We are looking for a creative, ambitious and energetic self-starter to join our team to help propel our voice and support even further through the creation of rich content.
Dear Applicant,

Thank you for your interest in joining Ditch the Label. This pack includes the following:

- More information about Ditch the Label and the work that we do
- A job description
- Key responsibilities
- A person specification
- Technicalities and compensation

Please email your application to Sue@DitchtheLabel.org or post for the attention of Sue Jones to Phoenix House, 3rd Floor. 32 West Street, Brighton. BN1 2RT.

The deadline for submission is: 23rd August 2021

- Stage 1: Written applications (you’re here)
- Stage 2: Initial interview with up to 2 members of the Ditch the Label team (held virtually)
- Stage 3: Final interview with CEO (in-person, social distancing allowing)
- Stage 4: DBS checks
- Stage 5: Your first day! (goals)

We aim to respond to successful applicants within 7 working days from the deadline. We are able to provide feedback for applicants who have progressed past Stage 2.

We look forward to receiving your application.

Yours faithfully,

Dr. Liam Hackett
Chief Executive Officer
About Ditch the Label and Our Work
We are Ditch the Label, the global youth charity. For over 10 years, we've been on a mission to help young people overcome the issues that affect them the most. Whether that's bullying, mental health, relationships, identity or the tough stuff in-between, we're here. We provide digital safe spaces, direct support, education programmes, public campaigns and world-class research.

We reach millions of young people each year through our website, digital community and social media channels. In 2020 we reached over 23 million people through rich and engaging content, influencer partnerships, stand out visuals and great community management. We are looking to increase the engagement and scale on all of these channels.

We are social innovators at the cutting edge of digital engagement using social media for good. No two days at Ditch the Label are ever the same. Whether it's working on campaigns with world-renowned brands, cultivating relationships with your favourite influencers or getting creative with Adobe; every day is a unique opportunity for you to grow.

At Ditch the Label, we are always ready to take on the next challenge. If you think you are ready to work in a fast-paced environment as part of a passionate and hardworking team, then we want to hear from you.

For more information about Ditch the Label and our work, please visit us at www.DitchtheLabel.org/about/

About Our Culture
One of the things we are proudest of here at Ditch the Label, is the welcoming culture of friendliness and teamwork that we have created. We take our work seriously, but not ourselves and believe that people work at their best when they are at their happiest and in an environment that is chilled and relaxed. Walk into our office and you’ll experience a light and airy buzz, with vibrant music, tons of breakout spaces, unlimited snacks and pretty much every combination of coffee you could ever imagine. We are proud to have a culture that permeates the values of Ditch the Label; we’re judgement free and here to support everyone in being their best possible selves.

Job Description and Responsibilities
If you’ve got an eye for really great content, engaging campaigns and awesome copy and want to be part of something amazing, we’re looking for you to join the team! We are looking for a creative, ambitious and energetic self-starter to help propel our voice and support us even further through the creation of rich content.

You will represent the voice of Ditch the Label and oversee new content production. This includes, but is not limited to:

- Research and development of our content strategy
- Researching and writing new blogs, features and articles for the Ditch the Label website
- Working with influencers, celebrities and inspirational people such as Mia Kang, Holly Hagan and Jess Megan
- Assisting on brand partnerships and campaigns with high profile brands. Recent partners include Unilever (through the Lynx and Simple brands), got2b, ASOS, River Island, Urban Decay and EA Games
- Working with other partners to create rich content for our website and social media channels
Research, developing and coordinating new video productions and campaigns
Supporting and working with various team members within the Ditch the Label; from our support team, to social media and digital leads
Writing ad-hoc copy for Ditch the Label campaigns, social media and reports
Upkeep and maintenance of content and copy on the Ditch the Label website

This role comes with a huge degree of creative freedom and you will be primarily responsible for helping us reach and support as many young people as possible aged 12-25 through content, campaigns and creative assets. You will work closely with our digital and support leads and will report to the Head of Digital and CEO.

Key responsibilities:
Ultimately the successful candidate will be responsible for bringing exciting and engaging new content to the market in a multitude of different formats; from articles and blogs to videos and campaigns.

