



11 January 2021

Dear Applicant,

Thank you for considering a role with Redthread. We are a team of compassionate, collaborative and courageous professionals, committed to empowering young people to change their lives.

An exciting opportunity has arisen for an exceptional **Communications and Content Officer** to join our team. This is a newly created role on a full-time, permanent basis.

Redthread empowers young people to thrive as they navigate the challenging transition to adulthood by integrating trauma-informed youth work into the health sector. This clip from [BBC News](#) will give you a taster of what we do every day. The organisation has grown significantly over the last few years, and we have further opportunities to expand our services in the year ahead.

As our new Communications and Content Officer, you will be joining a small but ambitious Communications and Policy team, helping take our activity to the next level as we transition from a small to mid-size charity, and begin a new five-year organisational strategy. This role will be instrumental in helping further establish our reputation as experts in serious violence, adolescent health and youth work.

You will be responsible for creating a pipeline of content which strengthens and supports our broader communications work. You'll manage Redthread's social channels and digital presence from the start, but there will also be opportunities for you to take on more responsibility and develop your content and editing skills within the role. As well as being the first port of call in a busy press office, you'll be expected to apply a proactive approach throughout your work and support the Communications and Policy team to place articles and secure coverage across national, local and sector press.

You'll need to be a great communicator with excellent attention to detail, along with the ability to assimilate complex information in creative, compelling ways that inspire others to engage with and support our cause. The ability to use a range of social media channels in a professional capacity, plan and deliver high quality communications material and work collaboratively in a busy and dynamic environment is essential.

As the majority of the role will be home based for the first few months due to current travel restrictions, you'll also need to be a self-starter who can work independently and forge strong new relationships remotely.

Some charity communications experience would be helpful, but we are happy to consider applicants with relevant skills looking to transition from different sectors and welcome the new perspective they could bring. So, if you enjoy writing and editing social media content, finding engaging ways to communicate service impact whilst building effective working relationships with staff at all levels including external stakeholders, then we'd love to receive your application.

In return, the successful candidate will receive a competitive salary, a supportive and flexible working environment, excellent staff training and development package and access to a range of employee

benefits including; access to enhanced employee assistance programme services, employer pension scheme contribution, enhanced annual leave and family leave entitlements and more.

In this application pack you will find a job description with a person specification including details of the terms and conditions of the post. Please read through the person specification carefully as we will be shortlisting applications using these criteria.

## To apply:

If this sounds like the right role and organisation for you, apply by following the link below. This will take you to our recruitment platform Applied, where you will need to fill in a short application and upload a CV. To ensure we fairly assess applications, CV's will not be reviewed initially.

We will accept applications until 10am on **Monday 25<sup>th</sup> January 2021**.

**Apply Now:** <https://app.beapplied.com/apply/ns9flbewow>

**Please note:** If we receive a high number of applications, we reserve the right to close the advert before the closing date. Therefore, early applications are encouraged.

## Equity, Diversity and Inclusion

Redthread are proud to be an equal opportunities employer that values the contribution each individual makes to our work. We strive to build a diverse and inclusive working environment where all staff feel valued, respected and empowered to be who they are at work.

We aim to achieve a workforce that is diverse regardless of age, disability, neurodiversity, gender identity, marriage and civil partnership status, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation or criminal record status and one which reflects the communities and young people we support.

We recognise that people from Black, Asian and minority ethnic communities are under-represented in the charity sector, as are those with disabilities. We welcome and encourage people from these historically excluded groups as well as those who identify as male to apply for this opportunity.

**We are committed to taking an inclusive approach to recruitment and selection whilst ensuring there is no discrimination in our processes and that our team and prospective employees are treated fairly, with respect and without bias.**

Reasonable adjustments to the interview process can be made to accommodate additional requirements. Applicants are encouraged to highlight any specific adjustments needed to enable participation in the recruitment process. For more information, please contact [applications@redthread.org.uk](mailto:applications@redthread.org.uk) or call our HR team on [020 3744 6888](tel:02037446888)

Kind regards,



Jenny Baker  
Chief Operating Officer

## REDTHREAD'S YOUTH WORK PROGRAMMES

Redthread empowers young people to thrive as they navigate the challenging transition to adulthood by integrating trauma-informed youth work into the health sector. Whether a young person is seeking support for anxiety, needs help with an eating disorder, has been the victim of a stabbing, or has suffered a sexual assault, we support them to overcome the challenges they face through our dynamic youth work programmes. Our Head Office team provides essential support to our practitioners, enabling them to focus on their work with young people.

