



Youth Engagement and Communications Assistant

Contract: Part time (4 days / 30 hours per week); 6 month contract

Salary: £8.91 per hour

Reports to: Delivery and Engagement Manager

Location: London (though currently home based due to Covid-19)

About Khulisa

Khulisa (meaning 'to nurture' in Zulu) is an award-winning national charity with South African roots. Our programmes have been successful in reducing violence and conflict in post-apartheid South African communities since 1997 and was first piloted in the UK in 2007. Since then, Khulisa has developed a reputation as experts in reducing reoffending and crime by supporting young people and prisoners to explore the root causes of their disruptive or violent behaviour, very often this behaviour is symptomatic of experiences of trauma, abuse and neglect.

We have worked in prisons since 2007 and in schools and pupil referral units (PRUs) since 2011, delivering SEL (social and emotional learning) programmes. It is now widely accepted that children's social skills (such as conscientiousness, self-discipline and perseverance) are more accurate predictors of their health, wealth and criminal history in later life than IQ or social background. As such, Khulisa's team of therapists work with young people to provide a range of interventions which are designed to build social and emotional skills. Recent evaluations of our work show that only 7% of our beneficiaries go on to re-offend (almost 8 times lower than the control group), and that young people's motivation, self-confidence and wellbeing are significantly improved.

Over time we have also realised the critical importance of young people having positive relationships and being in an environment which responds effectively to their emotional needs. As a result, we now take a whole-school or whole-prison approach, delivering our interventions in tandem with professional training for prison officers and teachers. Our new 2021-24 strategy will see Khulisa take further steps into this work, by increasing our attention to other key relationships in a young person's life (i.e. their peers, parents and carers).

Khulisa is a charity funded predominantly by grants from Trusts and Foundations and sales. With a team of 12 staff (and 12 freelance facilitators), we support 1,000 young people and train over 3,000 professionals each year. Our key partners include local authorities,



schools, prisons. We are also members of London Youth, Clinks, the SCYJ and various other community groups that promote the wellbeing of vulnerable young people.

Why Now?

Khulisa is responding to the increased demand for our services, caused partly by the outbreak of Covid-19. Our 2021-24 strategy has recently been launched and the new Youth Engagement and Communications Assistant will join us at a pivotal moment in our organisational journey as we reach more young people in more ways than ever before.

Since 2015 we have doubled in size, we redeveloped our brand, refined our theory of change, invested in our digital and evaluation capabilities, secured multi-year funding and support from a series of well-respected funders and partners. This has laid solid foundations for future growth as we seek to expand and scale our programmes, reaching the most vulnerable young people across the UK. Over the next three years, we aim to support over 30,000 young people through direct support and through training professionals who care for young people.

Role Overview

This new role will support Khulisa to create a range of engaging and high quality communications content and to develop and deliver a new youth engagement strategy. This role will be responsible for improving the visibility of our brand and improving the understanding of our work amongst young people, parents and professionals working in the youth, justice and education sectors. You will also champion the voices and views of young people who use our services, by developing and delivering a high-quality youth engagement strategy.

This is a fantastic opportunity for somebody who is keen to develop a career in the charity sector and to make a tangible difference to the lives of thousands of young people across the UK.

Role and Responsibilities

Marketing and Communications (40%) - Produce high quality communications materials and create opportunities to improve the visibility of our brand and improve the understanding of our work amongst young people, parents and professionals working in the youth, justice and education sectors.



- Lead on the content and analytics for all of Khulisa's social media channels, including Twitter, Instagram, Facebook and LinkedIn
- Monitor social media for opportunities to improve the visibility of our work
- Support on the management and creation of the website content
- Support the creation of donor reports and impact reports, highlighting the impact of our work
- Support the Evidence and Impact Team to conduct high quality research and focus groups with our beneficiary groups i.e. excluded pupils, or young people at risk of involvement in crime and violence
- Support the development of new resource bank for the team, including case studies, testimonials, photographs and videos of our work
- Supporting the Head of Fundraising and Communications with developing mock-ups for visual content, designing briefs for artwork and liaising with designers.
- Support the Evidence and Impact Team with the development of policy responses that convey the evidence and impact of our work
- Support the Head of Fundraising and Communications in managing media relationships and inclusion of Khulisa's stories and evidence in high-profile print and broadcast channels nationally

Youth Engagement (40%) – develop a high-quality youth engagement strategy, ensuring young people's views and perspectives are at the heart of all of Khulisa's decision-making and all of our charitable activities.

- Help guide Khulisa on best practice for Youth Engagement in the charity sector
- Create opportunities for Khulisa to better understand on what's working and what's not working within our programmes, making recommendations for improvements and amendments based on feedback from young people
- Stay connected to the emerging needs of both young people feeding this information into the Director of Innovation & Design and the wider team
- Support on the development of a youth advisory board and increase Khulisa's youth participation activities
- Support on the development of Khulisa's new Youth Diversion Project. In the first instance ensure that we identify the needs of local services and identify gaps in provision, then subsequently design the programme.

General Administration (20%) – support the Operations team to ensure smooth and efficient running of the charity and back-office operations.

- **Diary and Event management**



- Schedule and coordinate regular and ad hoc internal and external meetings, including providing host support for online events where necessary
- Support the planning and set up of Khulisa's events throughout the year (online an/or in-person)
- Supporting Head of Fundraising and Communications to schedule and coordinate a funder stewardship calendar
- Provide diary management and administrative support to the Senior Management Team
- **Office logistics** (as and when we return to an office environment) including;
 - Help ensure team members have what they need to do their job effectively; from appropriate hardware and software, to suitable work from home equipment and a safe, comfortable and well-stocked office.
 - Support with the management of the info@khulisa email address
 - Direct incoming calls and emails to appropriate staff members
- **IT, Data and Information Management**
 - Manage Khulisa's Google Drive, for easy access and sharing of data amongst the team
 - Support team members with general administrative requests, such as filing, photocopying and preparing documents for donors, partners or participants.

Person Specification

Essential

- An awareness of the challenges that some young people face in society today and a determination to make a difference
- Ability to prioritise and manage own time with minimal supervision
- Excellent attention to detail and organisational skills
- Excellent written and oral communication skills
- Enthusiasm to learn new skills and to work in a busy, varied role with a small and supportive team
- Strong interpersonal skills with the ability to build relationships inside and outside of the organisation

Desirable

- Demonstrable experience of producing high quality communications e.g. blogs, presentations or social media content
- Some administrative, office-based work experience in a small to medium sized organisation



- Given the nature of our work serving young people who have experienced trauma and adversity, we are especially interested in hearing from applicants who have lived experience of youth violence, school exclusion and/or the justice system.

We are an inclusive charity and believe in giving everyone an equal chance to succeed. Applications are welcome from all regardless of age, sex, gender identity, disability, marriage or civil partnership, pregnancy and maternity, religion or belief, race, sexual orientation, transgender status or social economic background.

How to Apply

If you have any questions before applying, please send us an email (info@khulisa.co.uk). To make your application, please submit a two page CV and a Supporting Statement covering no more than two sides of A4, highlighting your interest in the role and your relevant skills and experience. Please send this to info@khulisa.co.uk.

The closing date for applications is **Monday 4th May at 9 AM**.

Recruitment timetable

Week commencing 17th May – First stage interviews