



Sheffield
Futures

Applicant pack: Communications Assistant



Let's do better
for Sheffield's
young people

About us

Sheffield Futures exists to support young people to feel well, have a voice and get into the training, education or work that's right for them.

As you would expect, young people are central to all we do. Whether we are working with other organisations like schools or GP surgeries, planning events at our premises in Star House, seeking funding and even recruiting staff we aim to have a positive impact for young people. That means involving young people wherever possible and ensuring that we listen and give a voice to young people in Sheffield.

All of our services and projects seek to work with young people and adults to have a demonstrable impact against one or more of our goals:

- What we do is clear to those who work for us, with us, use us and fund us
- Our support is developed to include more people who need our help
- We use what we have – our influence, our buildings and our money - responsibly and well
- We are the kind of employer people want to work for

Guiding us are four main values that drive our planning, our work and our growth:



Empowering – We deliver services to bring about measurable impact on the lives of those who need us, advocating for those that have no voice of their own and building their confidence to make positive life choices



Inclusive – We respect the rights, differences and dignity of others, offering a safe, responsive environment for those who work with us and for us



Collaborative – We work in partnership with organisations and individuals to influence local policies; campaign for those we work with; and make sure that the voice of the people that use our service is at the heart of everything we do.



Expert – Using local data and evidence, we understand what we need to do, how to do it and when to improve. We have high standards and expectations of ourselves to do a great job.

You can find out more about our work and the impact we have already had on our website [Homepage - Sheffield Futures](#)

Working for Sheffield Futures

The Sheffield Futures team is united by a commitment to young people. From Counsellors to Reception, from Youth Workers to Accounts each of us work to support young people.

Our culture balances professionalism with friendliness – and making sure that we also have time for fun! In line with our organisational values we look to work closely together, sharing expertise and working hard to achieve our goals.

The diversity of our team is hugely important to us, bringing different ideas and perspectives that better help us to support young people.

We're also a learning organisation. Continuous professional & personal development is supported & encouraged. We seek to identify ways to improve and keep moving forward.

Our employee benefits include:

✓ 25 days holiday plus bank holidays (pro rata if part time), rising to 30 days plus Bank Holidays after five years' service

Life Assurance associated with your pension

✓ Employee Assistance Programme

Flexible working: many roles are eligible for flexible working, so staff can adjust the time they start

✓ and finish work to manage work and personal commitments.

Hybrid working: many roles are suitable for hybrid working, meaning staff can work from Star House

✓ and from home. Client-facing staff work in various locations across the city (such as schools and GP surgeries).

Local Sheffield discounts.

✓ Wellbeing benefits: access to Westfield Health; Cycle to Work Scheme; Gym Membership Discount Scheme; free eye test and flu vaccination vouchers

We are proud to be a Disability Confident employer, a Living Wage employer and Mindful Employer.



Job Description

Job Title:

Communications Assistant

Grade and salary:

Apprenticeship rate with pay progression upon completion.

Postholder will also receive 3% employers pension contribution; free membership of Westfield Health, retention payments at 6 months, three years and five years; 25 days Annual leave (plus Bank Holidays) rising to 30 over time; and highly flexible working arrangements.

Department/Site Location:	Hybrid Working: Home / Star House
Report To:	Communications & Business Development Manager
Responsible for:	-
Version Date:	January 2024

Job summary:

This post will provide support to the Communications and Business Development Team to help ensure that Sheffield Futures maintains high profile, engaging externally focused communications. This will include drafting and posting social media content using the charity’s social media channels within the framework of an agreed plan; maintaining website content; designing collateral on a needs basis (e.g. project leaflets; event posters); helping to produce publications (e.g. the annual “options” booklet for schools; corporate reports) and applications for business awards; and assist with the planning and delivery of internal and external meetings and events.

Key Responsibilities:

Operational

- Provide support to the Communications and Business Development Team to write and publish engaging social media content, using the framework of campaigns agreed with the Communication and Business Development Manager
- Monitor and respond to activity and interactions on the charity’s social media accounts (e.g. comments, direct messages, signposting to sources of support)
- Monitor the email accounts linked to the team (funding@ and marketing@) to process requests and ensure a timely and appropriate response.
- Respond to requests for content changes on the charity’s website to ensure it is kept up to date.
- Collecting and reporting on Sheffield Future’s digital presence (analytics)
- Support with the administration of press releases and liaison with media
- Support the creation or updating of corporate material as required from time to time.
- Provide support to the delivery teams in the production or refresh of materials, such as the CEIAG materials for use in schools.
- Produce materials that support service delivery, including client focused leaflets, posters and promotional material for internal and external events, always working within the budgets assigned for the task.
- Aid the running of internal and external events, including setting up stands and purchasing merchandise.

- Undertake internal and external research to both collate evidence that supports the submission of business awards and quality marks and that inform delivery services on issues affecting young people.
- Occasional administration and Reception cover, if required due to holidays, training, or sickness.

General

In carrying out their duties the post holder must promote equality of opportunity and take every opportunity to eliminate discrimination.

The post holder is responsible for taking reasonable care with regard to themselves as well as for any colleagues or visitors who might be affected by any act or failure to act by the post holder in accordance with Health and Safety at Work.

The post holder is required to carry out their duties and responsibilities at all times with adherence to Sheffield Futures policies and procedures, particularly those relating to equality and diversity, dignity and respect, Safeguarding and Health and Safety.

Ensure confidentiality around service users and staff members is maintained at all times.

Whilst this post is based at a specified location there will be a requirement on occasion to work at other locations as determined by the duties of the post.

This job description is not inflexible. It is an outline and account of the main duties of the post at the time of writing and does not form part of the contract of employment.

Person Specification – Communications Assistant

The person specification sets out experience and skills that are needed for the post.

Assessment stages for each of the criteria is indicated below.

A = application stage, T = task, I = interview stage.

	Essential	Desirable
Qualifications/Training	No qualifications required initially but a willingness to engage with the appropriate training/achieve qualifications will be essential	<ul style="list-style-type: none"> • Design, Marketing or fundraising qualification

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	Essential	Desirable
Experience/skills/ specialist knowledge	<ul style="list-style-type: none"> • Excellent communication and interpersonal skills, with the ability to communicate with people at all levels. • Experience using social media platforms (preferably Instagram, TikTok, and Facebook) • Experience using Microsoft Office, specifically Outlook, Word, and Excel 	<ul style="list-style-type: none"> • Experience of working in a marketing or fundraising environment • An understanding of youth participation and youth voice in designing service offers
Special Aptitudes/Ability	<ul style="list-style-type: none"> • A commitment to personal development • Ability to work independently and as part of a small team • Ability to work under pressure, meet deadlines and work flexibly to meet the needs across the service • Adaptable to change and embracing of innovation and creativity • Ability to work occasional evening and weekends to meet the needs of charity 	