SPORT TRUST 2022 – 2035 STRATEGY

In May 2022 we launched out brand new 2022-2035 strategy, ‘Inspiring Changemakers - Building Belonging’. Through it, our aim is to galvanise and inspire changemakers to transform attitudes, improve practice and drive policy change. Together we want to harness the power of play and sport to build belonging for a generation, improving their health, fostering inclusion and developing character and leadership.

This strategy has three objectives:

• Urgent action - Build back healthier, happier and more resilient young people and level the playing field for those most disadvantaged.
• Generational shift - To balance the demands of the digital age through the human connection of physical play and sport
• Societal change - Transform society’s perceptions and attitudes towards the importance of physical literacy, play and sport in the education and development of young people.

These objectives will be delivered through six tactics:

1. Equip educators to rebuild wellbeing and level up life chances of young people most affected by Covid-19, and those suffering from the effect of inequalities.

2. Empower young people by unleashing a nationwide community of young leaders, who harness the positive power of play and sport to improve wellbeing, build friendships, and foster understanding.

3. Unite a movement of organisations to reclaim play and sport at the heart of every school, and make it fun for everyone.

4. Mobilise influencers in all areas of public life to make the decline of physical activity levels and human connection in a digital age matters of national concern.

5. Help families understand and champion their children’s physical literacy and its importance to a healthy and happy childhood.

6. Change from within by increasing our impact on, connection with, and relevance to a changing world.
Our History

Established in 1995 by Sir John Beckwith (President) & Duncan Goodhew MBE (Vice President), the Youth Sport Trust has grown from a team of 4 to just over 110 today. Over its 27-year life, the Youth Sport Trust has been through four major phases in its development:

1995 – 1997

The first two years of the organisation saw it pioneer the renowned “TOPs” programmes. TOPs was a suite of seven programmes designed to support teachers and coaches deliver high quality PE and school sport programmes for young people from 18 months to 18 years. The TOPs programmes were supported by sponsorship from BT and lottery funding and were implemented through partnerships with Local Education Authorities and the Home Country Sports Councils. This era of the organisations development was characterised by creating world leading content.

1997 – 2010

This period coincided with the introduction of the government’s Specialist Schools strategy and a National PE and School Sport Strategy. The Youth Sport Trust partnered the DCMS and (the then) DFEE in implementing a national network of 450 School Sport Partnerships embracing every primary, secondary and special school in England. Each School Sport Partnership was hosted by a Specialist Sports college and played a strategic role in planning and delivering PE and school sport in a local area. This era of the organisations development was characterised by building a world leading structure and local delivery.

2010 – 2012

These two years were dominated by a focus on the build up to the London 2012 Olympic and Paralympic Games. New programmes such as the School Games, Change 4 Life Sports Clubs, Young Ambassadors and Project Ability were all inspired by the Games and allowed the organisation to bring added momentum to work around competitive school sport, volunteering, and inclusion. This era of the organisation’s development was characterised by the delivery of national programmes through high quality training and professional development.

SINCE 2012

The organisation has been focussed on sustaining and growing local, self improving networks of schools playing a role building local strategies which align and connect a range of Youth Sport Trust (YST) and government funded programmes and interventions such as the Primary PE and School Sport Premium and YST Start to Move.

The organisation launched its current strategy in May 2022. Our current strategic plan can be found https://www.youthsporttrust.org/about/what-we-do/our-strategy
About the Role

As our Social Media Officer you will promote our mission through the use of data and great storytelling by crafting compelling digital content for both organic and paid social media advertising for platforms such as LinkedIn, Twitter and Meta. You will also drive website traffic, broaden reach, engagement and drive sales of our core products and services through the use of Google Ads. We will look to you to leverage data analytics and research tools to gain insights into audience behaviour to shape strategy and boost engagement too. Important will be the ability to collaborate with colleagues to align social media and digital activity with our general marketing, media and campaigning output.

This is a busy role in a fast-paced environment where you will be working with teams across the charity to support a broad range of priorities, so you must possess strong project management and organisational skills. Naturally, you will have a thorough understanding of social media tools and platforms including LinkedIn, Meta, Twitter, Meta Business Suite and scheduling sources. You will also have experience of producing copy content for a range of audiences across a variety of platforms and will be an expert proof-reader with a sharp eye for detail. You will be a proficient user of Microsoft Office Suite including Microsoft Planner, Photoshop and Canva as well as in-depth knowledge of Meta Paid advertising, Meltwater, Google Analytics and Google Ads too.

An excellent communicator, you will enjoy a collaborative working environment and are comfortable working on own initiative and thinking innovatively.

The Youth Sport Trust is a passionate and forward-thinking organisation full of committed professionals. As a member of the team, we guarantee you will feel very much part of our mission and will experience fun, challenge and fulfilment in your role. Our values underpin everything we do, and we pride ourselves on a work culture which fosters innovation, creativity and personal passion. Benefits include generous annual leave entitlement, health cash plan, employee assistance programme and volunteering days. In 2022 we were ranked one of the best Mid-Sized Companies to work for in the UK.