- Development and upkeep of the Ditch the Label content strategy
- Researching new content ideas and presenting them to the wider team
- Writing new blogs, articles and features
- Interviewing celebrities, influencers and inspirational people
- Editing and posting guest articles from external writers
- Working with some of our brand partners on co-created new campaigns and content
- Developing video concepts and commissioning talent and locations
- Recording of social media video content
- Writing ad-hoc copy for Ditch the Label reports, campaigns, social media and newsletters
- Maintaining the Ditch the Label website – ensuring that copy is factually correct and regularly updated
- Working with our digital team to understand user demand and producing content to support it
- Measuring and reporting on KPI’s and content success directly to the CEO and to third parties wherever required

You will have opportunities to work across the wider Ditch the Label team; learning new skills and gaining new experiences as you go along as we regularly meet to share and develop new ideas.

The ideal candidate will enjoy taking responsibility and have a drive to produce innovative and fresh content and a genuine passion to combat the issues and challenges faced by young people.

You will be based in our Brighton, UK office with some opportunities to travel.

Person Specification
The ideal candidate will have the following:

ESSENTIAL:
- An understanding of young people and some of the issues they experience
- An understanding and interest in youth markets, with particular emphasis on ages 12-25
- Experienced in writing online articles and blogs with examples of your work
- Excellent written and verbal communication skills
- Ability to work well under pressure and tight deadlines
- The ability to work well both within a team and independently
- A familiarity with measurement and reporting of content success metrics
- A creative and ambitious approach

**DESIRABLE:**
- Proficiency with basic HTML editing
- Previous experience of working with influencers
- Intermediate knowledge of Google Analytics
- Experience with WordPress
- Proficiency with Adobe Photoshop or similar
- Knowledge of Google Analytics and social media reporting tools
- Skills in photography/videography
- An ability to edit videos
- Previous experience of working with brand partners
- Previous experience of working on brand campaigns

If you are unsure about any of the above specifications, please contact us as we'd be happy to chat about your individual circumstances.

**Particulars and Benefits**
- Place of work: Brighton, United Kingdom
- Working week: Full-time
- Salary: £22k - £28k PA depending upon experience
- 28 days of fully paid annual leave plus your birthday off!
- Work from home days
- R&R days
- Discretionary ‘early finish’ Fridays
- Team socials
- Free Spotify Premium
- Free snacks and drinks 🍪
- Full training where required
- Free Ditch the Label merchandise and occasional gifting from partners
- Some opportunities to travel and attend invite-only press/partner events
- Company pension scheme

Please continue to the next page for the application form.
Application Form
Please submit your application form, CV and cover letter explaining why you are suited to this opportunity and what you would bring to this role via email to Sue@DitchtheLabel.org. We are unable to accept incomplete application forms.

About You
1. Name:
2. Phone number:
3. Email address:
4. Postal address:
5. Have you received any criminal convictions? Yes/No
As a charity working with young people aged 12-25, an enhanced DBS check is compulsory for all staff, trustees and volunteers at Ditch the Label.
6. Do you need a work permit to work in the UK? Yes/No
7. Please list any relevant qualifications, training, interests or hobbies that you have which are beneficial to this role:

Your Experience
2. Notice period if applicable:

Your Interest in Ditch the Label
Why are you interested in joining Ditch the Label team?
If you could change one thing about Ditch the Label, what would it be and why? (100 words maximum)
Imagine that you have been offered the role. What is the first feature you would write? (250 words maximum)
What should you consider when writing for a 13-year-old versus a 20-year-old? (250 words maximum)
Imagine you’re developing a new video concept for Ditch the Label. What are some of the considerations you’d make in order to increase the viral potential? (350 words maximum)
What do you think are some of the biggest challenges young people are currently facing? (350 words maximum)
In 240 characters or less, why are you the perfect fit for this job?

-ENDS-

Our Commitment to Diversity and Inclusion
Ditch the Label is committed to achieving greater diversity across the entire organisation and actively welcomes and encourages applications from underrepresented, diverse and marginalised groups such as, but not limited to: race, sex, gender, gender identity, gender expression, age, sexuality, belief, culture,
disability or any other unique factor or characteristic and the many intersections within this. We commit to interviewing all such applicants at the initial interview stage - please do not hesitate to contact us if you would like to discuss further.