

Communications Assistant



**Application Pack
February 2025**

www.jackpetcheyfoundation.org.uk

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Foreword



I'm delighted that you're considering joining the Jack Petchey Foundation team!

Working at the Foundation isn't the same as having just any job. We're a Foundation focused on positivity, on making a difference, and on helping young people to believe in themselves and be the best that they can be. These are the things that make coming in to work a joy for me and for our wonderful team.

Sir Jack Petchey CBE established the Foundation in 1999, and was immensely proud of all that we achieved. We have grown from humble beginnings in East London, to investing around £11m each year in grants and programmes for schools and youth organisations across London and Essex. We are an ambitious charity that strives to do the best for the young people we serve, to make a positive difference to their lives – by providing them with opportunities and by celebrating their successes. Sir Jack's saying "if you think you can, you can" epitomises our belief that anyone can achieve their dreams if they put their mind to it!

Our team is skilled, fun, inclusive, welcoming and supportive – and we strongly aspire to reflect the wonderful diversity of the communities we serve. We very much welcome applications from people from Black, Asian and minority ethnic backgrounds, as well as people with disabilities who are currently underrepresented in our team.

If you like the sound of this role, we'd love you to apply! We promise you a positive interview experience and a warm welcome when you arrive.

With all good wishes,

Gemma

Gemma Juma
Chief Executive Officer



About Us

About the Foundation

The Jack Petchey Foundation is a dynamic Foundation, set up in 1999 by Sir Jack Petchey CBE to inspire and motivate young people and to celebrate their achievements. To date, the Foundation has invested over £180 million in young people across London and Essex.

This is an exciting time to join our team as we embark on a new three-year strategy. This strategy sets out how the Foundation will continue the legacy left by Sir Jack of recognising young people for the hard work and effort they put into their communities. Each year we recognise the achievements of over 11,000 young people from across London and Essex through our flagship Jack Petchey Achievement Award Scheme. A further 132,000 each year are supported through our Jack Petchey partnership programmes.

Our Strategy

Our Strategy for 2025-2027 is driven by our **Mission, Vision and Belief**. The Foundation's **Belief** is that society benefits when young people are valued and given opportunities to develop and realise their potential. Our **Vision** is for a future where every young person is celebrated and realises their potential. Finally, our **Mission** is to provide opportunities for young people across London and Essex to build their skills, their confidence and their voice so they can fulfil their potential and have a positive impact on society.

Learn more about our strategy on our [website here](#).

Our Five Strategic Aims are:

- 1 Increase impact** – We will invest more in what we know works and has a significant positive impact on young people.
- 2 Maximise reach** – We will reach more young people who do not currently benefit from our programmes, prioritising outreach to areas and groups with the greatest need.
- 3 Streamline processes** – We will work in an agile way, continuously adapting to improve our efficiency, improve grantee experience and use the Foundation's resources as effectively as possible in order to benefit more young people.
- 4 Remain relevant for young people and the youth sector** – Young people and organisations will engage with JPF programmes and opportunities and we will use data, research and youth voice to inform our work.
- 5 Harness the potential of our network** – We will amplify youth voices, connect the youth sector and use our data to influence decision-makers and contribute positively to society.

Our Values

The Jack Petchey Foundation's values stem from Sir Jack's own. Our staff embody these values in our day-to-day work and they are central to all that we do. We seek to:

- **Inspire** and raise the **aspirations** of young people.
- Affirm, reward and **celebrate achievement**.
- **Value young people** and those who work with them, **advocating their views** and putting young **peoples' voices** at the centre of our work.
- Develop young people's **confidence, motivating** them to take on new **challenges** and to **believe in themselves**.
- Be **positive** and promote a **positive** perspective on life.
- Be **inclusive**, working at **grass roots** and building **communities**.
- Promote a culture of **'giving something back'**.
- Strive for **excellence** in our work.

