

# Communications and PR Assistant (Paid Internship)



**Application Pack  
December 2021**

[www.jackpetcheyfoundation.org.uk](http://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 is immensely proud of all that we have achieved. We have grown from humble beginnings in East London, to investing c£10 million each year in youth programmes for schools and youth clubs across London and Essex. We are ambitious for the young people we serve, and want to make even more of 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 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 males, 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,

*Trudy*

**Trudy Kilcullen MBE**  
**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 recognise them for their achievements. To date, the Foundation has invested over £145 million in young people across London and Essex.

This is an exciting time to join our team, as we work to ensure that young people across London and Essex are recognised for their achievements and supported to be the best that they can be.

## Our Strategy

Our Strategy for 2019-2021 aimed for growth and expansion of our work and impact, anticipating increased investment in youth organisations and programmes. While we retain this ambition for growth, in the immediate future we continue to respond to the impact that COVID-19 has had on young people across London and Essex, as well as on the organisations that support them. This requires us to be agile and to work effectively with our partners to provide a wide range of outstanding opportunities for young people to

### Our Five Strategic Aims are:

- 1 Invest** – we will invest in youth organisations and programmes that represent value for money and create inclusive and positive opportunities for young people to engage, excel and achieve.
- 2 Instigate** – in response to young people's needs, we will identify gaps in current education or youth work practice and seek to instigate high impact, high profile programmes that give young people the opportunity to develop new skills and experiences to fulfil their potential in line with our mission and values.
- 3 Inspire** – through public celebration and reward we will inspire young people to achieve more. We will promote good news about young people in the media, highlight the positive things that young people achieve and challenge negative portrayals of youth in our society.
- 4 Influence** – we seek to change the way that society sees, values and treats young people. We will work with those who work with young people, joining with them to strengthen the sector and to shape and influence youth policy. We will amplify youth voices, ensure young people's views are communicated and promote their leadership within society. In line with Sir Jack's motto, the focus of our work will be on developing self-belief, positivity and 'giving something back'.
- 5 Infrastructure** – we will strengthen our infrastructure and work as efficiently and effectively as possible to deliver our mission.

## Our Values

The Jack Petchey Foundation values stem from Sir Jack's own vision and values. 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 £250 to the organisations they belong to, for the young person to decide how to spend.

We run several other grant schemes which recognise grass-roots 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 and the Jack Petchey Internship Scheme. We work closely with 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 engineering, public speaking to vlogging 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. Although our events have largely been digital during the pandemic, they've remained uplifting and we're excited to be re-introducing our popular face to face events!



