

Social Media Officer

JOINING
YOUNG



What's the problem?

1 in 6 children and young people aged 5-16 suffer from a diagnosable mental health disorder - that's around 5 in every class.

Half of all mental health problems manifest by the age of 14, with **75%** by age 24.

3 in 4 children with a diagnosable mental health condition do not get access to the support that they need.

Nearly **half** of 17-19 year olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point.

But we believe things can get better.

Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

Our purpose:

To stop young people's mental health reaching crisis point

Our vision:

A world where no young person feels alone with their mental health

Our mission:

To make sure all young people can get the mental health support they need, when they need it, no matter what

Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

"I'm proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health."

Alex, YoungMinds Youth Panel



Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

Equal opportunities:

YoungMinds is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We therefore expect all of YoungMinds staff to be willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality and Diversity policy.

Safeguarding:

YoungMinds is committed to safeguarding and promoting the welfare of children and young people and we therefore expect all staff and volunteers to do the same. We ask all staff to undertake safeguarding training when they join us.

Pre-employment checks:

Due to the nature of the work we do, before starting with YoungMinds, the following checks are carried out:

Reference check: All job offers are conditional on the receipt of satisfactory references.

DBS check: We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. This role will be eligible for a Basic DBS check

NB: A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

Identity check: We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

When you join:

All new staff benefit from a full induction with both the People and Culture department and their team, as well as our core training programme, ongoing support and personal development

Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.



We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff.

Benefits

Benefit	Full Time	Part Time	Zero Hour
Holiday - 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
Employee Assistance Programme	Y	Y	Y
Monthly office activities such as Lunch and Learn, Crafty Tuesday's and Book Club	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
25% off Osteopathy appointments at the British School of Osteopathy	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y
Free yearly eye test and money towards your glasses	Y	Y	Y
Discounts at local cafe's incl. 10% off at Absolutely Starving	Y	Y	Y



Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People and Culture team (atrecruitment@youngminds.org.uk).

We strongly recommend you look through the YoungMinds website before starting the application form. You may either type or write in black pen to complete your application form.

Personal details and availability

Fill out this section making sure all details are correct.

Education and qualifications

Ensure to include all relevant qualifications and level achieved.

IT skills

Please provide details as requested.

Training

Please give details of any training courses you have completed.

Professional bodies

Please state whether you are a member of any professional bodies, indicating your level of membership and qualification.

Eligibility to work in the United Kingdom

You must be eligible to work in the UK. We are currently unable to support visa applications.

Employment history

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the Statement of Suitability section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

Statement of suitability

Outline all relevant skills, experience and training appropriate to this post. As we shortlist against the criteria you should relate your application to the requirements set out in the person specification (providing examples).

Completing the application form

Completing a YoungMinds employee application form

Referees

Always ask your referees permission before giving their contact details for your application.

Your referees should be your current or previous line manager, academic tutor or a volunteer manager if applicable. Do not give details of family, friends or colleagues.

We reserve the right to request to approach any previous employer if deemed necessary.

Referees will only be contacted after an offer has been made. We will confirm this with you before we approach your referees. If there is a problem with this then please contact us.

Completing the application form



YOUNGMINDS

JOB DESCRIPTION

Job title:	Social Media Officer	Salary:	£31,700 - £35,222
Hours:	Full time (35 per week)	Based at:	YoungMinds Central Office
Reports to:	Social Media Manager	Number of Direct reports:	0
Budget responsibility:	No	Status:	Permanent

Key relationships:

Social Media Manager and team, Head of Communications, Digital Content Manager and team, Media and Campaigns Manager and team, Policy and Public Affairs Manager and team, Brand and Marketing Manager and team, Senior Safeguarding Manager and team, Senior Digital Inclusive Campaigns Officer, Senior Youth Engagement Officer, Senior Celebrity and Ambassador Officer, and fundraising team.

Job purpose:

Our social media community is something we're very proud of. It's where many young people, and the adults who care about them, first come across us. It's where we offer hope, reassurance, advice, education and ways to take action. We have over 900K followers across all our channels, and incredibly high engagement across our content. We do social media differently to other charities. Where many organisations use their channels to ask for support, we spend our time creating content that offers support, that adds value and builds community. We want someone with a passion for young people's mental health, and a talent and drive for creating inspiring content, to bring new ideas for how we can be there for young people.

