Social Media Assistant (Sound Cycle)

Responsible to: Development Officer (Communications)
Responsible for: -

Hours: 4 hours per week
Grade: 1 (£8.75 per hour)
Location: Langlee Complex, Galashiels
Duration: This is a fixed term position, commencing 1st July 2019 and ending on 31st March 2020

About YouthBorders

YouthBorders aims to be a best practice and innovative membership organisation, supporting and promoting good quality youth work and empowering young people to be resilient and have a voice in the Scottish Borders. YouthBorders is an area association of Youth Scotland, the network of community based youth work, which enables it to bring the most up to date services, training and support to the youth work sector. We are based in Galashiels, but work across the geography of the Scottish Borders local authority area.

Our mission is “to support its members and their staff, volunteers and young people to build capacity, sustainable youth work and opportunities through effective training, strong partnerships and be a leading strategic voice in the Scottish Borders and beyond.”

About Sound Cycle

The aim of Sound Cycle is to address factors which hinder or inhibit young people's involvement and enjoyment in musical activities and opportunities in the Borders, re-engaging them with groups, communities, professionals and schools and developing their skills, confidence and employability.

Sound Cycle aims:

- To connect young people with musicians to explore the impact of music on their life, skills, and wellbeing.
- To work with partners to raise awareness of mental health and wellbeing, and to reduce social isolation through music.
- To produce an album, produced with young people, to provide a platform for young people to lead and make decisions, and to share their skills and talents with a wider audience.

Sound Cycle is funded by Cashback for Creativity Open Arts Fund and YouthBorders. This post is time limited due to the nature of the funding we receive, and will end on 31st March 2020.
Job Purpose

This new role will create and schedule engaging and exciting content across the YouthBorders and Sound Cycle online channels, including twitter, facebook, MailChimp (e-bulletin), and websites.

The content produced will inform young people, community members, stakeholders and partners about new opportunities, events, and experiences associated with Sound Cycle and YouthBorders. The content produced will be a key way of promoting the youth music scene in the Scottish Borders.

The content produced will be relevant, accurate, and reflective of our organisational values and the aims and purpose of Sound Cycle.

Key Duties

- To develop and upload content for the Sound Cycle website, in liaison with the Sound Cycle Co-ordinator.

- To develop, create and schedule content for Sound Cycle’s social media channels, informed by the opportunities listed on the Sound Cycle website.

- To create specific content for the YouthBorders e-bulletin and social media channels related to Sound Cycle

- To contribute to the development and delivery of the YouthBorders communication strategy

- To learn and develop your own knowledge, skills, and competence in a range of digital media tools to further your ability to fulfil the needs of this role

Person Specification

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCQF Level 5 of above (equivalent to National 5) – with a very good pass in English</td>
<td>Y</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Familiarity with using/consuming social media channels such as twitter, facebook, and instagram</td>
</tr>
<tr>
<td>Creating relevant content for social media channels to promote events, news and activities</td>
</tr>
</tbody>
</table>
Designing content using online programmes such as Canva | Y

Skills
Excellent communication skills | Y
Excellent written skills, with a good eye for detail and accuracy | Y
Creativity and an eye for good design | Y

Personal Attributes and Qualities
A team player | Y
Enthusiastic, and interested in learning | Y
Customer focussed approach | Y
Confidentiality and discretion | Y
Responsible, self-starter, and can work with minimal supervision and who will take initiative | Y
An interest in youth arts, volunteering, local events and music promotion | Y

Additional Requirements
The post holder will be provided with basic training in the programmes they will be using regularly, a willingness to learn, develop and explore is essential for this position. | Y

How to Apply?
Applications must be made using the YouthBorders Application Form. Applicants should also complete an Equal Opportunities Monitoring Forum.

Closing Date for Applications: applications must be submitted by **12noon on 5th June 2019** by email to info@youthborders.org.uk

Short-leeting will take place on the 6th June and applicants will be informed by email if they are being invited for interview.

**Interviews will take place on the evening of Tuesday 11th June 2019** at Langlee Complex, Galashiels.

*Youth Borders is an Invests in Young People Gold organisation, and has achieved our LGBT Foundations Charter mark.*

Funded by: