



**Elgin Youth Development Group  
Time to Shine Marketing and Communication Intern  
Job Description**

**Background**

The Elgin Youth Development Group offers young people a café space where they can hang out with their friends as well as accessing a range of activities including after school clubs, cooking and fitness classes. In addition we run The Inkwell social enterprise which provides a meeting rooms and catering service. We are seeking a Marketing and Communication Officer to help devise and implement a marketing and communication strategy for both the social enterprise and the charity as a whole.

Accountable to: Chief Executive Officer

**Key tasks:**

Support the Chief Executive Officer in building the brand, website and social media presence of the Elgin Youth Development Group.

1. Help review the effectiveness of our brand  
Create project team of users and stakeholders in the process  
Identify brand developer to develop a new logo
2. Manage the development of new website including:  
Research websites of other charities working in the our arena  
Source examples of good websites we would like to emulate  
Identify potential web designers and gain quotes and examples of work  
Create copy and work with designer to get site up to scratch
3. Help identify the most effective ways of promoting the services offered by the social enterprise:  
Create promotional materials  
Devise and implement an e-marketing and communications campaign drawing on social media  
Arrange an event to showcase our community kitchen  
Promote the new services we wish to run through our social enterprise  
Help build awareness of our social enterprise to key people and organisations
4. Support the marketing and communication endeavours of the Youth Team  
Support better communication between the youth team and the social enterprise team  
Help develop the marketing and communication skills of our young volunteers  
Gather a bank of photographs to help promote the work of the youth team  
Promote the range of services and activities run by the youth team

**Person Specification:**

- Qualification at Degree or HND Level in Marketing, Communications, Media (other qualifications will be considered) or relevant work experience
- High level of spoken and written English
- Excellent IT skills (Word, Excel, Powerpoint)
- Experience of producing clear presentations and documents, and excellent presentation and writing skills
- Ability to work effectively as part of a team
- Ability to develop and manage project plans
- Experience in website Content Management Systems - Wordpress, Photoshop and/or InDesign
- Knowledge of social media including Twitter, Instagram, Facebook, Snapchat and Youtube