Working closely with the Social Media Manager and the Social Media Officer (video), you will grow our target audiences and boost engagement in line with our emerging strategy – whether that's reaching young people with supportive messages, campaigning to improve mental health support, speaking out about an injustice impacting young people, or sharing tips for parents and trusted adults. You will work in a test-and-learn environment where you will be encouraged to build on insights and instinct to experiment and take risks.

Key responsibilities and duties:

- Implement our multi-channel social media strategy to meet organisational strategic objectives.
- Produce high-quality, engaging multimedia content (copy, design, video) that communicates our key messages effectively across all social channels.
- Day-to-day management of Instagram, Tik Tok, LinkedIn, Facebook, YouTube and X – responsible for content creation, the content schedule, and community management (with support of the social media team).
- Monitor our notifications and direct messages, ensuring timely and effective responses to supporters and those seeking help, responding to comments, questions and messages, and signposting to support where necessary.
- Manage the relationship with our fundraising and Parents Helpline teams and support them with their community management responsibilities. Train and onboard new members of staff/ external agencies in our community management processes when applicable.
- Report and analyse the performance of social media channels and content.
- Plan, deliver and lead on social media content for our political, awareness and fundraising campaigns.
- Collaborate with our Social Media Officer who focusses on video creation to create video content for Tik Tok and Instagram.
- Collaborate with the policy and public affairs team and media and campaigns team to speak out on external events that matter to our audience, share our key policy asks and our visions for societal change.
- Collaborate with our digital content team and youth engagement team to source stories from young people and parents, so we can share their experiences, advice and messages with our audience.
- Collaborate with our Senior Digital Inclusive Content Officer and our AJEDI team to celebrate and share the stories of Black and minoritised young people, who are disproportionately affected by mental health struggles.
- Promote our work and business needs when required, including fundraising opportunities, job vacancies, our services and organisational updates.

- Ensure our social media communications adhere to our brand guidelines and tone of voice.
- Ensure all safeguarding protocols and procedures are followed, and ensure any safeguarding concerns are reported and dealt with using our safeguarding processes.
- Collaborate, liaise with and maintain relationships with external stakeholders, partners and influencers.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

General: *like all YoungMinds employees, you will also be expected to:*

- Work in accordance with the organisation's vision, mission and values and all policies and procedures.
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation's and your team's work.
- Support a culture of care for staff, volunteers and the young people we work with, including appropriate responsibility for safeguarding.
- Form effective working relationships with all staff members, volunteers, child mental health agencies and relevant external organisations.
- Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.
- Understand and actively seek to evolve the organisation's and your team's use of technology to improve our effectiveness and meet the needs of young people.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Prepare for and attend supervision and appraisal meetings with your line manager.
- Embed anti-oppressive and anti-racist practices in your day-to-day work.
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

YOUNGMINDS

PERSON SPECIFICATION

Job title: Senior Social Media Officer

CRITERIA	To be assessed via application form	To be assessed at interview
EXPERIENCE		
Producing high-quality, engaging, multi-media content for Instagram, Tik Tok, LinkedIn, Facebook and X. Including excellent copy writing skills and at least some graphic design experience (using Canva or Adobe Suite)	X	X
Using Sprout Social or other social media scheduling/ reporting software	X	
Working in a fast-paced environment, managing multiple deadlines and tasks at a time	X	
Leading on community management for a brand	X	
ABILITY TO:		
Think creatively, innovate and generate new ideas for campaigns, content and collaborations	X	X
Analyse social media performance, identify key learnings and come up with recommendations for how to improve		X
KNOWLEDGE OF		
Social media platforms and what it takes to manage each channel effectively, how young people use social media, and what engaging content looks like on each platform		X
Mental health, the systems and structures in society that impact young people's mental health, current affairs, social issues, campaigning, British politics	X	X
OTHER REQUIREMENTS		
An understanding of Anti Racism, Justice, Diversity, Inclusion and Inclusion (AJEDI) principles	X	
A willingness to follow safeguarding procedures and processes and understanding the approaches undertaken		X