

Where Everyone Sticks Together

WEST
An **OnSide** Youth Zone

- ▶ **Job Role:** Communications and Video Assistant
- ▶ **Location:** WEST Youth Zone, 2 EdCity Walk, London W12 7TF
- ▶ **Contract:** 14 hours per week, £15 per hour, 6 month contract
- ▶ **Reporting to:** Marketing and Communications Coordinator





OPENED APRIL
2024

£5

£5 ANNUAL
MEMBERSHIP



50P ENTRY

£1

BITE CITY HOT
MEAL

2000+

OVER 2000
MEMBERS

ABOUT WEST

Hammersmith & Fulham (H&F) is a London Borough of wide disparities, with an acute need for youth services. This vast difference between those living in different parts of our borough can lead to radically different life outcomes. **WEST Youth Zone is a vital provision** that will make a huge impact on the lives of young people, and on the whole borough, levelling the playing field for our young people.

"WEST" Youth Zone, named **Where Everyone Sticks Together** by local young people, opened on April this year. At WEST, we believe all young people in West London should have the opportunity to discover their passion and their purpose and be able to explore where it can take them.

Our Youth Zone is a purpose-built space fizzing with energy and crammed with incredible facilities. **Staffed by talented, skilled and dedicated youth workers** who truly believe in young people, helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it.

Open 7 days a week, while schools are closed - that's evenings and weekends, plus all through the school holidays. We offer a **safe and active space for young people** to flourish in their leisure time, where their interests can be nurtured, and they can grow as individuals. This is a charity that the whole community can be proud of, and you can be part of that journey.

We give 8 to 19-year-olds, (and up to 25 for young people with additional needs) affordable access to a broad range of sport, arts and mental health support, and employability services, designed to **empower them to lead healthier, positive and more active lives** – raising their aspirations for themselves and their community.



THE ROLE

WEST Youth Zone offers a wide range of activities to young people including sports, arts and mental-health support which is coordinated by our talented and dedicated Youth Workers. One of the tasks of our communications team is to share and promote these opportunities and their results to young people and community in the local area. The aim would be to increase membership, youth zone visits and brand awareness. This role will report into the Marketing and Communications Coordinator.

Specific tasks include:

- Ideation and creation of video content to promote youth zone events and activities in order to continue increasing membership numbers, club visits and brand awareness.
- Filming, editing and posting video content on WEST Socials (TikTok, YouTube, Facebook Video & Instagram Reels) in line with content schedule created by the Marketing and Communications Coordinator.
 - Aiming for at least 2 videos per week including trending short-form and informational long-form.
- Lead on member "Media Squad" across all clubs (Junior, Senior, Beyond & Just For Girls) alongside Communications & Marketing Coordinator and Arts Coordinator to help create User Generated Content throughout WEST socials.
- Storytelling through case studies
 - Creating a relationship with young people and being able to spot potential stories which can be used in general & funder marketing.
 - Being key person on session for Youth Workers to share potential stories/case studies, enabling "a storytelling culture".
- Communications and Marketing Admin
 - Actioning small changes on posters, static social content and slideshows ensuring WEST Brand characteristics are embedded throughout the organisation.



**PUNCTUAL &
RELIABLE**



**ENTHUSIASTIC &
CHEERFUL**



**POSITIVE ROLE
MODEL TO
YOUNG PEOPLE**



BENEFITS



FREE GYM ACCESS



DIVERSE TEAM



WORKPLACE PENSION



33 DAYS LEAVE
(PRO-RATA)



TRAINING AND
DEVELOPMENT
OPPORTUNITIES

APPLICATION PROCESS

- To apply, send your **CV and an example of your work (video content)** to recruitment@westyouthzone.org
- Please be aware that this role will offer a maximum of 14 hours per week including working on evenings and weekends when necessary.
- Applications will close on **Monday 30th September at 5pm**. Interviews will follow if required.
- WEST Youth Zone are committed to safeguarding and promoting the welfare of children, young people, and vulnerable groups. This post is subject to an Enhanced DBS check.



OUR VALUES



An **OnSide** Youth Zone



YOUNG PEOPLE FIRST

Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

EXCELLENCE

We encourage ourselves and each other to be the best we can be through continuous learning and improvement, and a focus on finding solutions.



RESPECT

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



AMBITION

We are passionate and driven in taking on new challenges, embracing new ideas and exceeding our ambitions for young people, the Youth Zones and our local communities.

COLLABORATION

We create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