Our Programmes

Our flagship programme is the Jack Petchey Achievement Award Scheme, which runs in grassroots youth clubs, youth organisations, secondary schools and uniformed organisations across London and Essex. The programme celebrates young people's achievements, and awards a small grant of £300 to the organisations they belong to for the young person to decide how to spend.

We run several other grant schemes which recognise grassroots youth workers and school staff, and provide additional opportunities for the young people they work with. These include our Leader Award Grants, Educational Visits Grants, Individual Grants for Volunteering, our Environmental Award and the Jack Petchey Internship Scheme. We also work closely with a range of partners to deliver a range of outstanding opportunities and competitions for young people in areas ranging from dance to singing, science to sport, maths to public speaking and more!

Celebration events are a major part of what we do, as we inspire and motivate young people, celebrate their successes and raise their aspirations. As a member of the Jack Petchey Foundation team, you will have the opportunity to attend and get involved in events across London and Essex.





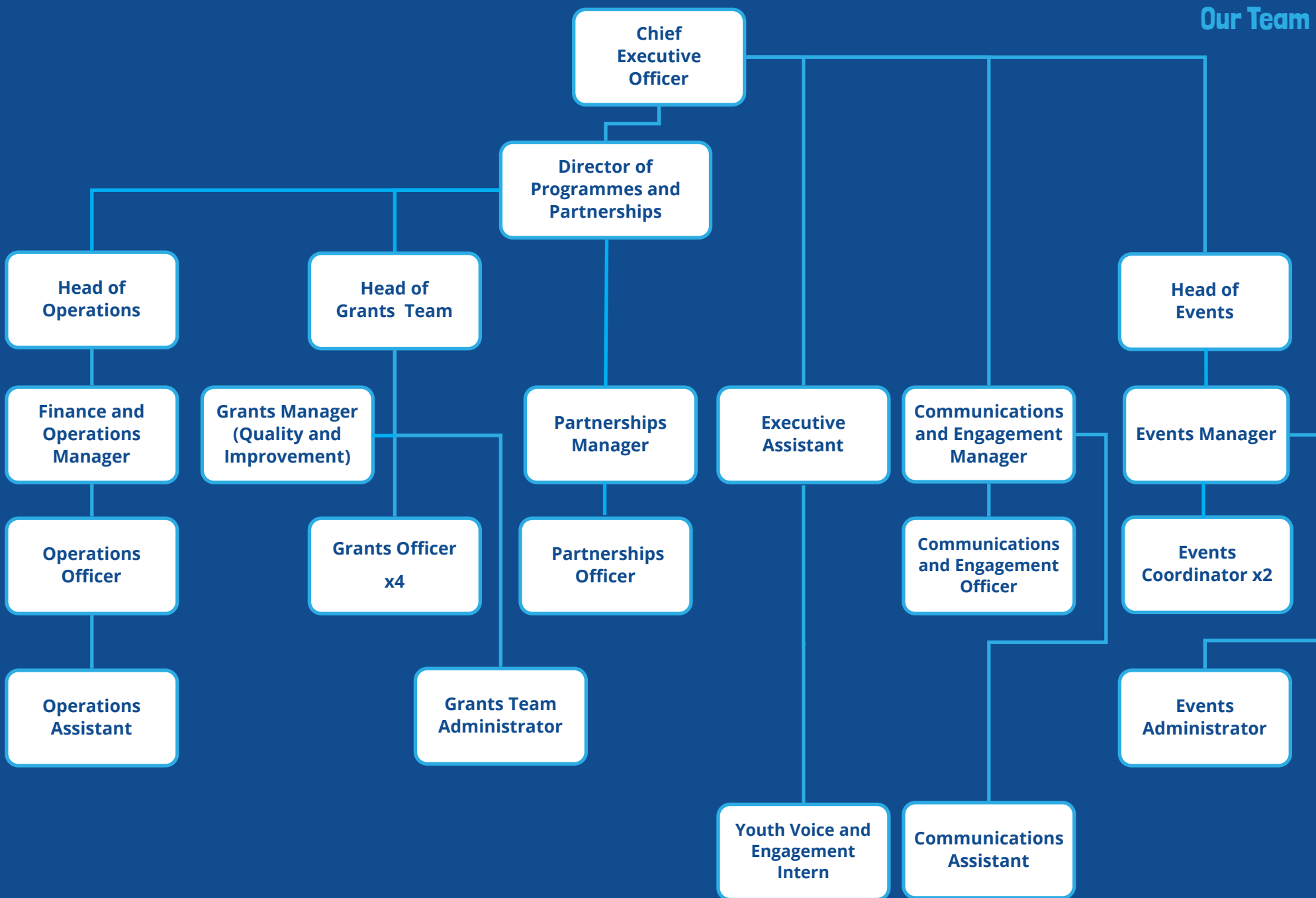
**Jack Petchey
Foundation**
Inspire • Motivate • Achieve 18 YEARS



