



UK YOUTH

VOLUNTEERING MATTERS

## Job Description

### *Communications and engagement officer – #iWill*

*0.6 FTE Part-time 21 hours per week, £17.4k per year (£29k pro rata)*

#### **About #iWill**

Since 2013 the #iWill Movement, 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 25.

#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.

With over 400 ambassadors, the #iWill Movement is now entering a new phase of expanding, further developing and escalating activity. The new phase will be looking to drive forward youth-led, place-based change, primarily within Ipswich and Blackpool.

#### **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 the #iWill Movement since 2013. A founder signatory to the #iwill charter, Volunteering Matters delivers many award-winning youth social action programs across the UK, has two current young volunteers that are #iWill Ambassadors and supports all #iwill Movement communications through events such as #iWill week.

#### **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 play 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. The UK Youth Movement is open to all and currently stands at over 7,000 youth organisations and nation partners, collectively reaching 4.1 million young people. Our mission is to work as a nationwide movement deliver innovative youth services, grow effective practice and campaign to increase support for youth work. To find out more, visit the [UK Youth website](#).

### **About the role**

Hosted by Volunteering Matters, the *Communications and engagement officer* will support the #iWill Movement's place-based social action efforts, focusing on Blackpool and working closely with #iWill local partner United Youth Alliance. This part-time, 12-month role will build relationships with young people and local partners, generate compelling stories, and support communications strategies that amplify youth social action in the region. This role works as part of the wider #iWill team from Volunteering Matters and UK Youth, and reports to the Head of Partnerships and Impact.

*"UYA is dedicated to working with the #iWill movement to amplify the authentic voices of young people, champion social action, and facilitate youth agency across the Fylde Coast. We believe that when young people are given the platform and support to lead change, they create meaningful impact in their communities. Through this commitment, we aim to foster a culture of youth-led action, ensuring their voices are heard, valued, and translated into real opportunities for influence and development. This role is central in helping UYA facilitate this."*

*Deborah Terras, Director, United Youth Alliance*

The role requires a hands-on communicator who is passionate about profiling young people's voices and creating opportunities for collaboration. You'll work with local partners, including the United Youth Alliance, to showcase the impact of youth social action, help generate support for the movement in Blackpool, and profile learning, impact and successes back into the wider #iWill Movement.

For the role to be truly transformational the *Communications and Engagement Officer* 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.
- Be a natural connector, building relationships and alliances within the local community.
- 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:**

### **1. Communications**

#### **Strategy Development:**

- Co-develop and implement a place-based communications strategy for Blackpool, in collaboration with the Digital Communications Manager.
- Ensure local communications align with national #iWill messaging and campaign moments.

#### **Content Creation:**

- Generate engaging stories, case studies, and digital content featuring young people and local partners.
- Work with young people to create and share their own content, empowering them to tell their stories.

#### **Digital and Media Engagement:**

- Profile local activities and partnerships, creating content and stories for social media and other digital platforms.
- Build relationships with local media to amplify the work of young people and partners in Blackpool

### **2. Engagement**

#### **Partner Collaboration:**

- Work with the Head of Partnerships and Impact and our local delivery partners to identify opportunities to profile local organisations who demonstrate a commitment to the Power of Youth.
- Attend online and in-person meetings with local partners in Blackpool to profile their work.
- Generate partner commitment to #iWill campaigns and initiatives, such as #iWill Week.
- Work collaboratively with local lead delivery partner to deliver communications and engagement strategies that showcase their partnerships and impact.

#### **Youth Engagement:**

- Build relationships with young people, including attending evening sessions in Blackpool, to create authentic, representative content.



- Support young people in participating in #iWill campaigns and initiatives, such as Power of Youth Day.

#### **Event Organisation:**

- Work with local partners to plan, administer and deliver events that showcase youth social action and foster collaboration in the community.

### **3. National Collaboration:**

- Work as part of the #iWill central coordination hub to align local work with national campaigns, including #iWill Week and Power of Youth Day.
- Contribute to national reporting and evaluations, ensuring local impact is recognised.

## **Experience, skills and attributes:**

#### **Essential:**

- Experience developing and delivering communications strategies.
- Proven ability to create compelling digital content for a variety of audiences.
- Strong relationship-building skills with young people and partners.
- Proficiency in managing social media platforms and working with traditional media.
- Experience in organising events and stakeholder engagement.
- Strong writing and storytelling skills, with a focus on amplifying marginalised voices.
- Comfortable working flexibly, including occasional evenings and travel within the UK.

#### **Desirable:**

- Experience working in the youth, voluntary, or community sectors.
- Knowledge of campaign management and evaluation.
- Familiarity with website CMS (e.g. WordPress) and digital content accessibility standards.

**The job's primary location is Blackpool**, and whilst home-based, the role will require regular in-person activity in Blackpool, and occasional travel to London, and elsewhere in the UK. Flexible working hours will be required to accommodate evening sessions and in-person meetings in Blackpool and the Fylde with partners and young people.

The role requires reliable internet access, and ability to work independently whilst also part of a busy remote team. The role is part of the UK wide #iWill team and will report to the Head of Partnerships and



Impact, and work closely with the Digital Communications Manager. Duties may vary in line with the needs of the Movement as appropriate.

I.T. equipment and infrastructure will be supplied. **This is a 12-month fixed-term role, part time 21 hours per week. Secondments and job shares will be considered.** The role will require a DBS check.

**Diversity & Inclusion:**

Volunteering Matters welcome all applicants and are keen to ensure our team reflects the diversity of the UK and the communities we serve. We encourage applications from disabled, LGBTQ+ and Black, Asian and Minoritised Ethnic backgrounds.

**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 attributes” 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.

