



Community and Campaigns Coordinator

Key information

- **Role:** Community and Campaigns Coordinator
- **Reporting to:** Partnership and Events Lead
- **Location:** Hybrid with occasional travel across Scotland. Our co-working spaces are in Edinburgh and Glasgow.
- **Working pattern:** Full-time, 28 hours per week. Evening and weekend work is sometimes required.
- **Salary:** £27,775.00 - £31,310.00. The successful candidate will start at £27,775.
- **Contract:** 12 months fixed term.

Purpose

The Young Women's Movement is Scotland's national organisation for young women and girls' leadership and rights: working collectively, leading meaningful change and creating a more equal society. Young women are at the heart of everything we do. Our movement is informed, shaped and led by and for young women. For 100 years, we have been a collective force that has, and will continue to, change things for the better for all young women across Scotland.

We work directly with young women and girls to equip them to lead change on issues that matter to them and create safe spaces where they can gain confidence, knowledge and skills. We support young women to amplify their voices in their communities and in decision-making spaces.

Our Community and Campaigns Coordinator will play a key role, coordinating the development and delivery of youth-led communications and campaigns that grow The Young Women's Movement's reach, influence and community across Scotland. This role exists to help young women move from audience members to contributors, from contributors to movement leaders.

Working at the intersection of campaigns, community-building and digital communications, the postholder will identify emerging trends, build relationships with creators and influencers, support young women to develop communications skills to ensure The Young Women's Movement remains relevant, visible and impactful across the platforms young women use most.

Key Responsibilities

Youth-led Content and Movement Building

- Create meaningful paid and voluntary opportunities for young women to contribute content, share stories and shape campaigns.

- Develop opportunities for young women to move from engagement to leadership within The Young Women's Movement.
- Develop systems and opportunities that enable young women to lead digital storytelling, campaigning and movement building activity.
- Build, coordinate and nurture communities of young women, ambassadors, volunteers, creators and freelance content producers.
- Ensure young women see themselves represented authentically across communications and campaigns.
- Build engagement and community across digital channels through meaningful dialogue, participation and interaction.
- Work with others in the team to identify opportunities to mobilise young women around issues affecting their lives and support collective action.
- Organise, and where appropriate facilitate, workshops and training sessions that build young women's skills and confidence in content creation, storytelling, campaigning etc.

Campaigns

- Develop and deliver co-designed campaigns with young women that advance organisational priorities and influence change.
- Facilitate campaign design sessions with young women and girls as part of our funded programmes, applying youth work, safeguarding and wellbeing principles.
- Commission and co-produce content with young women for key organisational campaigns and annual moments such as International Women's Day, International Day of the Girl and 30 Under 30.
- Use paid promotion and advertising tools where appropriate to support campaign objectives.

Creator, Ambassador and Community Development

- Develop and maintain relationships with creators, ambassadors, influencers, activists and campaign partners who align with The Young Women's Movement's values.
- Coordinate opportunities for young women creators and partners to develop content that extends reach and engagement.
- Manage relationships with freelancers, volunteers, interns and content contributors.

Social media & Content

- Build engagement, participation and community across digital platforms used by young women e.g. Instagram and TikTok
- Support and enable young women to create and share content, whilst producing content directly where required.
- Coordinate the capture and sharing of content from programmes, events and activities across Scotland, supporting young women to lead storytelling wherever possible.
- Monitor audience insights, trends and platform developments to inform engagement activity.
- Plan and schedule content that supports organisational priorities.

- Ensure all digital communications meet high standards of accessibility, inclusion, safeguarding and wellbeing.

Digital communications and Brand

- Work collaboratively across the organisation to ensure our communications meet strategic and organisational objectives
- Ensure branding, tone of voice, accessibility and communications standards are consistently applied across all channels and outputs.

General duties

- Supervise freelancers and sessional staff as required
- Update the CRM records with communications insights and audience data
- Work collaboratively across the organisation, and where appropriate support colleagues in other teams to collectively deliver the realisation of our strategic vision.
- Provide support to The Young Women's Movement team at organisational events where appropriate.
- Work within agreed budgets and resource allocations.
- Comply with organisational policies and procedures, including Health and Safety, Safeguarding, Equality and Diversity and Data Protection.

Other

- Evening and weekend work as required.
- Undertake any other reasonable duties that may arise.