Every year thousands of young people find themselves in hospital A&E departments as the victim of youth violence, serious harm or exploitation. Redthread's Youth Violence Intervention Programme (YVIP) embeds youth workers in hospitals to support and work with these young people. The teams meet the young patients as soon as they can: in the A&E waiting room, on the ward, or even in the resuscitation bay. We believe that this moment of intense crisis, when the young person is nursing a serious injury in the daunting environment of a busy hospital, often alone, can be a catalyst for pursuing positive change – a 'teachable moment'.

The programme is well established at London's Major Trauma Centres, and in 2018 we launched our work in QMC in Nottingham, QE and Heartlands Hospitals in Birmingham and Homerton Hospital in Hackney. In 2020 we launched our YVIP services at five new London hospitals – UCLH, Croydon, Lewisham and QE Woolwich. We also provide support to young people who have been admitted to adult wards through our involvement in KAOS – King's Adolescent Outreach Service. And we are looking to develop the work we have done in primary care, building on our experience and forging stronger links between our hospitals teams and local GPs.

Outside of the hospital, we deliver The Social Switch Programme in partnership with Social Business Catch22- amongst other things, this programme trains frontline professionals to understand and address social media in their work with young people.

"I need this don't I, this is an opportunity for me; to be able to work with you, any of you, could change things for me. I'm ready for that. I'm in! You don't need to ask me again - I'm 100% on board, whatever I have to do. I'm doing it."

**A young person's reaction to being introduced to Redthread**

"Redthread youth workers are doing an incredible job helping young victims to move away from the circles that led to them getting hurt"

**Sadiq Khan, Mayor of London**

## JOB DESCRIPTION

<b>Job title:</b>	COMMUNICATIONS OFFICER
<b>Work Area:</b>	Communications and Policy team
<b>Salary:</b>	Circa £28,000 per annum + benefits (includes London weighting)
<b>Hours:</b>	37.5 hours per week, Monday to Friday, with some evening and weekend work when required
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Communications and Policy Manager
<b>Responsible for:</b>	N/A
<b>Location:</b>	The post will be based at Redthread's Head Office in Victoria, London with travel to other Redthread project locations. <i>However, due to current Covid-19 travel restrictions, this post will temporarily be home based until our Head office reopens.</i>

### Main purpose of role

This role is the custodian of the Redthread brand and is responsible for creating a pipeline of content which strengthens and supports broader communications work.

### Main duties and responsibilities

#### Communications:

- Manage Redthread social channels- planning, drafting and publishing creative content geared towards our varied audiences.
- Commission and craft blogs, news stories or create multimedia content for the Redthread website, as well as drafting articles for other publications when needed.
- Ensure Redthread's website and broader digital presence is up to date, dynamic and consistent, including project management of larger scale website improvement projects when required.
- Oversee and safeguard the Redthread brand, manage our multimedia assets and commission new photoshoots or illustrations where needed.
- Manage the production of publicity or marketing collateral produced - liaising with design, print and digital suppliers and internal colleagues to do so.
- Support on internal comms ensuring that all materials shared within Redthread make use of brand assets and encourage a creative and collaborative culture, including the production of a quarterly staff newsletter.

