

Job Description for Brand & Marketing Assistant (Volunteer)

Job title: Brand & Marketing Assistant

Location: CR0, London

Contract type: Part time (10 hours)

Who we are

Youth PWR Charity is a dynamic youth development and empowerment organisation set up to work with communities to engage, inspire and educate young people with a central commitment to empower the youth for constructive engagement and empowerment for a sustainable future.

We provide social and recreational activities for young people, as well as providing skills development programmes that are beneficial to young people in order to upskill them; organising workshops and activities to raise awareness and tackle issues around various subject matters that are relevant and of interest to young people, such as mental health, youth violence & employability amongst others.

Driven by our values and behaviours, we are a high-performing, forward-thinking and solution-focused organisation. We value teamwork and actively seek other opinions to ensure we can deliver to the highest standard, as well as commit to reflecting upon our work to ensure a continual improvement culture. We welcome applications from individuals who are inspired by our values and behaviours. Our vision is for a world where all young people achieve their full potential and shape the future with power and confidence.

About the role

We are looking for an enthusiastic, creative individual with social media, design and content creation skills to join our Brand & Marketing team.

Core responsibilities

1. Visual content creation: Create visually captivating graphics, images, and videos that align with our mission and style guide to complement written content and enhance our online presence, leveraging social media and digital platforms, newsletters, blog posts and web updates to reach and inspire diverse audiences.
2. Video and visual content creation: Create short video and Instagram reel content to boost engagement and participation in events, activities and campaigns.
3. Storytelling: Craft blogs that capture the essence of our work, highlighting the impact of our activities and initiatives on empowering individuals to envision and create a sustainable future.
4. Collaboration: Collaborate with team members to brainstorm ideas, develop content strategies, and coordinate content calendars, ensuring alignment with organisational goals and priorities.

The ideal volunteer candidate

- You will be willing to volunteer between approx. 10 hours per week, split between 2 days contributing to our ongoing projects
- You will have some experience of working as part of a team
- You will have some experience with creating social media graphics and/or illustrations, using graphic design software (for example, Canva Pro), and adhering to a style guide to ensure consistency across our platform
- You will have some experience with creating short video content and reels using video editing software and/or Instagram reels, or you are willing to learn and give this a go

We are very happy to provide as much or as little guidance as you feel you need to carry out your chosen volunteer role, and will support you to develop your existing skills.

You will receive:

- New skills and experiences in your area, we will support you to try new things wherever possible and boost your CV
- Some lunch and travel costs
- Grow your confidence and meet new people
- We can be flexible around your education, family, work, or health etc.
- Possible references for future employers