Due to the nature of our work with children and young people, successful applicants will be required to undergo a disclosure check through the PVG Scheme.

Everyone who works at The Young Women's Movement:

- Has equality at the heart of everything they do.
- Takes a participatory approach to our work. We are for young women and by young women.
- Builds communities of friendship and support networks, finding joy in our collective actions and connections.
- Understands the impact of challenging inequality on those most affected by it. We lead with kindness and empathy, putting collective wellbeing at the core of our organisation.
- Delivers our work with integrity and are proud of the work we do.
- Is bold and brave. We do not shy away from challenging the status quo and taking radical steps to make gender equality a reality in Scotland.

Let's talk about you. You will already have or be working towards:

Knowledge and understanding

- Understanding of community organising, digital engagement and/or movement-building approaches.
- Understanding of youth participation, co-design and participatory approaches.
- In-depth knowledge of social media platforms, audience behaviours, emerging trends and content formats.
- Understanding of digital communications and audience engagement strategies.
- Understanding of how online communities can support social change and collective action.
- Knowledge of digital accessibility, safeguarding, inclusion and online safety.
- Understanding of issues affecting young women and girls in Scotland.

Experience

- Professional experience working in a digital engagement, community building or campaigning space OR professional experience in youth work or similar.
- Building and sustaining communities, networks or movements online/and or offline.
- Facilitating groups, workshops or participatory activities with young people or communities to develop communications, campaigning or digital skills.
- Supporting others to develop confidence, skills and leadership through participation opportunities.
- Creating digital content and supporting others to create content across digital platforms.
- Experience using social media channels, digital engagement tools and website management to advance organisational priorities
- Developing and delivering creative and successful campaigns activity, ideally involving co-design with young people or communities.
- Desirable: Supervising freelancers, volunteers, sessional workers and/or agencies.
- Desirable: Experience using audience insights and analytics to improve performance and engagement.
- Desirable: Experience of influencer, creator or ambassador engagement and management.

Skills and competences

- Ability to build communities, inspire participation and support young women to take collective action around issues that matter to them.
- Excellent copy-writing skills across social media, web, email and campaign communications.
- Confidence creating digital content and supporting others to develop their content creation skills.
- Strong visual storytelling and design skills with the ability to translate complex issues into accessible and engaging content for different audiences

- Ability to plan and deliver communications activity aligned to organisational objectives.
- Excellent organisational skills and attention to detail, with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Strong interpersonal skills and the ability to build trusted relationships with young women, partners and freelancers.
- Confidence facilitating workshops, training and participatory sessions with young women.
- Strong digital skills and confidence using a range of communications, collaboration and content creation/editing platforms (e.g. Microsoft Teams, Google Drive, Zoom, Metricool, Canva, Adobe Pro).
- Competent using WordPress and managing the backend of a website.

Other

- Commitment to personal development, reflective practice, and continuous learning.
- Flexible and adaptable approach, with willingness to travel across Scotland when necessary.
- Commitment to the values and mission of the Young Women's Movement, with a flexible, proactive and collaborative approach.

Why you should want to work with us:

- We operate a 4-day working week which means full time is 28 hours.
- We are supportive of flexible working arrangements in addition to the 4-day week.
- Our annual leave entitlement is 28.5 days a year, including 6 public holidays.
- We offer an additional day of leave to celebrate your birthday.
- The organisation closes between Christmas and New Year, with no impact on your annual leave entitlement.
- We offer access to counselling and other health and wellbeing support through our EAP provider YuLife.
- We are committed to supporting staff development through training and coaching opportunities.
- We offer a range of enhanced feminist policies, including fertility, maternity and menopause support.
- We are a supportive, collaborative and feminist team and board.

Recruitment process

The deadline for applications is **9am on Monday 28th September**.

Please complete both The Young Women's Movement [Application Form](#) and [Equal Opportunities Form](#) via the link on our website.

Interviews will take place either in-person or online **on or around Tuesday 13th October**. Due to staff capacity and recruitment timescales the interview dates are fixed, and it is unlikely that we will be able to accommodate requests for alternative interview dates. If your application is

successful in progressing to the interview stages, we will inform you no later than **Thursday 8th October**.

If you would like to discuss any accessibility requirements for the recruitment process or the role, please email recruitment@youngwomenscot.org and we will be happy to discuss.