KÜSCHAL



Our Team



The Opportunity

Job Title Communications Assistant	Reports to Communications and Engagement Manager
	Location Canary Wharf, E14

About the Role

Our Communications Assistant will amplify all the great things the Foundation does. They will be responsible for managing many of JPF's social media channels (Instagram, TikTok etc.), and the creation of our marketing material focused on inspiring and motivating young people to engage with the Foundation.

You will need to champion young people, ensure that we are amplifying young people's voices and providing them with the tools, resources, contacts and services that enable them to achieve great things.

This is an exciting opportunity to join us as we grow our impact as a Foundation. You will have an opportunity to use and develop your range of project management, design, social media and communication skills in a dynamic team that is committed to maximising our positive impact on young people.

About You

We are seeking an efficient, highly organised team member with creativity and the ability to communicate effectively. You should have a passion for our work with young people. You will have strong digital skills and be able to use these to improve our social media performance and reach.

An understanding of content curation for social media, newsletters and websites is desirable. We are actively seeking someone who believes in the power and value of young people's voices to influence change, and will prioritise this above your prior work experience or qualifications. If this sounds like you, please do consider applying for this role.

If you are passionate advocate for young people, a creative communicator and an organised individual looking for a varied role in a fast-paced organisation, we want to hear from you!

About Your Responsibilities

The Communications Assistant will be responsible for supporting the Communications Team across three areas, as well as supporting a number of other initiatives across the Foundation. The primary duties are:

1 Digital Communications and Marketing

The postholder will be responsible for:

- **Newsletter Creation:** Developing newsletters for young people, collaborating with the Grants team and our partners to curate engaging and relevant content.
- **Promotional Materials:** Overseeing the design and production of leaflets and brochures aimed at young audiences.
- **Website Maintenance:** Regularly updating the JPF website with blogs, case studies and other content to highlight opportunities and programmes like the Individual Grant for Volunteering or success stories of Achievement Award winners.
- **Storytelling:** Working with the Communications and Engagement Officer and Events team to source and share positive news stories of Achievement Award winners in press releases and across our digital channels.
- **Event Promotion:** Working in partnership with the Events team to promote attendance at our Achievement Award events through our website and social media platforms.
- **Youth Consultation Panel Collaboration:** Collaborating with JPF's Youth Consultation Panel to create educational and professional development content for the Jack Petchey Alumni Network.
- **Programme Launches:** Working with colleagues across the Foundation to launch and promote new programmes, grant opportunities and recruitment across our digital channels.

