



Poole Communities Trust

Job description – Digital Communications & Engagement Creator (Time2Shine Leader)

35 hours per week

1 year fixed-term contract funded by the Rank Foundation whereby the candidate is required to be underemployed “working below your current skillset or training for example previous T2S leaders have moved from retail into youth work or social media roles” or unemployed.

Role Purpose

To market Poole Communities Trust to the communities, we serve, partners and funders and ensure we communicate clearly and effectively the services we offer. The role is accompanied by personal development training organised by the Rank Foundation.

Key Relationships

Reporting to: Senior Young People’s Worker

Other key relationships: Local communities of Turlin Moor, Branksome and Bourne, including children and young people, volunteers, colleagues and local community organisations.

Key Areas of Responsibility

1. Developing and implementing digital campaigns that promote community involvement and raise awareness of key initiatives.
2. Managing social media platforms to engage with followers, advertise events & our offer, respond to inquiries, and amplify the voices of community members, particularly young people and adults.

3.Maintaining a photo and video library for use in marketing campaigns and in reporting back to funders on social impact.

4.Collaborating with colleagues to ensure consistent messaging across all digital platforms. Ensure use of our 'house style' for all marketing materials. Brief volunteers on our social media policy.

5.Gathering and analysing data to track engagement metrics and optimise future campaigns.

6. Facilitating online conversations, hosting virtual events, and creating multimedia content (e.g., videos, blogs, podcasts) to encourage community participation.

7.Facilitating face to face communication events to enable community feedback, including with young people on creating a youth forum and creating a new skatepark.

8.Ensuring inclusivity and diversity in outreach efforts, representing the perspectives of a broad range of community voices.

9.Assisting with community events throughout the year, including International Day of Play (11 June 2025), Black History Month (October 2025), International Women's Day (8 March 2025), Pride Month (1- 30 June 2025) and family fun days in each of our three communities, including producing marketing materials, engaging with partner organisations to get them involved and undertaking research on the impact of the events. The candidate will also support the organisation of the events, as part of the PCT team.

10.Participating in the front of house rota for our two community centres.

11.Participating in team meetings to ensure good communication and team working across our areas and undertaking training.

12.As the Trust is a small organisation which works very much with a team ethos, the post holder will need to be very flexible and be expected to cover a range of other tasks as required.

13.Attending **mandatory** training of personal development.


	KEY DATES for 2025	T2S leader required to attend
Launch Conference	Event 1: 20 th January or Event 2: 27 th January	Yes (48 hours)
Review Event	Event 1: 9 th June or Event 2: 16 th June	Yes (48 hours)
Rank Annual Conference	October Dates TBC	Yes (48 hours)
4 Leadership Days	Throughout the year	Yes

14. Post holder will be based at Bourne Community Hub, BH12 4DY with duties across Turlin Moor, Poole and Branksome Centre, BH12 2EA.

Person specification

Underemployed defined by the Rank Foundation as “working below your current skillset or training for example previous T2S leaders have moved from retail into youth work or social media roles” or were unemployed . Leaders cannot leave substantive or substantial employment to take on this opportunity. If you have any queries on this, please ask.	Essential	Evidenced at interview, in application and previous experience
Strong communication skills, creativity in content creation,	Essential	Evidenced at interview, in application and previous experience

Good face-to-face communicator with diverse members of our local communities, including adults and children	Essential	Evidenced at interview
Passionate about making a difference to our communities	Essential	Evidenced at interview
A team player with a positive attitude who listens and responds positively to feedback and can do the same for others	Essential	Evidenced at interview, in application and in references
Ability to write clearly using plain English for use in marketing materials, website, social media posts.	Essential	Evidenced in application and at interview
Understanding of digital tools and platforms to foster engagement and growth in online communities.	Essential	Evidenced at interview
Willing to train as a First Aider	Desirable	Evidenced at interview
Willing to undertake safeguarding training	Essential	Evidenced at interview
Knowledge of Wordpress	Desirable	Evidenced at interview
Confident, resourceful, and proactive, with plenty of initiative and a problem-solving approach	Essential	Evidenced at interview, in application and in references
Able to undertake some weekend and evening work with advance planning	Essential	Discussed at interview
Shows commitment to equality and wants to	Essential	Discussed at interview

practically implement this at work		
Able to travel between three community hub/areas in Branksome, Bourne and Turlin Moor	Essential	 interview and referenced in application
Strong IT skills including updating website, crowd funding and updating social media.	Essential	Evidenced at interview and in application
Can demonstrate a clear understanding of the need to apply the safeguarding policy and procedures	Essential	Evidenced at interview. This post is subject to an Enhanced Disclosure and appropriate references.
Committed to maintaining confidentiality and data protection	Essential	Evidenced at interview, in application and in references
Good at following tasks through to their completion, well organised with good time management	Essential	Evidenced at interview, in application and in references
Understanding of the need for professional boundaries	Essential	Evidenced at interview and in references

This post is generously supported by: