

Satellites Marketing & Promotions Co-Ordinator



Youthscape



SATELLITES
SUMMER 2021



Youthscape

We are Christians passionate about seeing positive transformation for all young people.

We are building on a 25 year investment in one place to see real change in the lives of teenagers. We are part of a wider movement of churches and faith organisations working for the good of young people and believe that a renewed local church is key to a better future for teenagers of every background and belief.

At the heart of our work is Bute Mills, our pioneering Luton hub where we meet young people in schools, churches and the community. Research and innovation are core values as we seek to understand youth culture, enabling us to develop new resources and models of youth work and refine established approaches because a rapidly changing culture demands innovative thinking and practice.

We then share what works nationally through events, training, consultancy and resources. Our resources for youth work include our conference the National Youth Ministry Weekend; a weekly podcast; the Open Me series of devotionals for youth workers; a comprehensive annual programme of training and a range of innovative resources, all of which are available in the Youthscape store.

Our vision is to see the landscape change for every young person in the UK beginning with those in Luton. Ultimately we want to see all churches inspired and equipped with everything they need to see transformation in the lives of the young people in their community.

Satellites Festival

The background of the entire page is a photograph of a festival. In the foreground, the backs of two young women are visible. The woman on the left has long blonde hair and is wearing a black dress with white vertical stripes. The woman on the right has long, wavy brown hair and is wearing a shimmering, silver sequined top. In the background, a large white tent is visible, and a crowd of people is scattered across a grassy area under a clear blue sky.

We're putting together a team...

In August 2021, Youthscape will be launching a brand new event for teenagers. It's called Satellites, it's taking place at the East of England Showground, Peterborough, and we've created it because we want to give thousands of young people the opportunity to know and experience the love of God together. It's going to be masses of fun, packed full of creativity, and focussed on helping teenagers understand how their faith can make a huge difference to their everyday lives. It's a week in the summer, for year-round faith.

To make the dream become a reality, we now need to find some exceptional people who share our love of God and young people, and who want to bring their skills and experience into a newly-established team responsible for building Satellites from scratch. If you want to be part of shaping something amazing - we want to hear from you.

Why work at Youthscape?

PASSION

Whether we're cleaning, mentoring, working in drop-in, creating new resources, planning events, looking after the finances, posting orders to customers, training youth workers, filing, delivering sessions in schools or fundraising, young people and their wellbeing are at the heart of everything we do.



FAITH

The team meet every Monday morning to pray and focus on God at the start of the week, followed by breakfast together. We also go on a 48 hour retreat three times a year as a great chance to get away together for teaching, prayer, worship and to get to know each other.

PACKAGE

Our team work in a state of the art office in Luton town centre with free car parking. They enjoy 25 days of holiday per year, plus bank holidays. We also operate an employer's contributory pension scheme for all staff and a sixteen week sick pay policy.



OPPORTUNITIES

Staff have opportunities to get involved with wider ministry, including the National Youth Ministry Weekend, representing us at festivals and exhibitions, and the innovation process for new resources. Team are also encouraged to volunteer at drop-in or as a mentor.

Role description: Marketing & Promotions Co-Ordinator

Key responsibilities and tasks

1. To co-ordinate the marketing of a new week-long youth event as part of a small and dynamic team:

- To be a part of the launch team for the Satellites event, with significant input in the brand and creative direction of the event.
- To create a comprehensive marketing strategy for the launch (in year one) and then on-going growth of the Satellites youth event.
- To implement this strategy using a full range of marketing approaches including but not limited to: paid advertising, PR opportunities, digital and social media marketing, direct mail, email and events/exhibitions.
- To bear responsibility for the Satellites social media accounts – Facebook, Instagram, Twitter – and to ensure that these are maintained and regularly updated to a high standard.
- To own responsibility for the marketing budget, and to deliver the marketing strategy in line with this budget.

2. To take responsibility for the development and management of the event website:

- To work with our web developer and designer to ensure that Satellites has a high-quality and functional website which enables and encourages engagement.
- To update the website regularly and as required, in line with the marketing strategy.
- To project-manage any major updates to the site.

3. To develop a programme of promotional opportunities at and around the event:

- To establish and develop relationships with a range of sponsors and advertisers.
- To establish and develop sponsorship and exhibition opportunities at the event, managing dedicated seasonal staff to deliver these as needed.
- To work with the Event Director to ensure the exhibition experience is positive for all parties.



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4. Fulfilling your wider responsibilities as a member of the Satellites and Youthscape Team.

- To be a key team member on site during the event (10-14 August in 2021) and take on all reasonable roles and responsibilities.
- To work with and alongside the Youthscape marketing manager to ensure smooth cohesion of brand and voice, and to look for synergies where possible.
- To play a full part in debrief and follow-up after the event.
- To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.
- To work as part of the team delivering the National Youth Ministry Weekend each November.
- To carry out other reasonable and relevant tasks as required by your line manager.

Essential knowledge, skills & experience

Skills

- Marketing experience (essential)
- Exhibition or sponsorship experience (desirable)
- Self-motivated / self-starter
- Creative
- Adaptable / flexible
- Implementer
- Ability to multi-task and manage many different expectations
- Excellent inter-personal skills
- Good at building new networks / relationships

Values and ethos

- Essential to the role is a commitment to the ethos of Youthscape. There is an occupational requirement for Youthscape to employ a committed Christian to this role.

Conditions of Employment

Location:	Luton, Bedfordshire
Salary:	£25,000 pro rata
Hours:	24 hours (plus irregular hours during event)
Holiday:	25 working days + bank holidays
Probation:	6 months
Termination:	1 month by either party
Start date:	May 2020



Applications close on 25th March 2020. Interview date will be Thursday 2nd April 2020. Completed application form and CV to be sent to martin.saunders@youthscape.co.uk

Appointments will be subject to candidates providing references, a satisfactory DBS and proof of eligibility to work in the UK.