2 Social Media Content Management

The postholder will be responsible for:

- **Daily Management:** Handling day-to-day scheduling, monitoring and interactions across social media platforms (X, Instagram, TikTok, and YouTube) to maintain audience engagement.
- **Campaign Development:** Leading the creation of social media campaigns celebrating young people's achievements and promoting opportunities for young people and grantees.
- **Content creation:** Developing engaging content for social media channels, including sourcing images, creating/editing videos and designing graphics in line with the Foundation's branding.
- **Social Media Takeovers:** Hosting social media takeovers with our Youth Consultation Panel to amplify their voices and views.
- **Performance Tracking:** Monitoring and analysing the performance of our social media channels, benchmarking activities against past metrics and producing regular reports for the Communications and Engagement Manager.
- **Annual Plan:** Researching, reviewing and developing the Foundation's annual social media plan, providing recommendations to enhance audience engagement and expand reach.
- **Trend monitoring:** Staying updated on news and trending topics related to young people and the Foundation, proactively responding to highlight our opportunities and work.
- **Video Content:** Work with staff and our Youth Consultation Panel to produce more film content for our social media channels.

About Your Responsibilities Continued...

3 Engaging Key Stakeholders and Widening JPF's Reach

The postholder will be responsible for:

- **Youth Survey Development:** Supporting the creation and distribution of the Foundation's youth survey and other influencing initiatives targeting key stakeholders.
- **Partner Collaboration:** Work with partners to promote their programmes and opportunities to young people.
- **Young performers:** Collaborating with the Communications and Engagement Officer and the Events team to identify more Achievement Award winners to perform at our award events.
- **Press and Outreach:** Assisting in drafting press releases and executing outreach campaigns to promote the Foundation's work to key networks and to the broader public.
- **Identifying Stakeholders:** Working with colleagues to develop and implement a stakeholder engagement strategy, including identifying and engaging potential ambassadors and social media influencers aligned with the Foundation.
- **Competitions and Opportunities:** Enhancing JPF's youth engagement through creative competitions and development opportunities that celebrate young people's achievements.

4 Other Responsibilities

The postholder will:

- **Event Representation:** Attend key events to capture content and represent the Foundation as a spokesperson when needed.
- **Event Support:** Assist in organizing and facilitating events and conferences as required.

These duties represent the typical responsibilities associated with this position. However, flexibility is essential, and all employees may occasionally be required to undertake additional tasks as directed by JPF.

The postholder will work at all times within the policies, procedures and values of JPF, in particular Safeguarding, Health and Safety, Data Protection and Publicity Consent policies.

Person Specification and Shortlisting Criteria

On the next two pages is an outline of the attributes that we are looking for in our candidates. Candidates will be assessed through their Application (A), Interview (I), and/or a Test (T) during the interview stage. The required skills and attributes are categorized on the right-hand column as Essential (E) or Desired (D).

Selection will be based on the strength of the application and performance in a competency- and values-based interview. To support the shortlisting process, please ensure you provide clear evidence of all Application (A) criteria in your application form.

We are committed to attracting a diverse pool of applicants and recognise that some individuals from underrepresented groups may hesitate to apply unless they comfortably meet every requirement. We encourage all potential candidates to reflect on their strengths and transferable skills in the broadest sense when considering their suitability for the role. The best candidate will be selected based on merit.

We will contact shortlisted candidates at least one week before the next stage of the process. To ensure you feel comfortable and prepared, we will provide advance notice of the interview topics.

Knowledge and Skills

A, I, T	Excellent spoken and writing skills	E
A, I	Excellent interpersonal and presentation skills	E
A, I	Ability to work on own initiative and self-manage tasks	E
T	Attention to detail	E
A, I, T	Ability to manage multiple tasks and prioritise time	E
A, I, T	Ability to think creatively and create attractive visual content that appeals to young people	E
T	Knowledge of Microsoft Office Suite, including Word, Excel etc.	E
A, I, T	Excellent knowledge of key social media platforms including Twitter/X, Instagram and TikTok	E
A, I	Knowledge of the third sector/youth organisations	D
A	Knowledge of website management tools such as WordPress	D
A	Knowledge of social media management tools such as Hootsuite	D
A, T	Experience using design programmes or sites such as Canva	D

