

**EVS Role Description with YMCA Bournemouth**

**Marketing for Youth Work**

**Start Date 4<sup>th</sup> September 2018 – Completion Date 3<sup>rd</sup> September 2019\***

*\*These dates can be negotiated before you sign the Volunteer Agreement*

*This role will be based within the Youth Work Team but will liaise very closely with the Marketing Team and will work very regularly with young people attending YMCA Bournemouth projects and centres.*

**The main activities will include:**

- Attend weekly youth sessions across Bournemouth and Poole to consult with young people about their marketing needs.
- Supporting young people to develop their own marketing skills and accrediting their non-formal learning.
- Work with the YMCA Youth Forum to develop new creative ideas to help meet the needs of the youth team.
- Work closely with disabled young people in the Chatterbox Project to support their quarterly magazine publication.
- Support young people to plan and deliver YMCA fundraising and promotional events.
- Contributing to youth, marketing and fundraising meetings to develop the youth work marketing strategy.
- Helping young people and youth groups to produce promotional materials: magazines, posters, videos, etc. for their projects.
- Updating social media outlets to promote the youth projects and youth centres within the organisation (Facebook, Twitter, and Instagram).
- Work with young people to update and monitor the youth pages within our YMCA and partnership websites.
- Help in creating press releases about young people's achievements for the YMCA newsletter and local and national media.
- Leading the promotion of EVS achievements across YMCA Bournemouth through publications, presentations and celebrations, liaising closely with the other eight EVS ambassadors.
- Support in creating and editing photo and video materials at YMCA Bournemouth youth events and activities.
- This role will take place during office hours but will also include attending sessions during unsociable hours.