



## **PYE – PARTNERS FOR YOUTH EMPOWERMENT SEEKING COMMUNICATIONS AND ONLINE ENGAGEMENT DIRECTOR**

<b>POSTING DATE</b>	<b>12 JANUARY 2012</b>
<b>APPLICATION DEADLINE:</b>	<b>26 JANUARY, 2012</b>
<b>LOCATION:</b>	<b>LONDON, UK</b>
<b>FUNCTION:</b>	<b>COMMUNICATIONS/EDITORIAL/ONLINE</b>
<b>CONTRACT TYPE:</b>	<b>CONTRACT (1 YEAR)</b>
<b>HOURS:</b>	<b>PART TIME (3 DAYS/WEEK)</b>
<b>SALARY:</b>	<b>DoE</b>

We are looking for a creative and dynamic part-time Communications and Online Engagement Director with a proven ability to create compelling content for the web and engage a vibrant online learning community.

You will lead our international charity into an exciting new era of engagement, powerfully communicating our international work to creative changemakers worldwide and engaging individuals and organizations connected by a commitment to creativity-based youth work.

You will run PYE's day-to-day communications and community engagement activities – as well as contribute to long-term strategies to grow our international learning network.

You should be an experienced journalist or writer, with an in-depth understanding of the web and feel at home in a heart-driven, social change organization.

You'll have lots of ideas for editorial content that will appeal to PYE's international community of creative practitioners. You will know how to re-work written material and interviews into web-friendly content that will generate traffic and create a buzz.

You will have an in-depth knowledge of web analytics and developing benchmarks that will help us do what we do even better. You will have experience working on CMS systems, social media and photo editing skills.

As a self-starter you are able to work independently and also with a small team who are based in many parts of the world. You are dependable, able to follow through on your responsibilities, and accountable to your team members. Your entrepreneurial spirit will be on the look out for new opportunities and creative ways to promote PYE and this field of practice.

**Specific roles and responsibilities include:**

- Create and curate compelling content for PYE’s website, community site, and all other social media sites on a regular basis (including Facebook, YouTube, Twitter and LinkedIn and all other social media sites)
- Producing regular blog posts and a quarterly newsletter, coordinating contributions from PYE staff and community members in the field
- Develop and implement a community engagement strategy to build a active international learning network and online community
- Develop campaigns that will help engage and grow the on-line community
- Source website content and images from PYE team members, PYE facilitators, partner organizations and commission photographers and videographers as necessary
- Liaise with design company and web manager on further developments to PYE’s website as needed
- Field community members’ queries and troubleshoot technical problems
- Monitor effective benchmarks for measuring the impact of social media strategy and analyze, review, and report on effectiveness of campaigns in an effort to maximize results
- Track and report regularly on membership numbers and user behavior that will enable us to better serve our network
- Work closely with PYE Leadership Team to develop a distinctive editorial “voice” for the organization and its leaders and support their social media activity
- Provide editorial and copy writing support to PYE leadership team in the development of marketing and communications materials

**Required Skills and Experience**

- Degree in communications, journalism and/or multimedia **or** equivalent in work experience
- Excellent communication skills, talented writer and editor for the web in English, comfortable with writing for international and diverse audiences
- Successful track record in building online audiences and communities
- Experience and skills in online marketing, social media tools, membership development, and in developing campaigns
- Experience and skills in using web analytics
- Both a self-starter and team player (able to design strategy, set goals, and manage workflow independently while also taking direction, responding to feedback, and supporting other team members)

- Ability to keep up to date with new developments in social media and how they can be applied to PYE's strategy
- Ability and willingness to acquire any additional skills necessary for the position, flexibility and creativity to respond to a changing work environment, and get results with a limited budget

### **Desired Skills and Experience**

- Ability to produce high quality images and video for web
- Familiarity and/or experience in youth development sector internationally
- Spoken and written Portuguese and/or Spanish is desirable but not required

We prefer the Communications and Online Engagement Director to be located in London, UK working remotely. The ability to attend meetings via Skype and in person is essential.

### **How to Apply:**

- Please send your **CV** and a **one page cover letter** explaining why you are the best person for the job, relevant experience with samples of (and/or links to) editorial work for the web to Gwyn Wansbrough, Managing Director at [gwyn@pyeglobal.org](mailto:gwyn@pyeglobal.org).
- In addition, please write a **300 word brief** of how you would bring PYE's work to life on our new website; how you would engage a community of creative changemakers, and include in the brief ideas for 3 pieces of web content that would appeal to PYE's creative practitioners

**Application deadline 9:00am January 26<sup>th</sup>, 2012.** Interviews w/c 30 January in London, UK. We thank all candidates for their interest in the post, however only those candidates considered for the position will be contacted.

### **About PYE**

PYE – Partners for Youth Empowerment - is an international charity that works with organizations and individuals around the world to use creativity and arts to empower youth. Responding to the challenges of engaging teens world-wide, our methods provide youth work practitioners with powerful tools to engage with youth on a deeper level, increasing confidence, building leadership skills so that they become creatively engaged in responding to the unprecedented challenges that youth and society face. PYE is currently active in the US, Canada, UK, India, Uganda, and Brazil and is expanding to new regions. For more information about PYE please visit [www.pyeglobal.org](http://www.pyeglobal.org)