



JOB DESCRIPTION

Communications Officer

About Us

Settle is a charity that supports young adults as they leave the care system and move into their first home. We provide intensive one-to-one support addressing practical life skills, sustaining a tenancy and managing emotional wellbeing. Our preventative approach to homelessness helps care-experienced young people to make long-lasting changes and thrive.

We are a fast-growing organisation and 2023/24 was a big year for Settle. We worked with more young people than ever before, developed new services and expanded our team. Since launching in 2015, we've supported over 750 young people across London and the South East and we're proud to have won the Care Leavers category award at the 2023 Children and Young People Now Awards. We also featured in Escape the City's Top 100 social impact organisations 2022, Guardian Public Service Awards finalists in 2019 and Big Issue's Top 100 Changemakers in 2022.

We work with some brilliant partners, from JP Morgan Chase Foundation and the National Lottery Community Fund, to local authorities and housing associations across London. We're a deeply committed team of 17 supported by a brilliant board of 9 trustees who help us achieve our social mission. We have ambitious plans to continue scaling our impact over the coming years and will be launching our 2025-28 strategy soon.

OUR APPROACH:

GROW THE GOOD	YOUNG PEOPLE FIRST	INTENTION ISN'T ENOUGH
We focus on building young people's strengths rather than dwelling on their weaknesses. Asset-based approaches underlie all our services.	We ensure the needs of the young people we support with are prioritised above all else, and we work to overcome barriers in the system.	We go the extra mile to ensure we deliver the impact our programmes seek. We are dedicated to improving outcomes for young people.

Job Description

ABOUT THE ROLE



As Communications Officer at Settle you'll play a crucial role raising awareness about Settle's life-changing work, and providing a platform for young care-experienced people to share their stories and promote change in the care system long-term. You'll be full of content ideas and keen to make them happen in a small team and growing community.

This role is key to our success in communicating with our core audiences – whether that's young people who've taken part (or would like to take part) in the Settle Programme, or potential partners and supporters of our organisation.

This role is for a communications all-rounder, who might have some experience working with social media, digital communications and content creation, either in the third-sector or beyond. You don't need to consider yourself an expert in every area of comms – in fact, we'd love to find someone with interest and potential across a broad range of communications areas, from social media storytelling to press and PR, with room to develop and grow as Settle expands.

It's an exciting time to join Settle as a Communications Officer. We've just launched our Settle Advocacy forum as a vehicle for young people to be at the centre of our comms activity, where we're developing a campaign and platform for our community to raise their voice and change the system using their lived experience. We're also about to launch a new three-year strategy and will be aiming to almost double the number of young people we support in this time. In order to do so, we'll need new delivery partners, a bigger team and increased funding and communications will play a significant role in helping us to achieve all of these goals. By working alongside the Senior Communications Manager to create and deliver our content strategy, you'll be helping us to reach more young people through our innovative coaching programme and spark change across the care system.

In joining Settle, you'll be joining a fast growing and truly impactful organisation with lots of opportunity for progression and development within our friendly team. We are proud to have been voted one of Escape the City's Top 100 companies to 'escape' to in 2021. We're also keen to hear from people with lived experience of the care system and can offer a guaranteed interview to these candidates; see the 'how to apply' section for more detail about this.

KEY INFO

Reports to: Senior Communications Manager

Start Date: As soon as possible

Salary: £28,704 - £32,656 (dependent on experience)

Hours: Full-time, but we may consider part-time for the right candidate (28 hours minimum)

Contract: Permanent

Location: Hybrid working between our office in Tobacco Dock, and working from home, with occasional external events and meetings with partners

Closing date: 11.30pm on Sunday 2nd March

RESPONSIBILITIES

Publications, Brand and Content

- Assist the Senior Communications Manager in developing and delivering a content strategy to support Settle's goals.
- Maintain brand consistency across all communications and craft clear, engaging messages about Settle's work.
- Collaborate with frontline staff and young people to collect and share their stories in an authentic and respectful way, including creating case studies and helping to develop Settle's storytelling work.
- Design marketing materials and publications, such as newsletters, annual reports and printed flyers for our different audiences. We use InDesign for our large-scale design projects, while we use Canva for our day-to-day projects. You don't necessarily need experience of both of these, but you'll need to be confident with designing multimedia content with similar sort of software.

Website, Digital and Social Media

- Create, publish and schedule posts for our social media, where you'll work with the Senior Communications Manager to engage and grow our audiences. We are currently active on LinkedIn, Instagram, and Bluesky, but we are planning to launch a TikTok account this year. Experience of editing and making video content would be desirable, but we can support you to develop these skills if you are confident with using tools like Canva already.
- Work with the Senior Communications Manager and wider team to develop, manage and update content for Settle's website, keeping it up to date for all our key audiences. This will include supporting with writing blogs, with and on behalf of the organisation. Our website is built on Wagtail CMS – you don't need to necessarily have used this exact CMS, but experience of updating website content would be desirable.
- Collate content from across the team for our supporters' newsletter on MailChimp and assist other teams in publishing any other newsletters for specific audiences.

Media, PR and Policy

- Assist with handling any media requests and developing Settle's external reputation.
- Support the Senior Communications Manager and Settle's lived experience Advocacy Forum group in producing communications to shape policy and campaigns related to Settle's work.
- Support with the delivery of campaigns and events across the team, including our annual Winter Fundraising Campaign and Home of Our Own advocacy campaign (currently in development)

General Support

- Work collaboratively across teams to align communications with organisational priorities.
- Support the Senior Communications Manager with internal communications tasks as needed.
- Managing communications projects with confidence, managing competing priorities and working independently to a defined schedule.
- Provide additional administrative and communications support functions as requested by the Senior Communications Manager.