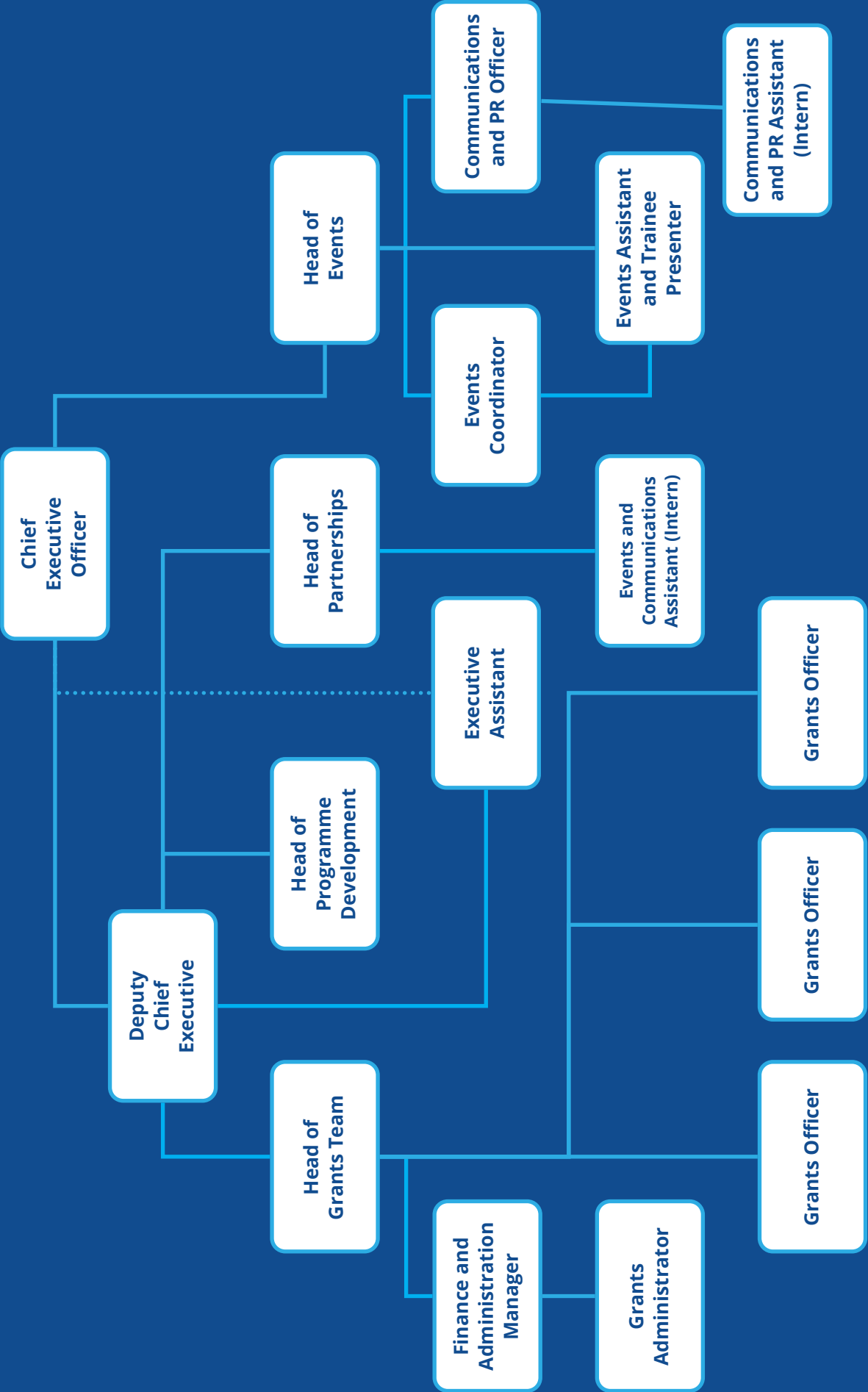








Our Team





# The Opportunity

<b>Job Title</b>	<b>Responsible to</b>
<b>Communications and PR Assistant</b>	<b>Communications and PR Officer</b>
<b>(12-month internship)</b>	<b>Location</b>
	<b>Canary Wharf, E14</b>

## About the Role

The post holder will assist the Communications and PR Officer with PR, social media and other communications activities to promote the Jack Petchey Foundation and its programmes. This will involve taking a leading role in the Foundation's social media presence, including creating and scheduling content, developing a range of campaigns to engage different stakeholders, recording key analytics and developing a new social media strategy to drive the growth of our following on platforms such as Instagram and twitter. The post holder will also lead the launch of the Jack Petchey Foundation on TikTok and keep abreast of social media trends, developments and opportunities to enable the Foundation to reach more young people using social media.

The post holder will be involved in writing and distributing press releases for our prestigious and well-known Jack Petchey Achievement Award events and play a key role in keeping the JPF website up to date and developing more audio-visual content to share the Foundation's work and opportunities for young people. Finally, the post holder will work across the JPF team to help promote our wide variety of opportunities to young people, youth organisations and schools in our network in a creative variety of ways.

This is an exciting opportunity to join us for one year to help deliver inspiring communications across a range of programmes for the Jack Petchey Foundation! As part of this role, you will be part of the [Jack Petchey Internship Programme](#) with 25 other interns from different youth organisations in London and Essex. This development programme will involve you attending at a launch conference, a six-month update workshop, six professional development workshops through the year and a celebration event at the end of the programme. You will receive an extra training bursary of £1,000 for approved training. You will also be matched with a mentor from another organisation to support you in your professional development. The Jack Petchey Internship Programme training and events will take place in person (subject to covid restrictions) in London and you will be expected to take full part in this programme alongside your role at Jack Petchey Foundation.

## About You

This is an exciting opportunity to join us for one year to help deliver a range of communication projects to inspire and motivate young people across a variety of programmes for the Jack Petchey Foundation! You will have an opportunity to develop skills and experience across a range of projects and take part in a year-long training programme with other interns, supported by a mentor.

