



Rural Youth Project

Communications and Project Coordinator

Background

The Rural Youth Project is a movement for positive change to empower young people (18 to 28 years of age), through developing their leadership, business and enterprise skills, whilst encouraging positive activism to help to play their part in making rural places attractive and viable for young people to build their lives and their futures.

At its core, the Rural Youth Project is delivered for Young People with them involved throughout the development and delivery. Launched in 2018 by founders and managers Jane Craigie and Rebecca Dawes (Directors), the project has had a very successful first year achieving the following:

- 755 responses to an online survey of 60 questions;
- 20 vloggers telling their stories via the Rural Youth website and social media channels;
- An Ideas Festival, fully funded by Rural Perth & Kinross LEADER from 1-3 August 2018, with 110 people attending, including Mairi Gougeon MSP who has endorsed the project in many of her speeches over the last six months including in Parliament, at Scottish Rural Action and in interviews with the press;
- Podcast launch;
- Joint Parliamentary reception at Holyrood on 3 October;
- Media and wider community engagement;
- The development of an action plan is based on the Rural Youth Project survey findings and the views of young people engaged with during 2018;
- Informal partnerships formed with eight organisations including Lantra Scotland, Scottish Enterprise, Scottish Rural Network, Scottish Association of Young Farmers' Clubs, Rural Youth Europe, National Federation of Young Farmers Clubs, Youth Link Scotland and media partnerships with Scottish Farmer. Digital supported by TAP.

The project leadership is inter-generational. Project founders and managers Jane Craigie (53) and Rebecca Dawes (31) both have networks within the rural youth sector and a background in communications, marketing, strategy, leadership and events.

Supported by Rural Perth & Kinross LEADER Programme 2014-2020: "The European Agricultural Fund for Rural Development: Europe investing in rural areas", the Rural Youth LEADER Co-operation Project involves Rural Perth and Kinross (lead LAG), Angus, Lanarkshire, Outer Hebrides and Scottish Borders. The project is now at the start of a longer-term programme to reach out to all areas of Scotland and enable all rural young people to participate, become empowered and become the next generation of rural leaders in Scotland.



The Role

To supporting the delivery of the project activities including those outlined below, The Rural Youth Project is looking to recruit a **Freelance Communications and Project Coordinator** to join their team from 1st September 2019 until October 2020.

- **Steering group** - development and management of a steering group that will support the strategic direction of the project;
- **Project launch event** - to celebrate this next stage of the project, acknowledge partners and supporters and reveal plans for the next 18 months;
- **Rural Youth Ideas Festival 2019** - bring together young entrepreneurs looking to generate ideas to take back to their own rural community, delivering a legacy of economic, social and community development. An overnight residential event for up to 60 young people.
- **Rural Youth Ideas Festival 2020** – as above;
- **Vlogging** – encouraging young people to share their personal stories and experiences to help other people;
- **Marketing** – develop tools and resources as outlined in the project plan (this will be shared with the successful candidate) to ensure the project receives wide recognition, and young people are able to access the support they need. This includes development of a new website and newsletter;
- **Story-seeking and telling** – delivering a campaign that will highlight successful youth and community-led projects/stories through the capture of content (film, photos and copy);
- **Workshops** – a series of events for young people who would like to set up their own business, social enterprise or community group in their rural area but are unsure about the ‘how to’, and individuals who have an idea but don’t know how to put it into action;
- **Communications** – correspondence and communications with project partners and supporters, funders, media and Rural Youth Project Directors.

The individual will be specifically responsible for:

- Proactively identifying, understanding, and managing issues that will impact young people in rural areas;
- Developing and delivering the Rural Youth Project marketing and communications plan, and co-ordinate priorities and objectives with the Directors;
- Managing the Rural Youth Project social media channels;
- Managing the Rural Youth Project website;
- Managing the Rural Youth Project e-newsletters;
- Developing and nurturing of close relationships with a wide range of journalists, editors, producers and the PR industry;
- Coordinating and delivering the workshops;
- Manage the relationship with young people vlogging for the project;
- Ensuring financial contributions are correctly acknowledge and compliant as per the funding guidance documentation.

This list is not inclusive, other activities may be included in the role.



Essential skills

- Excellent verbal and written skills including accuracy and attention to detail;
- Computer literacy in the full suite of Microsoft Office applications;
- Strong understanding of PR, Media and Marketing;
- Project management with a strong ability to prioritise and time management;
- Leadership skills, ability to think strategically and inspire others;
- Facilitation skills, including presentation and coordination;
- Strong digital skills including evidence of the effective use of digital marketing;
- Event management;
- Public engagement;
- International experience and contacts;
- An understanding of young people influencing local and national decision makers;
- Working with young people and volunteers;
- Working remotely but maintaining clear and constant communication with the team;
- Working in a team as well as motivated to work on your own.

The Team

The Communications and Project Coordinator will report to the Rural Youth Project Directors but have a high level of autonomy. A Bookkeeper and Admin Officer will also be available to offer some support, and the budget/financial control will be managed by the Rural Youth Project Directors who will also offer some support.

Additional information

- This is a freelance role, if you are offered the contract you will be required to provide proof that you work for more than the Rural Youth Project to comply with IR35.
- The role will require some weekend/evening working including overnight stays. Accommodation will be covered by prior agreement and in accordance with the projects expense policy.
- An average of 4-days per week based on a minimum of 7.5 hours per day has been allocated to deliver the project activities. Some days additional hours may be required, the day rate will not increase as a result. No additional days will be paid, it is the freelancer's responsibility to ensure the project is delivered to its full in the allocated time.
- The daily rate fee should be all inclusive for project delivery – the project will not cover any costs for hardware, indemnity and travel insurance, pension, healthcare, sickness, holiday or daily subsistence allowance. A contribution to software will be available.
- You must have a driving licence. Travel will be covered by prior agreement before any journey has commenced and at a fixed rate of 45p per mile, if public transport is not available.
- The project will supply an email address and all correspondence linked to the project must go via this channel to ensure confidentiality and data protection.
- All documentation and outputs must be stored on the Rural Youth Project intranet drive and not on the personal hard drive of the freelancer.
- The freelancer should supply their own office working space although a “hot” desk is available by agreement at Rural Youth Project, Smithy Croft, Turriff, Aberdeenshire, AB43 4GT.

To Apply

Please send your c.v with referee contact details and a covering email including why you are interested in the position, any key stories or experiences working with rural youth and communities, when you could start and your day-rate.

Closing date for applications – Wednesday 28 August 2019.

Email: hello@ruralityouthproject.com

Phone: 07792 467730

Website: www.ruralityouthproject.com