- Build strong relationships with colleagues at partner organisations, including the 13 NHS hospitals where Redthread are based. Collaborate with partners to organise publicity and events for new and existing Redthread services.
- Act as the first point of contact for incoming media enquiries or staff communications queries. Liaise with key internal and external stakeholders to arrange interviews, briefings or written responses for sign off.
- Support the Comms and Policy Manager to create and manage a champion programme, including training and coaching staff, youth ambassadors and key stakeholders to speak and write on behalf of Redthread.
- Monitor and evaluate comms activity across a range of platforms and make strategic and evidence-based recommendations to improve performance, impact and to prove the ROI value of content and communications.
- Provide administrative and logistical support to Redthread Comms and Policy function by monitoring news and parliamentary developments and sharing key insights with the broader team.
- Manage production of high-quality stories from our services which illustrate our impact- ensuring our data protection and consent procedure around this is robust and consistent.

## General

- Have an active interest in keeping up to date with relevant communications, content and policy trends, opportunities and risks.
- Be a strong team player – supporting and contributing to all the activities of Redthread’s wider head office team as required, seeking opportunities to share knowledge and ideas, and being willing to provide support with ad hoc duties when needed.
- Contribute to the developing communications and policy strategy, and monthly planning meetings.
- Contribute to regular updates across the organisation, reporting internally on recent successes and plans.
- Actively participate in staff meetings, session evaluations, supervision/reviews and planning sessions and in Redthread’s overall development, including input on the needs of young people, ideas for new projects, and the on-going development of existing projects.
- Assist in maintaining good working relations with Redthread’s stakeholders, project partners and with other agencies and represent Redthread at external meetings as required.
- Encourage and enable young people to participate in all forms of decision-making and management of Redthread’s projects, with the ultimate aim of empowering them to shape the services and activities provided for them. To ensure that all young people have equality of access and that the programme promotes opportunities for all young people.
- Assist the team in ensuring that all Redthread policies and procedures are followed, including Health and Safety, Safeguarding, Data Protection and Equal Opportunities. Report any concerns to an appropriate member of the SMT.
- Work as a member of the Redthread team and assist as required across all the organisation’s projects, including carrying out any other duties that may be required to meet the needs of the organisation.

## Person Specification

	Essential	Desirable
Experience	<ul style="list-style-type: none"> <li>• Experience of using social media platforms in a professional setting</li> <li>• Experience of copywriting, proof reading and editing material in a professional setting</li> <li>• Experience of evaluating success, which could include producing reports, data analysis or use of analytics platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of using social media to support public affairs and campaigning work.</li> <li>• Experience of working with stakeholders and service users to share their stories publicly.</li> <li>• Experience running internal communications campaigns, and collaborating with different business teams (e.g.: HR, L&amp;D)</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge and understanding of communications and marketing principles</li> <li>• An understanding of how to evidence the success of communications and marketing work against broader business objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of issues facing young people, particularly those related to violence.</li> <li>• An understanding of the political landscape in the UK, particularly around issues relating to serious violence, social care, online harms and education.</li> <li>• An understanding of the charity eco-system and networks within it.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills, as well as experience of producing written copy for various formats</li> <li>• Able to research, collate and present information appropriate to different audiences in an engaging and creative ways.</li> <li>• Outstanding attention to detail with a consistent commitment to high quality written material</li> </ul>	<ul style="list-style-type: none"> <li>• Working on Mac-based IT systems</li> <li>• Working experience of using graphic design software such as adobe creative suite, iMovie and Canva.</li> <li>• Ability to demonstrate a commercial approach to maximise small budgets</li> </ul>
Qualifications		<ul style="list-style-type: none"> <li>• Undergraduate degree or equivalent professional experience</li> </ul>
Professional attributes	<ul style="list-style-type: none"> <li>• Enthusiasm for Redthread's work</li> <li>• Creativity and a willingness to try new ways of working.</li> <li>• Excited by collaboration and working with new people.</li> <li>• Comfortable talking one-to-one or in large groups</li> <li>• Self-motivated and committed to developing professionally</li> <li>• Effective time management skills and an ability to prioritise tasks and work to multiple deadlines</li> <li>• A commitment to and understanding of equal opportunities issues as they apply to all aspects of Redthread's work</li> </ul>	<ul style="list-style-type: none"> <li>• A commitment to developing a personal network of connections across the charity, statutory and healthcare sectors as well as key media contacts.</li> </ul>

## EMPLOYEE BENEFITS AND TERMS AND CONDITIONS

### Salary

Circa £28,000 per annum + benefits (includes London weighting). We offer competitive salaries which are regularly reviewed, and we're proud to be a living wage employer.