We are seeking a dynamic, efficient, highly organised and creative person with a creative flair for social media, writing and digital communications. You will need to be ambitious and interested in developing your PR, social media and design skills as well as general organisational and project management experience. You will be working primarily on the Jack Petchey Foundation's external communications with a specific focus on digital content creation such as articles, videos, graphics and social media campaigns.

You will have the opportunity to work alongside our experienced and creative team to deliver a diverse range of projects, ongoing communications and engaging campaigns.

You will be a member of the PR and Communications team and will be line managed by the PR and Communications Officer with whom you will work with closely. You will also be required to collaborate with colleagues across the Foundation.

## Main Areas of Responsibility

- 1 Take a leading role in developing social media campaigns to celebrate young people's achievements and promote opportunities for young people and for our grantees**
  - 1.1 Manage our day-to-day social media scheduling, monitoring and reporting across all channels (including Twitter, Instagram, Facebook and LinkedIn)
  - 1.2 Track social media channels, benchmark our activities against previous performance and produce regular reports to inform JPF content/campaign effectiveness
  - 1.3 Create social media campaigns in accordance with ongoing projects and JPF priorities
  - 1.4 Research, review and develop our social media strategy, making recommendations to the Communications and PR Officer about how we can engage more with our target audiences and widen our reach
  - 1.5 Curate and create content for social channels, including sourcing case studies, photos and creating/editing video content and graphics in line with the Foundation's branding
  - 1.6 Assist in monitoring news stories and trending topics about young people and JPF and proactively respond to highlight our opportunities and work
- 2 Create content for the website and press releases to celebrate young people's achievements, promote young people's voices and demonstrate the impact of JPF's work across London and Essex**
  - 2.1 Work closely with the Events and Grants departments to identify and gather case studies for Jack Petchey Foundation Achievement Award Events to celebrate young people's achievements
  - 2.2 Identify case studies from our grantees and partnership programmes and create press releases for pan-Essex and pan-London publications
  - 2.3 Work with young people to foreground their voices in our communications such as in blog posts, news articles and on our social media wherever possible
  - 2.4 Update information on the website when required including information about our programmes, grants, partners and internship programme
  - 2.5 Support colleagues to deliver outstanding communications for the Foundation
- 3 Other**
  - 3.1 Work with the Communications and PR Officer to improve the usability of the JPF website and promotion materials for the Achievement Award scheme and other Jack Petchey Foundation grant programmes
  - 3.2 Assist with the JPF newsletter and design/content of other publications when needed
  - 3.3 Source and circulate good-news and relevant stories within the JPF team
  - 3.4 Review and improve existing JPF materials
  - 3.5 Support colleagues to use JPF branding effectively
  - 3.6 Assist with the design and dissemination of JPF Youth Surveys
  - 3.7 Assist with JPF events when required
  - 3.8 Act at all times within JPF's ethos and policies and implement JPF's values in your day to day work

These are the normal duties which the charity requires of the position. However, it is important that all staff are prepared to be flexible as they may be required to perform other tasks or projects.



## 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, West India Quay, London, E14 8JJ

### Hours:

Office hours are 9am – 5.30pm with an hour for lunch.

There may be occasional evening/weekend commitments for which appropriate time off in lieu will be given in order to help staff maintain a healthy work-life balance.

### Annual Leave:

20 days plus bank holidays and three additional discretionary days during the Christmas office closure.

### Probationary Period:

3 months.

### DBS:

This post is subject to a satisfactory DBS disclosure.

### Salary:

£21,158 (London Living Wage).

### Pension:

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

### Learning and Development:

JPF is committed to developing all staff and has a comprehensive Learning and Development Policy. The post-holder will take part in a year's training and development programme with Jack Petchey Interns

**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.**



# Person Specification and Shortlisting Criteria

Essential criteria (E) and Desirable criteria (D) are indicated below.

To be explored through Application (A), Interview (I) or Test (T) as shown in right hand column.

