

JOB PACK

**Youth Content and
Insights Officer**

One year internship

Commencing Monday 18 March 2024



YOUTH CONTENT & INSIGHTS OFFICER. **MAYOR'S FUND FOR LONDON**

Contract period:	Full time. One-year fixed term contract.
Hours:	35 hours per week (5 days a week, Mon-Fri, 9am-5pm)
Salary:	£23,933 per annum
Reporting to:	Communications Manager
Location:	169 Union Street, Southwark, London, SE1 0LL <i>We operate a hybrid working arrangement.</i>

Terms of appointment include:

25 days annual leave, plus bank holidays, pension scheme (3% employer contribution), flexible working and volunteering days.

ABOUT US

The Mayor's Fund for London (MFL) is a politically independent charity which champions opportunities for young Londoners from low-income backgrounds and diverse communities across the capital.

We provide opportunities to thousands of 4–24-year-olds through our work with community organisations, schools with high proportions of children on free school meals and universities.

We collaborate with a wide range of stakeholders and partners, including the Mayor of London, employers and businesses, funders and local authorities, community organisations and schools, and young people.

In 2022, we supported close to 35,000 young Londoners aged 4-24 across all 33 boroughs – with over 82% of young Londoners we impacted coming from Black, Asian, and minoritised backgrounds.

We have refreshed our Theory of Change which provides clear strategic direction for our work moving forward, we have a dynamic Youth Board in place and we are in the process of expanding our Board of Trustees.

Our relationships with our Patron, the Mayor of London and with the Greater London Authority (GLA) are strong (noting our requirement for political independence and mindful of the upcoming elections in 2024). Our focus is to ensure that in the long term, the charity aligns where we can add value and create more opportunities for young Londoners.

As a strategic pan-London organisation, our strengths lie in convening and innovating, informed by young people, in focused areas which challenge disadvantage, and create opportunities for young Londoners to thrive.

BACKGROUND

The Mayor's Fund for London is a charity whose unique position enables us to bring together organisations focused on creating positive outcomes for young people, whilst growing the resources available for long term social impact outside the political framework. We provide a strong platform for young people with a direct route to the Mayor of London and the GLA where we can contribute to the Mayoral priorities of social inclusion and community cohesion.

We are youth-informed in our approach and our pan-London delivery gives us insight into the range of challenges faced by young Londoners. We collaborate with a wide range of partners – including the Mayor of London, the GLA and local authorities, young people, employers and businesses, funders, schools and community organisations. We play a regional convening role, bringing these organisations closer to create and deliver solutions, evaluate impact, scale up success and share best practice.

Some recent examples of youth engagement include young people speaking at an [employment event](#), promoting one of our [programmes](#), attending a [youth conference](#) and writing for the [MFL website](#).

Some recent examples of content produced by young people we work with include The Intersect podcast recently launched by our Youth Board via our social channels, [Youth Voices film commissions](#) and [blogs](#).

EQUITY, DIVERSITY & INCLUSION

The Mayor's Fund for London recognises the positive value of diversity and inclusion, promotes equality and challenges discrimination. We always aim to appoint the most suitable candidate and welcome applications from people from all different backgrounds and lived experiences. We are a Mayor's Good Work Standard accredited employer.

Please note this post is subject to the appointee undergoing a DBS check, in line with MFL's own commitment to safeguarding (as the postholder will be working directly with young people including those under 18).

JACK PETCHEY INTERNSHIP

This internship is made possible through the Jack Petchey Foundation's Internship Programme, which is designed to support dynamic young individuals in their first steps towards being the charity sector's future leaders.

MFL hosted our first JPF intern (Youth Participation Officer) in 2021/22. The intern successfully established the charity's youth voice and engagement strategy, re-

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establishing our highly engaged and diverse Youth Board of 15 young Londoners and identified good practise and key performance indicators (KPIs) to measure engagement of young people across our work. You will get a sense of what was achieved over that year in our [2022 Impact Report](#). Following this internship, MFL made the Youth Engagement Officer role permanent and the current postholder leads our Youth Board and youth engagement in decision-making across the charity.

This new internship, Youth Content and Insights Officer, is a 12-month paid internship, beginning on 18 March 2024. You must be available to take up the post on this date.

You will be one of 30 interns taking part in this year's JPF Internship Programme in charities working across London. As part of the JPF programme:

- You will be expected to attend an in-person residential with all other interns on 23-24 April 2024.
- There will be a programme of skills development workshops for you to join in June, Sept and Nov 2024 and Jan 2025 (dates TBC).
- A training bursary of up to £1,000 will be available to you to apply for to cover the costs of training to support your learning or development during your internship.
- You will be allocated a Mentor (independent of your host charity) to support and guide you throughout the year.

Supporting young people starting out in their careers of choice underpins the JPF's Internship Programme and MFL's own Employability and Careers Development work.

PURPOSE OF THE ROLE

The new Youth Content and Insights Officer internship will focus on two interconnected areas of work at MFL – developing youth led content and gaining insights from young Londoners to inform our work. We've brought them into one role, which will offer you the chance to develop a range of skills in your time with us.

This role will work closely with the many young people we work with on our youth board, programmes and our broader youth engagement activities.