Experience

A, I	Planning and delivering projects within agreed deadlines	E
A, I	Working in a team	E
A, I	Knowledge of working in an office environment, which could be during work experience	D
A, I	Have worked with young people (paid or unpaid)	D
A, I	Have worked on an online campaign either in the workplace or elsewhere and delivered engaging social media content	D

Person Specification and Shortlisting Criteria Continued

Qualities

A, I	Commitment to the vision, mission and values of the Jack Petchey Foundation	E
I	Passion for championing youth voice and empowering young people	E
I	A demonstrable commitment to working with young people from diverse backgrounds and putting them at the heart of the Foundation's work	E
I	A commitment to equality and diversity	E
I	A positive self-starter with a 'can do' flexible attitude	E
I	Ability to forge positive working relationships	E
I	Enthusiasm and a willingness to take on new challenges	E
I	Willingness to give/receive feedback and learn from experience	E
I	Ability to communicate with young people	E
I	Understanding of professional boundaries	E
I	Prepared to travel as required	E

What You Can Expect in Return

We will ensure you have all the equipment you need to work from our light, modern office in Canary Wharf. You will be part of a friendly and committed team. We have regular staff social opportunities across the year and a fully equipped kitchen and garden that staff are free to use for lunch and other social activities.

Office Base:

Dockmaster's House, 1 Hertsmere Rd, London, E14 8JJ (Canary Wharf).

Hours:

Usual office hours are 9am–5.30pm (1 hour for lunch). However, it is expected that the post holder will need to work some evenings and weekends for which time off in lieu will be given.

Salary:

The postholder will be on Band E of the JPF Salary Scale, which starts at £25,408 with the potential for annual performance related salary increases.

Pension:

If the post holder is over 21 they will be auto-enrolled into the JPF pension scheme but may request to be removed.

Employee Benefits:

Additional benefits after 6 months' employment and completion of the probationary period include: private healthcare insurance with discounted gym membership; Cycle to Work scheme; time off for volunteering (2 days per year); and donation-match for charitable donations (to a maximum allowance).

Learning and Development:

JPF is committed to developing all staff and has a comprehensive Learning and Development Policy.

Travel and Expenses:

When on JPF business travel expenses will be paid at public transport rate or 45p a mile if car used for business.

Annual Leave:

25 days (including 3 days to be taken between Christmas and New Year), plus public holidays and the opportunity to buy up to one week's additional annual leave.

DBS:

The post involves work with children/young people. The post holder will therefore be required to have an enhanced DBS check.

Start/Length of Contract:

Permanent

Probationary Period:

3 months

How to Apply

About the Application Form

To apply for the role please complete and return the [Application Form downloadable from this link](#) to recruitment@jackpetchey.org.uk by **11.59pm on Wednesday 26th February 2025**.

In your application form, please demonstrate evidence of all the skills/knowledge/experience marked 'A' for 'Application' in the 'Person Specification', drawing on experience from employment, voluntary work or elsewhere.

Please also fill in the [Diversity Monitoring Form](#).

JPF is an Equal Opportunities Employer and we seek to build a team that reflects the diverse communities that we serve. We particularly welcome applications from young black and minority ethnic candidates as they are currently under-represented in our team.

The Next Steps

We will contact all shortlisted candidates the week before the next stage of the process.

Interviews will take place on **Friday 7th March 2025** – these will be held in person at the Jack Petchey Foundation (Dockmaster's House, 1 Hertsmere Road, London, E14 8JJ).

Please let us know if you need us to make any adaptations or adjustments for your interview, or if there is anything we can do to support you with your application.

For more information about the Foundation, visit our website: www.jackpetcheyfoundation.org.uk/.

For more information about our Achievement Award events and see our upcoming ones, visit: <https://www.jackpetcheyfoundation.org.uk/events/>

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JackPetchey
Foundation





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