



Department  
for Work &  
Pensions

# **KICKSTART** **SCHEME**

**DWP Bid Unique Identifier**

(DWP use only)

**Job title**

Marketing and Social Media Administrator

**Company name and**

Acknowledging Youths CIC

**Job summary** (Outline of the job description including key responsibilities and detail of the skills the young person will develop and details of homeworking. Please provide as much detail as possible Please do not use bullet points)



The role suits a marketing course or a more experienced marketer who is looking to gain experience in a new field.  
 Has some experience of marketing and social media, either through education or work.  
 Is familiar with using social media and other online tools to generate interest in a business or project.  
 Is an excellent communicator.  
 Is able to write clearly, accurately and succinctly.  
 Can be flexible with their time: We envisage spending a short time each day (although not necessarily every day) updating social media channels. The volunteer will also be expected to attend some of our events and workshops with a view to reporting on them.  
 Has an interest in food and environmental issues.  
 Is willing to 'muck in' with all aspects of the office activities.

**The role**

Developing the Acknowledging Youth CIC social media presence with a particular focus on:

- Keeping our social media channels updated, ideally on a daily basis
- Encouraging others to comment on our posts and share them with others
- Increasing the numbers of people following our posts on our own website and on Facebook, Twitter, and YouTube.
- Increasing box scheme sales
- Promoting our membership scheme
- Building the Acknowledging Youth CIC brand
- Setting, working towards, and reporting on social media objectives and targets.

**Commitment**

The role requires at least 15 hours office support per week and to be able to attend office two to three times per week (arranged in advance). Also, a commit of at least three months. The normal office hours are 10 AM to 3 PM and you are required to bring their own lunch. Travel expenses (if any) must be agreed upon in advance with the CEO and will be paid at the end of the month. There may be the opportunity to attend other events or activities associated with the charity if wished. You will be expected to work within the ethos of Acknowledging Youth CIC and have high standards of practice. The need to respect confidentiality is paramount, as is a responsible and flexible approach to the work.

**Essential skills, experience and qualifications** (please do not use bullet points)

Good communication skills. Business literacy.  
 Marketing and social media. Knowledge of how content works on social web. Tactics and execution.  
 Optimising content and technology. Creative mindset.  
 Self-motivated and reliable.  
 Good communication skills.



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**Number of hours per week** 25

**Working pattern and  
contracted hours** (including 10-3  
any shift patterns)

**Hourly rate of pay** £8.20

<b>Details of employability support</b> (training opportunities/mentor)
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**Week 1.** Diagnostic assessment, other housekeeping Work skills introduction, to develop an awareness of the Job market.

**Week 2.** Employability, Goal - completing Portfolio with CV, Cover letter, application form etc.

**Week 3.** Assessment Management - An approach to self and money management is a vital aspect of employability plus reviews.

**Week 4.** Team working skills are extremely valuable in the workplace and are also transferable to other areas of life role play + reflection.

**Week 5.** Practical – Training & work placement, Universal job-match, and job search / interviews plus reviews.

**Week 6.** Interview skills- to develop thoroughness in preparation to gain a competitive advantage.

**Week 7.** one to one Mentoring support. Actively seeking employment Candidates will update CVs, complete application form and interview techniques. The second review of progress towards targets.

**Week 8 -10.** Interview skills Candidates to partake in role plays (interview & Mock interviews). The focus is for the candidate to develop a thoroughness of approach to their conduct and interaction with the interviews.

**Week 11 – 12.** Employment preparation & Support Job-ready candidates who have not yet secured employment are matched to vacancies with our partner companies.

**Post support.** Ongoing mentoring for those in work to help them to retain work for at least 13 weeks.

**Benefits:**

You will receive a full induction into Acknowledging Youth CIC and training relevant to the role.

Gain experience in a third sector organisation

Develop transferable skills or enhance your existing skills

Continued support with your professional development from Acknowledging Youth CIC staff members and trustees

Providing real opportunity for those hardest to reach and place back into work

Providing opportunities through local organisations, partners and community involvement.

Closing date for applications

Using the table on the next page please provide details for each Job by location.



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Employer Job reference (where applicable) 12 Character s Max	Job location and address including post code. (Homeworking - specify if there will be a requirement to attend a different work location and its address/postcode)	Contact details for the Job: Name (required) Email address (required) Telephone (optional)	How to apply for the Job. Provide a method and an: Email address or Website address or Telephone number	Number of Jobs at location	Maximum number of referrals per Job	Is public transport available ? Yes/ No/ Don't know	Anticipated start date/s (if known)
AYCIC 005	Peabody Hall, Fulham Estate, Lillie Road, London, England, SW 6 1UH (Both option - Work from office / Work from home)	Danny Barnes CEO <a href="mailto:danny@acknowledgingyouths.org">danny@acknowledgingyouths.org</a> 02073818502	<a href="mailto:eramshah2@gmail.com">eramshah2@gmail.com</a> 07541184950 Iram Rafiq	1	4	Yes	Asap