The Youth Sport Trust believes that diversity drives excellence and that representation is important. The Trust therefore positively welcomes and seeks to ensure we achieve diversity in our workforce and that all job applicants and employees receive equal and fair treatment. We encourage applications from all candidates regardless of age, race, sex, gender identity, religion, sexual orientation, disability, or nationality.

Please note that this position is subject to an enhanced Criminal Records check.
Job description

Position: Social Media Officer

Grade: D

Responsible to: Campaign Manager

Location: Hybrid (3 days in the Loughborough Office and 2 days working from home)

Car Allowance: No

Criminal Records Check: Yes - enhanced

Issue Date: September 2023

Job overview:
As the social media officer at the Youth Sport Trust (YST), you will play a pivotal role in enhancing the organisation's digital presence and engagement across various social media platforms. The primary responsibilities will encompass crafting compelling digital content for both organic and paid social media advertising including across LinkedIn, Twitter and Meta platforms and Google Ads to drive website traffic, broaden reach, engagement and drive sales of our core products and services. This role also involves leveraging data analytics and research tools to gain insights into audience behaviour, thereby contributing valuable recommendations to boost engagement.

A critical aspect of this position is your ability to assess the effectiveness of the charity's social media activities and provide data-driven insights to enhance future strategies. Flexibility, organisational skills, and an innovative mindset are essential as you prioritise tasks and team administration.

Duties and responsibilities:

Social Media

- Plan, author, and community manage social media presence and campaigns across all the charity’s social media platforms circa 120,000 community.
- Create and manage multiple social media plans across internal campaigns and programmes and external funder contracts.
- Support development of digital content which drive online engagement in line with the charity’s priorities and brand guidelines.
- Attend a range of events and share activity on social media in real time.
- Keep abreast of market research, new social media, web, and digital marketing trends and contribute innovative ideas for supporting the charity’s communication and marketing campaigns online.
- Work within budget to create impactful paid advertising campaigns on a range of platforms including LinkedIn, X, Meta Business Suite, PPC Google Ads and other digital media platforms to showcase the charity’s offer and drive users to our website.
- Lead the evaluation of the charity’s social media activity per platform and per campaign and use findings to recommend improvements.
- Report on regular basis all organic and paid social media activity.
• Support delivery of social media KPIs including Followers, Reach/Impressions, Engagement, Link Clicks, Conversions (when tracking allows), CPC and CPS, to help the charity understand its impact on all social media platforms.
• Contribute to post campaign reviews with learnings and recommendations.
• Support the organisation to create effective, engaging social media content which promotes the mission of the Youth Sport Trust through use of data & storytelling.
• Analyse paid social media campaigns using tools like Meltwater, Meta Business Suite, and Google Analytics.
• Use these tools to monitor audience behaviour and gather insights.
• Utilise these insights to develop recommendations for improving future campaigns and increasing engagement.

Corporate Communications
• Work with the corporate communication team to align social media and digital activity with marketing, media, and campaigning output.
• Provide administrative support to the corporate communications team, which includes raising purchase orders, generating contracts of service and processing of invoices for external suppliers and agencies.
• Manage freelance designers or other temporary staff, where necessary.
• Build relationships with internal colleagues and external partners to ensure a sound understanding of marketing and communication needs and expectations.
• Support the effective management of relationships with key partners, ensuring they receive information and briefing about the Youth Sport Trust (YST) to increase understanding of, and support for, our work online.

General
• Adhere to all relevant safeguarding policies and procedures and report any concerns.
• Work within our equality & diversity, data protection, information security and health and safety policies and guidelines.
• Promote, uphold, and demonstrate the Youth Sport Trust values of Trust, Responsibility, Integrity, Inclusion, Courage and Collaboration
• Undertake any other duties as may reasonably be required which are commensurate with the post including providing a supporting role when other members are absent and assisting with any urgent jobs.
Person specification

Social Media Officer

Applicants for this position should be able to satisfy the following criteria:

Experience:
- Proven experience in a social media or digital role
- Proven experience of copywriting, proofing and editing of a variety of content on several social platforms.
- Thorough understanding of social media tools and platforms including LinkedIn, Meta, Twitter, Meta Business Suite and scheduling sources. Meltwater, desirable.
- Thorough working knowledge of Meta Paid advertising, Meltwater & Google Analytics and Google Ads
- A high level of competency of Microsoft Office Suite including Microsoft Planner, Photoshop, Canva
- An understanding of, and experience in applying and policing house style and corporate identity.
- Ability to manage multiple projects

Personal Qualities:
- Excellent written and oral communication skills
- An excellent eye for detail and be able to work precisely, methodically, and consistently
- Ability to work creatively and find new and innovative ways of engaging different audiences
- Ability to communicate effectively verbally and in writing to a range of audiences
- Enthusiastic and hardworking with the confidence to contribute effectively to meetings
- Highly organised with the ability to work on own initiative and as part of a team
- Ability to complete priorities, achieve targets and respond quickly and flexibly to changing needs and tight deadlines
- Ability to work on own initiative and think innovatively
- Self-reliant, pro-active, able to take responsibility for areas of work and display initiative in solving problems
Terms and Conditions

A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. The information provided below may be helpful to applicants as a guide but should not be treated as a substitute for a full contract of employment. Please note that terms and conditions will be pro-rated for part time appointments as appropriate.

