

# THE MIX

## Recruitment

### Editorial Communications Manager



## About The Mix

The Mix is a free, confidential support service for under 25s - making a massive difference to over two million young people in the UK each year. Whatever issue a young person is facing, The Mix is always there for them - online, over the phone or via social media. It connects young people to experts and their peers to talk about everything from money to mental health, from homelessness to jobs, from break-ups to drugs.

We are one of the eight charities forming the Duke and Duchess of Cambridge and Prince Harry's Heads Together campaign to end stigma around mental health and will continue to work with them on raising awareness and providing vital help for people with mental health challenges. We work on high profile campaigns to change attitudes and raise awareness with the likes of Daniel Radcliff, Lady Gaga, and most recently Russell Brand. We work with TV shows like Hollyoaks to help young people understand sexual consent and big brands like River Island, Dixons Carphone and Lloyds Bank on everything from money to masturbation.

Today's young people face an unprecedented range of challenges. They are possibly the first generation worse off in physical and emotional terms than their parents. The Mix's mission is to ensure that every young person can make informed choices about their wellbeing – wherever and whenever they are: [www.themix.org.uk](http://www.themix.org.uk)

## Vision, Mission and Values

**What we do:** The Mix is here to take on the embarrassing problems, weird questions, and please-don't-make-me-say-it-out-loud thoughts that people under 25 have in order to give them the best support through our digital and phone services.

**Vision:** To be the first point of contact for under 25s. We know that with the right skills and opportunities, you can take on anything that life throws your way.

**Mission:** To empower everyone under 25 in the UK with the knowledge, skills and confidence to make the right first steps in life. Life is hard, but support doesn't have to be.

### Values:

- **Empowering** - we lead, we train & support, we respect, we give space to grow, we give power to chose
- **Brave** - we innovate, we pioneer, we take risks, we tell it how it is
- **Supportive** - we listen, we encourage, we care, we're understanding, we are empathetic
- **Collaborative** - we are open & transparent, we co-create, we respect, experience & expertise
- **Proactive** - we create situations, we make things happen, we get things done
- **Non-judgemental** - we do not judge, we do not criticise, we do not blame

# Job Description

**Job title** Editorial Communications Manager

**Department** Marcomms

**Reporting to** Director of Brand and Innovation

## **Overall purpose of the job:**

The Mix has an exciting new opportunity for an enthusiastic individual to join the Communications team. You will be responsible for engaging with our diverse community of 9 million users (2 million in the UK) in a number of different ways, from writing articles, commissioning articles from experts, undertaking interviews, covering events journalistically, writing social media content, turning insight and research into interesting digestible content, supporting with marketing copy and press releases. You will own the written house style for The Mix ensuring all written content falls within guidelines – this will include copywriting and proofing for corporate and business documents when needed. Where appropriate you will also be required to project manage projects that are proportionally heavy with editorial content.

The successful candidate will have creative flair, a well-organised approach and a specialist understanding of the issues facing people aged 11-25. You will be responsible for ensuring that our features and advice content is engaging and informative, and are aligned with our overall communications strategy. You will provide editorial direction and vision for The Mix, ensuring the creation, commissioning, editing, uploading and promoting of accurate, compelling information and support content for young people using the most modern and relevant media types.

Experienced in working within a communications and marketing team, managing suppliers, editors, stakeholders and subject matter experts, you'll have exceptional interpersonal and influencing skills, with the ability to appropriately communicate messages to a variety of audiences. IT literate, you'll be competent in both Microsoft and Adobe packages.

## **Responsibilities will include:**

- Developing and producing publications/articles across a wide range of formats, channels and to a broad range of external audiences.
- Oversee the production of all editorial content published on our digital services and any other editorial collateral, including the provision of editorial and content services for The Mix external contracts and projects
- Building a community of guest writers and building briefs accordingly
- Generation of effective ideas and commissioning external and internal writers that will work across multiple channels e.g. social media channels, web, print
- Build and maintain relationships with other youth organisations to enrich the content offering at The Mix
- Project management
- Management of the Editorial Officer and freelance editorial staff
- Experience of successfully bringing about organisational change in how content is devised, produced and managed, including the Creating and maintaining a editorial House Style Guide and ensuring communications falls within guidelines set
- Develop the editorial offering on all our content platforms (including social media, The Mix website) through continual cycles of competitive review, analytics insight and consultation with young people and organisations that represent young people.
- Ensure the upkeep of our flagship channel for young people, [www.themix.org.uk](http://www.themix.org.uk), overseeing regular audits of the content and ensuring it is up-to-date and relevant
- To ensure all our content is optimised for search (SEO). This should include working with the different platforms, and developing tailored strategies for each with the Head of Marketing and Communications, Multimedia Producer and Digital Officer
- To continually expand the breadth and quality of our content, using a combination of news sense, research and analytics
- Provide copywriting, editing skills and CMS training to other departments ensuring they can deliver high standards of copy on The Mix business-to-business websites and communication