- Our Youth Board of 15 volunteers aged 16-24 plan to create their own youth-informed and youth-led content and campaigns in 2024. They will use your support and creative expertise to bring these to life.
- You'd be focused on helping us expand our engagement with more young people across all areas of our work. This will cover youth-led content creation and help us gain better understanding and insight into young people's experiences, challenges and the impact our work has on their lives.

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This role sits within MFL's Communications team which comprises our Director of Communications, Head of Engagement, Communications Manager and Youth Engagement Officer.

The Communications Manager will line manage this role.

We are an integrated Communications team, who plan and deliver work collectively so the postholder would benefit from working with team members with a range of expertise and experience, in a supportive learning environment.

As part of MFL's commitment to work-life balance, we have adopted a hybrid working model, where employees are expected to come into the office two days a week and whenever they need to attend meetings. This way, we can offer more flexibility and autonomy to our staff, while maintaining a strong sense of collaboration and communication. The role entails travel across London for meetings and events. Early starts and evenings are occasionally required.

JOB DESCRIPTION

The Communications Manager and wider Communications team will actively support the postholder to manage their time across the areas of work identified below. We have included percentages to give an indication of the amount of time you can expect to spend working in each area, in a typical week.

YOUTH-LED CONTENT (approx. 60% of working week)

- Support the Youth Board and other young people we work with to scope, plan, produce, deliver and promote multiple campaigns/content on various themes, through films, podcasting and other media we can share via our digital platforms and events.
- Measure the impact of these campaigns/content and make recommendations for how we can continue to increase engagement and reach. The postholder would work with the Communications team to identify meaningful KPIs.
- Collate stories from across MFL's work which evidence the experiences and challenges young Londoners are facing and the impact our work has on young people's lives.

YOUTH INSIGHTS AND EVIDENCE OF NEED IN LONDON (30%)

- Support MFL to implement systems which capture meaningful data, insights and feedback from young people we work with. This will help us to evidence our youth engagement impact.
- Input into our Alumni Network development in 2024, ensuring we are able to track the longer-term impact of our work on young people's career development. The postholder will support the creation of youth-led content used to engage our growing alumni over the year.

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- Work with the Communications team to reflect youth-led insights, stories and journeys in our 2023 Impact Report (we report for the previous year) and ongoing across our Impact section on the MFL website.

OTHER MFL RESPONSIBILITIES (10%)

- Contribute and engage in our all-staff monthly meetings, Communications team weekly status meeting and other MFL/partner meetings as required.
- Support event delivery, including visual content required, and support young people involved.
- Attend training and other personal development opportunities provided by MFL and JPF.

ABOUT YOU

This is an internship, so we welcome interest from a wide range of candidates with an interest in the role, with different life, education and work experiences to date.

You may have gained practical understanding or developed some of the skills we need through your own personal experience, interests or in volunteering you've undertaken, which are all really valuable, relevant and we want to hear about them!

The ideal candidate is someone who can demonstrate the ability to:

- Create content which tells a compelling and engaging story and understands how to support others to make content which makes people feel and act.
- Be part of a wider team which provides a welcoming, inclusive and supportive environment for young people from a range of diverse backgrounds.
- Be an effective communicator (written and verbal) in individual and group settings.
- Enjoy working with and learning from those around them but is also willing to share their own ideas, insights and approaches.
- Confidently use social media and create digital content of interest to young audiences

We are looking for an intern with a passion for social justice and is committed to see all young people in London achieve their potential.

If that sounds like you – please do apply!

HOW TO APPLY

To apply for this role, please send us the following:

1. A covering letter telling us:
 - a. Why you want to work for the charity, Mayor's Fund for London?
 - b. What it is that excites you about this internship as described in this job pack? Tell us about any relevant experience you could bring.
 - c. What do you hope to achieve and learn through this year's internship?
2. A piece of content you have personally created which you are proud of. This could be film content you've made on your phone, a vlog/blog, social media content, music recording, anything! We will ask you more about this content and your creative approach in the interview.

If you have any questions regarding the role, you can contact Mila Smith, Head of People at MFL on msmith@mayorsfundforlondon.org.uk. All applications should be sent to Mila Smith at msmith@mayorsfundforlondon.org.uk by the **closing deadline - 9am, Mon 5 February 2024**.

Please note that the successful applicant must be able to:

- **Start this internship on Mon 18 March 2024**. There is no flexibility on this start date.
- Provide the names of two people who can provide references (one should be a personal reference; the second should be a work or academic one). We will not contact any references without your written approval to do so.

Timings and process:

- Mon 8 Jan – Internship advertisement goes live.
- Mon 5 Feb (9am) - Deadline for applications.
- 5-6 Feb – MFL shortlisting of candidates for interview.
- Mon 12 Feb - Round 1 interviews (held in person at MFL offices).
- Thurs 15 Feb - Round 2 interviews (NB. second round may not be required).
- Fri 16 Feb – Verbal offer made to successful candidate.
- w/c 19 and 26 Feb – Formal written offer made, references secured, DBS check and written contract approved.
- Mon 18 March – Internship commences.

NB. If you require any reasonable adjustments to be made through this process, please contact msmith@mayorsfundforlondon.org.uk