## Qualities, Attitudes and Values

(E) Strong commitment to JPF's vision, mission and values with a passion for promoting youth voice	I
(E) A positive self-starter with a 'can do' flexible attitude	I
(E) Ability to forge positive working relationships	I
(E) A desire to learn and develop and to give and receive constructive feedback	I

## Skills

(E) Creativity and imagination skills with the ability to produce original ideas	A/I/T
(E) Good communication skills, including good spelling and grammar – with the ability to write clearly and concisely	A/I/T
(E) A good eye for pictures, graphics and optimising layout	I/T
(E) Strong organisational and administrative skills including ability to plan and deliver projects	A/I
(D) Graphics skills (such as Adobe, Canva or other software)	A/I

## Knowledge

(E) Good working knowledge of Microsoft Office suite particularly Word/Excel/PowerPoint	A/I/T
(E) Good working knowledge of social media platforms including Instagram, Twitter, Facebook and	A/I/T
(D) Creating effective image and video content	I/T

## Experience

(E) Experience and/or interest in managing social media campaigns	A/I
(E) Experience in writing content (e.g. blogs, news, articles, essays, projects)	T
(E) Experience and/or an interest in the youth sector (e.g. previously attending a youth club, volunteering, interest in working in the youth sector)	A/I
(E) Of communicating with young people	A/I
(D) Of a JPF Programme (JPSOC, Vlogstar Challenge, Achievement Awards, Achievers Network etc)	A
(D) Of adding content to a website	A

Candidates will be selected on the merits of their application and through an interview based on testing your values and competency for the role.

Please ensure that you provide evidence of all attributes/skills/knowledge/experience marked 'Application' in your application form where you can, to help us when we are developing our shortlist!

We are keen to attract a diverse pool of applicants to this role, and we are aware that some under-represented groups are typically less likely to apply for jobs unless they are sure they comfortably meet all the criteria. With this in mind, we encourage all potential applicants to reflect on their strengths and experience in the broadest sense, including transferable skills where appropriate, when considering their suitability for the position. In all cases, we will select the best candidate for the role.



# How to Apply

## About the Application Form

Please download and fill out the [application form](#) on our website and email it with your pre-interview task (details below) and [diversity monitoring](#) form to [rhives@jackpetchey.org.uk](mailto:rhives@jackpetchey.org.uk) by 12 noon on Monday 29th November 2021.

Please do not send CVs. In your application form, please be sure to demonstrate evidence of all the attributes/skills/knowledge/experience marked 'Application' in the person specification. As this is an entry level role, please note that we do not expect experience to be linked to previous paid work. Please feel free to include examples from projects relating to education (for example your experiences at school/college/university), volunteering, being part of a youth club/programme, work experience and any other experience you feel helps to demonstrate that you have the skills, knowledge and experience we are looking for.

## Pre-Interview Task

As social media will play a key part of the PR and Communication Assistant Intern's role at the Jack Petchey Foundation, we would like you to prepare a short video, preferably using TikTok if you use that platform, to promote a Jack Petchey Foundation competition to young people: Jack Petchey's Cartoon Competition.

The video should be no longer than 15 seconds long and shot using a mobile phone in portrait mode (please note we will not be judging the quality of the video footage in terms of pixels, more the idea behind it).

### It should include the following key information about the competition below:

- Jack Petchey's Cartoon Competition
- The competition is open to all young people aged 11-19 in London and Essex
- This year's theme for the entries is Positive Wellbeing
- To enter, visit the Cartoon Competition page on the Jack Petchey Foundation website
- The winner of the competition will feature in next year's Jack Petchey School Planners, used by thousands of students across London and Essex

**More information here, for your reference:**

**[www.jackpetcheyfoundation.org.uk/opportunities/cartoon-competition](http://www.jackpetcheyfoundation.org.uk/opportunities/cartoon-competition)**

### We would like this video to be:

- Engaging and appealing to school-aged young people
- Clear, but creative
- It can take any form you like, as long as it sells the competition to young people

Please include your video clip in the email to Rachel Hives or send via WeTransfer if the file is too big.

## The Next Steps

We will contact all shortlisted candidates at least a week before the next stage of the application process. We want all candidates to feel comfortable and be at their best during the interview stage of the process, and so will give advance notice of the interview topics so that you can feel prepared.

**Interviews will be held at the Jack Petchey Foundation Office on Monday 13th December 2021**



JackPetchey  
Foundation





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Registered Charity No: 1176221

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