Hours of Work
This position is offered on fulltime hours of 37 per week. Furthermore, you will be expected to work the hours necessary to fulfil your duties satisfactorily.

Salary
We are looking to appoint at £28,000 per annum.

Location
This role can be based in our Loughborough office on the Loughborough University campus or can be a blend of working from our Loughborough office and working from home, based on a minimum of 3 days worked in the office and the remainder worked from home each week.

Annual Leave
This post has an annual leave entitlement of 25 days which may be taken, subject to approval by line manager, at any time of the year. In addition, there will be 8 bank holidays and 5 additional days which the Youth Sport Trust determines on an annual basis. These allowances will be pro rata for part time and temporary positions.

Pension
On the start of your third month of continuous service with the Trust you will be contractually enrolled into the pension scheme nominated by the Trust. Upon joining the scheme, you will receive 5% employer pension contribution, based on your basic salary. Full details of the Qualifying Scheme are available from HR.

Health Cash Plan
The Youth Sport Trust recognises the importance of maintaining good health and wishes to support employees and their families with this. We provide all employees with access to a health cash plan that allows employees to reclaim costs for a range of medical care and treatment costs.

Volunteer Days
The Trust recognises the importance of volunteering and as such provides up to 5 days volunteer leave per annum. 3 days are paid, the remaining are unpaid.

Interest Free Season Ticket Travel
The Youth Sport Trust offers interest free loans for employees to purchase bus or train season tickets.
Terms and Conditions (continued)

Probation & Career Development
Initial appointment to the Youth Sport Trust is subject to a six month probationary period. All posts in the Youth Sport Trust are subject to an annual appraisal process with a formal six month review. Annual pay awards are performance related and linked to appraisals and further information on this will be provided upon appointment.

The Youth Sport Trust has identified a number of competencies that are aligned to our values. Competencies are the behaviours and skills that define successful performance in the work place and provide an understanding of what is required to be effective within a role and to develop in your career. Competencies allow for an individual’s performance to be evaluated not just on outcomes but also on how they achieve those outcomes. Typically, competencies are used to provide people with more clarity about what is expected of them, what is acceptable and unacceptable performance, as well as supporting the values of an organisation.

The framework for Youth Sport Trust has been developed with input from all managers and employees across the organisation. There are 16 competencies in total and employees work with their managers to identify those that are most appropriate to them and their development. We have one core competency that is critical for all employees which is “Living Out The Company Values”.

Pre – Employment Checks
Any offer of employment will be conditional on:

- The receipt of two references to the Youth Sport Trust. One referee must be your current or most recent employer.
- Satisfactory documentary evidence of your eligibility to work in the UK in accordance with current legislative requirements.
- Your written confirmation that the information provided on your application is correct.
- Satisfactory verification of your professional qualifications
- If the post involves training, supervising, working with and /or being in sole charge of children and young people you will be required to apply for a disclosure from the Disclosure and Barring Services (DBS). This was previously known as the CRB check and is an impartial and confidential document that details an individual’s criminal record, and where appropriate, details of those who are banned from working with children. The offer of employment will be conditional on the disclosure proving satisfactory to the Youth Sport Trust. The Youth Sport Trust complies fully with the DBS Code of Practice and undertakes to treat all applicants for positions fairly. It undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed.
How to apply

Applications should be made using the online Youth Sport Trust application form. For further details and access to the online form please visit [http://jobs.youthsporttrust.org](http://jobs.youthsporttrust.org) and click on the appropriate vacancy.

**Closing Date**

Please ensure you submit your application no later than **11.59pm on 18 October 2023**.

**Selection**

Selection will take place on 19 October 2023

**Interview**

Interviews will take place on 31 October 2023 in our Loughborough Office. The format of the interviews will be confirmed if you are selected, but please be aware that the format usually consists of job focused individual activities, followed by a panel interview.

**Equal Opportunities**

Youth Sport Trust positively welcomes and seeks to ensure we achieve diversity in our workforce and that all job applicants and employees receive equal and fair treatment. We encourage applications from all candidates regardless of age, race, sex, gender identity, religion, sexual orientation, disability, or nationality.

**Further information on the Youth Sport Trust**

If you would like further information on the Youth Sport Trust, please refer to the YST website [www.youthsporttrust.org](http://www.youthsporttrust.org)