- Build and manage content partnerships and attend and manage meetings with external organisations and agencies
- Take a creative approach to communicating with young people, harnessing new publishing technologies where appropriate
- Project and budget management
- Leading occasional workshops with young people, some of whom may be vulnerable
- Establishing a full and engaging publication cycle, enforcing deadlines
- Use of social media strategies to amplify impact of our written content
- Attending industry events with view to writing thought pieces and engaging new writers
- Find new ways of stimulating current audiences and reaching new audiences, through regular assessment of content quality, direction, features and insight
- Experience of successfully bringing about organisational change in how content is devised, produced and managed.

## Person Specification

### Person Specification:

We are looking for a dynamic individual with a real passion and enthusiasm for helping young people to improve their lives. A professional editor, you'll have proven experience both in editorial management, and in a hands-on editorial capacity. With an eye for detail, and exceptional written skills, you'll be adept at both proof reading and writing copy. An enthusiastic researcher, you'll have the ability to identify and locate appropriate experts and rigorously check all product content is factually accurate. With end-of-line decision making responsibility, you'll be meticulous in your work and ensure all work is completed to the highest possible standard. With strong time management and organisational skills, you'll work well under pressure.

- A minimum of three years' editorial experience
- A track record of creating compelling, accurate content for a variety of audiences
- Demonstrable understanding of our audience's needs and the issues affecting young people
- A skilled and experienced online editor with excellent understanding of the specific requirements and opportunities associated with web publishing, grammar and the English language including sub-editing, fact-checking and proofreading.
- Understanding of using search engine optimisation to create search-friendly content that puts the reader first
- Experience of line management with an understanding of how to lead, motivate and develop a team
- Excellent organisation, planning and administration skills with keen attention to detail
- Experience of using CMS and basic knowledge of using the Adobe Suite

## Terms and Conditions

<b>Salary:</b>	£25-30,000 per annum pro rata (depending on experience)
<b>Contract:</b>	Permanent
<b>Location:</b>	While based at our Baker Street office in London, flexible working is welcomed, with occasional location independent working required in line with business needs.
<b>Pension</b>	1% employee contribution secures 3% employers' contribution to stakeholder pension scheme.
<b>Hours:</b>	This post is full time Monday to Friday with 35 working hours a week. Some evening and weekend work will be required for which time of in lieu may be given.

**Annual leave:** You will be entitled to 35 days of holiday pro rata, which includes the 8 Statutory Bank Holiday during each year.

**Benefits:**

- Flexible and remote working available
- Childcare vouchers
- Eyecare vouchers
- Life assurance
- Weekly staff socials, plus Summer and Christmas Party
- Colleague of the month – awarded half a day extra annual leave
- Central London location
- Clinical supervision offered for front line services staff
- Coaching Environment
- Learning, development and training options

## Employee Experience

Check out our `Meet our Staff` Video on our YouTube channel

[https://www.youtube.com/user/TheSiteVideos/featured?disable\\_polymer=1](https://www.youtube.com/user/TheSiteVideos/featured?disable_polymer=1)

### Testimonials

#### Nadia Inwood – Volunteer Manager

I've been working for The Mix now for around 4 years as the Volunteer Development Manager. I really enjoy my role and feel lucky that I work in an organisation that really fosters a positive, collaborative working ethos. On a daily basis I get to work across teams, I really feel this has been a big plus in my personal development. I'm lucky to work with a really great team of people who are all so passionate about what they do. The Mix has some really great benefits too, including weekly socials and opportunities for the staff to get together and have fun. Being a mum of two young children, I really value the flexibility The Mix offers with my working hours. I feel able to balance work and life just a little bit better. What I love the most, is that The Mix never stands still, I'm constantly learning and developing and know I'm making a difference.



## How to apply

To apply, please send a CV and a covering letter addressing the attributes outlined in the Job Description and Person Specification to [workforus@themix.org.uk](mailto:workforus@themix.org.uk).



Have a look at our social media

