



Job Description: Digital Communications Manager – #iwill (maternity cover)

About the #iwill Movement

Since 2013 the #iwill campaign, supported by over 1,000 organisations from across the UK, has aimed to make participation in social action - such as volunteering, fundraising, mentoring, and campaigning - the norm for young people aged 10 to 20.

#iwill has laid the foundations to transform the role and perception of children and young people within society. It has inspired more organisations to embed youth social action into their culture and practice; sparked new partnerships and networks; generated investment to create more youth social action opportunities; and increased collective understanding of how to deliver high-quality youth social action opportunities.

As of 2021, #iwill has entered a new phase, building on the legacy of the last seven years and continuing to empower young people to take social action beyond 2020. The campaign has evolved into a movement, enabling more young people from low income and minoritised backgrounds to lead through youth social action. It was rebranded in 2021 and is now known as the #iwill Movement.

Since successfully coming together in 2021 to deliver the key support functions for the #iwill Movement, Volunteering Matters and UK Youth established a core team providing coordination and communications, leading on evidence and insights of the Power of Youth and delivering the #iwill Ambassador and Champions programme and network.

About Volunteering Matters

At Volunteering Matters we believe everyone in the UK should have the opportunity to thrive. So we bring people together to overcome some of society's most complex issues through the power of volunteering and social action.

Volunteering Matters has supported #iwill since 2013, through events and campaigns such as #iwill week. A founder signatory to the #iwill Power of Youth charter, Volunteering Matters delivers many award-winning social action programs across the UK, and has two #iwill Ambassadors as trustees.

About UK Youth

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes.

UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.



Working through networks of youth organisations and supporters, we galvanise a movement of people to support our shared vision. Our mission is to work as a nationwide movement deliver innovative youth services, grow effective practice and campaign to increase support for youth work.

About the role

Hosted by Volunteering Matters, the Digital Communications Manager works as part of the wider #iwill team from Volunteering Matters and UK Youth, and reports to the Head of Partnerships and Impact. **This is a fixed term 11 month role to cover maternity leave**, and so we're looking for an experienced individual who can direct the team on all things comms and digital during this period.

The role involves working closely with young people, #iwill Ambassadors and Partners, enabling young people to tell their stories via #iwill's online channels. These stories will share the impact of youth social action, raising awareness and engaging with target audiences and #iwill stakeholders through social media and digital platforms.

You will facilitate a platform for young people, through digital content and online storytelling, which helps support a movement that leads to long lasting change via the power of youth.

You will plan and work with others to create digital content, that builds the movement and collaborate with others to inspire audiences to engage with #iwill and make change through youth social action. The role is intentionally broad, but with a strong focus on digital communications including movement building, channel management, content creation and youth enabling.

For the role to be truly transformational in the lives of young people the Digital Communications Manager will need to:

- Believe in the Power of Youth.
- Be a key advocate for the views and experiences of young people, using the role to work with and platform young people.
- Always maintain total independence in the spirit of the movement, serving young people and their youth social action first, wherever that may be.
- Be willing to enable and platform young people to tell their own stories, even if abdicating personal power.
- Ensure that young people's views, experiences, and work is communicated clearly to wider stakeholders to inform the evolution of #iwill.

Key Duties:

- Enabling and coaching young people in place, overseeing and creating content and platforming their stories leading to change at individual, local and national levels.
- Working closely with our marketing agency to ensure the #iwill website is up-to-date, employing them for other web and social media projects where needed.



- Working with freelancers to produce video content
- Work closely with young people, #iwill Partners, Ambassadors and other stakeholders to develop content and opportunities.
- Manage digital channels to support the aims of the #iwill movement, (#iwill website, newsletters, and social media channels).
- Reporting on campaigns and communications projects.
- Lead on the planning and coordination of key campaigns, importantly #iwill Week in November.

Experience/Skills and attributes:

- Producing social engagement/community focused digital content to engage with online audiences.
- Engaging with and coaching ambassadors to upskill their digital capabilities.
- Managing digital platforms and using tools such as Hootsuite, WordPress, and MailChimp.
- Experience of campaign management, from initiation through to final reporting and evaluation.
- Building effective relationships across organisations or working in a multi-disciplinary team.
- Experience of reporting on projects and campaigns.

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This role can be home based or office based. The postholder will require good internet access to enable remote working, and a suitable home office space. I.T. equipment and infrastructure will be supplied. **There will be an expectation to travel across the UK in the role. This includes travel to Manchester, Ipswich, Blackpool, and London locations in particular.**

DBS/ PVG : This role requires a full DBS/ PVG clearance.

Our Values & Way of Working: In all that we do, we embrace a philosophy of ‘Freedom within a Framework’ and are guided by our values: Empowering, Inclusive, Compassionate, Positive & Straightforward.

Diversity & Inclusion: Volunteering Matters welcomes all applicants and are keen to ensure our team reflects the diversity of the UK and the communities we serve. We encourage candidate applications from Black, Asian and Minoritised Ethnic backgrounds, disabled, LGBTQIA+, along with candidates from any other underrepresented or disadvantaged groups.

Disability Confident & Reasonable Adjustments:

We guarantee to interview anyone with a disability whose application meets the minimum criteria for the role. Please provide evidence in your application, which demonstrates that you meet the level of competence required in the “Experience/Skills and values” section of this job description. To be



considered for a guaranteed interview or to discuss any reasonable adjustments during the process, please state this in your application or contact join@volunteeringmatters.org.uk for more information.

We have also committed to the following pledges which positively encompass our recruitment and selection processes and methodology: The Promise (Scotland), Show The Salary.

This job description is intended to include the broad range of responsibilities and requirements of the post. It is neither exhaustive nor exclusive but while some variations will be expected, these will be at an appropriate level for the role.