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| <b>Organisation:</b> | You Make It   |
| <b>Role:</b>         | Administrator   |
| <b>Reporting to:</b> | Director of Development + Programmes Manager for workflow, and to CEO for personal development  |
| <b>Location:</b>     | 3 days a week in our shared office space at <a href="#">SHED</a> (2 days a week remote working is an option)  |
| <b>Salary:</b>       | £25,320 per annum   |
| <b>Benefits:</b>     | Pension starts after 3 months and is 5.25% employer's contribution (1.75% employee'). We also make a financial contribution towards therapy and a wellness budget |
| <b>Holiday:</b>      | 25 days per annum (rising to 28 days after 3 years) plus public holidays  |
| <b>Contract:</b>     | Permanent (subject to passing 3 month probation and secured funding)  |

**We especially encourage applications from those with lived experiences that resonate with the beneficiaries of our women's empowerment programmes.**

#### ORGANISATION OVERVIEW

You Make It (YMI) is a dynamic, award winning and evolving charity that runs 4 month long holistic empowerment programmes for young unemployed and underemployed women from inner London. Over 90% of our beneficiaries are Black and Asian, and all are from working class backgrounds. Our programmes equip women with the confidence, professional networks, experiences, skills and attitude needed to achieve financial independence and greater integration in our ever-exciting capital city.

In addition to running core programmes, in 2020 we launched You Change It; an anti-racism allyship programme with a human-centred approach. Delivered by expert facilitators with lived experiences of racism, the programme allows employers to learn about and solidify their values to stand up against racism in practical and meaningful ways.

You Make It is committed to developing its staff talents and capabilities and has a training budget for staff to access professional development opportunities.

#### ROLE OVERVIEW

We are looking for a well-organised and creative individual to oversee organizational administration of YMI and take responsibility for posting eye-catching content, writing engaging copy for posts, supporting with social media strategy development and interpreting social media analytics.

## WHAT YOU WILL DO

- Maintaining our social media presence across all platforms under the guidance of the Programmes Manager.
- Responding to and assisting with the development of YMI's social media marketing strategy
- Adapting predesigned content templates on InDesign and creating copy for social media posts
- Identifying the tone and style of our social media presence on different platforms
- Scheduling updates for our various accounts on a weekly basis
- Increasing YMI's social media reach and engagement by replying to comments, messages and finding new accounts to follow
- Tracking the growth and impact of YMI's social media using analytics and reporting findings to the team
- Supporting with workshop organisation e.g. ensuring attendance and any other ad-hoc responsibilities given by the Programmes Manager
- Organising meetings & managing CEO's diary
- Ensuring website and newsletter are maintained and up to date with content.
- Arranging & minuting board meetings
- Ensuring office admin e.g ordering equipment, keeping the office stocked etc
- Ensuring all charity admin tasks are complete e.g insurance renewal, charity commission updates, donor management, supporting with Gift Aid claims etc.
- Ad hoc administrative support as required

## PERSON SPECIFICATION: (D= desirable, E= essential)

- At least 6 months of social media experience in a business context, working with Instagram, TikTok, Twitter, Facebook and LinkedIn (E)
- At least 6 months of administrative experience (E)
- Ability to think strategically and formulate social media marketing plans. (D)
- Excellent written and verbal communication, strong editing skills (E)
- A creative eye for engaging social media posts (E)
- Highly organised multi-tasker who is able to take initiative and work autonomously (E)
- IT proficient, literate and web savvy (E)
- Passionate about equality, diversity and social change (E)
- Experience measuring and documenting social media analytics to improve impact. (D)
- Experience of using Adobe InDesign and Photoshop to create posts (D)
- Experience of creating multimedia content including videos and/or GIFs (D)

To apply, please send a CV, a cover letter detailing your suitability for the role to [roxi@you-make-it.org](mailto:roxi@you-make-it.org). The closing date for applications is 5pm Monday 18<sup>th</sup> July 2022. Interviews will take place on Wednesday 27<sup>th</sup> July 2022.