What this role could look like on the day to day:

- Writing and scheduling social media posts about upcoming events for the Settle Community.
- Designing a flyer on Canva to promote the Settle Programme for a local authority we work with.
- Working with a Settle Coach to gather stories and quotes from a case study for a report to a funder and organising professional photography to accompany this.
- Writing the script for video content highlighting a campaign that Settle is doing for National Care Leavers Week.
- Updating a resource for the Settle Programme on InDesign to reflect a change in legislation or updated access to benefits.

WHAT WE'RE LOOKING FOR

You don't need to fit all the criteria, and we'd love to hear from brilliant people who don't tick every box but love communications and have the potential to grow.

You care about improving the lives of our young people

You're deeply committed to our mission and will go the extra mile to ensure young people are receiving the best quality support they deserve. Your role will involve sharing and amplifying the stories from young people in our community. You will have a demonstrable passion for ethical storytelling and the ability to build productive relationships with our community.

You are confident with digital and creative tools

You'll have demonstrable technical experience with all the classic software used, such as Microsoft Office and Adobe Acrobat. You'll comfortably use digital tools like Canva to create marketing and communications materials for Settle and be open to discovering new tools and ways to bring our messages and stories to life. You're excited to explore creative ways to communicate and demonstrate our work to different audiences.

You're committed to quality and consistency across your work

Alongside the Senior Communications Manager, you'll be a key part in maintaining Settle's brand and reputation with a keen eye for detail. You'll help maintain consistent use of branding across your own work to set an example and help guide the rest of the team as well as external partners we may be working with.

You are a creative storyteller and a curious thinker

You have the skill to find the right angle for our mission and campaign and the ability to think laterally to develop fresh messaging, depending on the communications challenge we're working on. You'll be able to develop strong relationships with different stakeholders and balance their different insights and perspectives with Settle's goals and organisational voice. You'll bring strong writing skills to bring our stories and messaging to life.

You are proactive and organised

You'll be able to coordinate communications in a small team and bring together information from a wide range of internal and external sources. You're a team player, who is keen to collaborate and solve problems across the organisation, whether that's working in-person or remotely online. You take ownership of your work and approach tasks strategically, working to meet your deadlines

You are willing to learn and develop in the role.

You might not consider yourself an expert in every area of communications that we've outlined in this job description. That's fine! We can provide training, support and onboarding on the areas that are marked as desirable and help you to develop your skills. We're looking for someone who seeks opportunities to improve your skills and Settle's communications work.

EXPERIENCE NEEDED FOR THIS ROLE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none">• Experience of creating content for digital channels, including website copy, social media management and email marketing.• Confident digital skills, including experience of using creative digital tools, such as Canva or Adobe Creative Suite, to create graphics and content.• Ability to write and create engaging content in different styles for different audiences and platforms.• Strong verbal and written communication skills.• Ability to put forward and deliver creative and innovative communications ideas.	<ul style="list-style-type: none">• Knowledge or lived experience of youth homelessness, the care system and/or the issues young people face.• Experience in using video editing tools for social media, or Instagram Reels and/or TikTok.• Experience in a relevant website content management system (CMS) such as Wagtail, etc.• Experience in media and PR, or digital marketing skills (e.g. Google Analytics, Google Ads).

WHAT WE REQUIRE

As a precondition of employment, we'll need you to:

- Complete a basic Disclosure and Barring Service (DBS) check.
- Provide two satisfactory references, at least one of which should be from your most recent employer.

BENEFITS

- Flexible working arrangements
- 40 days paid leave per year: 25 days annual leave, 8 bank holidays, 3 days between Christmas and New Year and 4 wellbeing days
- Strong commitment to professional development with a dedicated training budget
- Annual performance and pay progression reviews
- Up to 5% pension contribution
- Cycle to work scheme
- Employee Assistance Programme offering free therapy
- Work phone and laptop
- A supportive and inclusive culture with regular team social events

HOW TO APPLY

Please answer the following questions in the form on [our Careers webpage](#). Please also complete the equality and diversity monitoring questions.

We recommend reviewing the 'what we're looking for' section and the essential and desirable experience to ensure you are evidencing as much of those areas as possible in your application. Where possible we also recommend using the STAR approach for answering the questions.

Application questions:

1. What excites you about Settle and about this role?
2. Based on the skills outlined in the 'what we're looking for' section and the essential and desirable experience listed above, please tell us why you think you'd be great for this post.
3. Tell us about a piece of content on social media that has demonstrated good storytelling to you recently (and share a live link to it). What do you think they were trying to achieve? Why do think it was effective in doing this?
4. How did you hear about the vacancy?

If you are able to share an example of content that you've produced in a previous role, then we'd love to see it. This could be a social media post, a blog, or examples from a short portfolio. This is optional.

Settle is committed to increasing the representation of lived experience of the care system in our team. Therefore, care-experienced applicants who meet the essential criteria above will be guaranteed an interview.

Care-experienced means you have been "looked after" by your local authority at any point, for any length of time before turning 18. This includes living with foster carers, in a residential children's home, being looked after at home with a supervision order, living with relatives or friends in kinship care, being adopted and previously looked after. This also covers asylum seekers who arrived in the UK without an adult with parental responsibility also known as Unaccompanied Asylum Seeking Children. If this applies to you, please mention this in your application and we will follow up to request some evidence (such as a letter from a social worker or PA).

We are committed to improving the diversity of our team and we want to ensure that our recruitment process is inclusive and accessible to everyone. Completing the equality and diversity monitoring form alongside your application helps us to achieve this, so please do fill this in, if you are able to.

Once the applications have been received, your equality and diversity information will be separated from your application and will remain anonymous throughout the selection process.

The closing date for the role is 11.30pm on Sunday 2nd March. Please note that you will only be contacted if you are shortlisted for interview.