### Contract

Permanent

### Place of work

The post will be based at Redthread's Head Office in Victoria, London with travel to other Redthread project locations. However, due to current Covid-19 travel restrictions, this post will temporarily be home based until our Head office reopens.

### Hours of work

37.5 hours per week, Monday to Friday, with some evening and weekend work when required. Time off in lieu (TOIL) will be given where necessary.

### Probationary period

The post is subject to a six-month probationary period.

### Annual leave

The holiday entitlement is 26 days leave each year, plus the bank holidays. An extra one day's holiday per year is given for each full year worked, up to a maximum of five additional days. Employees can also carry over three days leave entitlement (pro-rata for part-time employees) into the next holiday entitlement year.

### Enhanced family leave entitlements

We offer employees enhanced maternity, paternity, shared parental and adoption leave and pay after one year of completed service.

### Workplace Pension Scheme

We offer membership of a workplace pension set up with The People's Pension, and employees are eligible to be auto enrolled after three months' service. The employee's minimum pension contribution rate is currently 3%. Redthread's contribution rate is 5% higher than the employee up to a maximum of 8%.

### Enhanced Sick Pay

The entitlement to enhanced sick pay is service-related, starting with one-week full pay and one-week half pay.

### Employee Assistance Programme (EAP)

We offer an *enhanced* Employee Assistance Programme, which provides free, 24/7 confidential helpline services (accessed either by phone and/or online) including structured counselling services and practical resources aimed to support your work-life balance. In addition, some aspects of the EAP service are also available to share with an employees' dependants including their partner.

### **Tax-free Childcare scheme**

You are entitled to sign up to the Government's Tax-Free Childcare (TFC) scheme at <https://www.gov.uk/tax-free-childcare>

### **Cycle to Work Scheme**

We offer a Cycle to Work scheme which enables savings on the cost of a new bike and accessories for employees wishing to cycle to work for all or part of their journey. Employees can sign up after one month's service.

### **Safeguarding**

Redthread puts safeguarding at the forefront of all its activities. The successful applicant will demonstrate their firm commitment to effective safeguarding practises and high professional standards around all safeguarding issues.

### **Work-based learning and Professional Development**

We aim to build a culture and environment for staff to learn, develop and achieve their full potential, whilst delivering services through a skilled and competent workforce. To achieve this, Redthread have a comprehensive staff training programme which provides individuals with resources, training and support to learn and develop their skills. We also encourage our staff to undertake work-based learning and provide support for continuous professional development, whilst helping staff achieve a work-life balance.

### **Equal Opportunities**

Redthread is committed to the fair treatment of its staff, potential staff or users of its services, regardless of age, disability, neurodiversity, gender identity, marriage and civil partnership status, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation or criminal record status. We actively promote equality of opportunity for all with the right mix of talent, skills and potential and welcome applications from a wide range of candidates, including those with criminal records.

At Redthread, we're currently exploring new ways in which we can improve our overall approach to equality, diversity and inclusion, whilst continuing to build an organisational culture where all colleagues feel valued, respected and empowered to be who they are at work.

Our Equity, Diversity and Inclusion (EDI) networking group provides opportunities for staff to contribute to the future development of Redthread's new organisational EDI strategy and initiatives. The forum also supports the organisation to coordinate and deliver actions around equity, diversity and inclusion such as bias training, inclusive leadership, virtual workshops, events, accreditations and more.

From January 2021, we're trialling a recruitment system called Applied designed to improve candidate experience and remove multiple types of bias. You can find more information about the platform [by clicking here](#).

### **Please note:**

Any offer of employment will be subject to continuous eligibility to work in the UK and satisfactory pre-employment screening which for frontline staff includes an Enhanced DBS Check. Full details on the pre-employment screening process can be requested from [applications@redthread.org.uk](mailto:applications@redthread.org.uk)