

Dear Supporter,

Incredible Brilliant Youth was set up in July 2012 with the purpose of helping young people improve their confidence, empowering them through workshops and talks on self-esteem, beauty, body image, education and employment.

Aimed at 13 to 30 year olds, our workshops, talks and mentoring programme focus on self-development, self-mastery, personal care, improving outcomes and learning life skills. This is done through helping participants find to the tools to help them harness their creativity, set and achieve goals and make a positive contribution not only to their own wellbeing, but to the wellbeing of those around them. We work mainly in schools and youth organisations in London, with young people in need of encouragement and guidance, may be at risk of offending, seeking progression in education and employment, experiencing low self-esteem or a lack of confidence. We have a successful events programme, Future Choices, catering to the upper ages of our beneficiaries, helping them to access expert advice and key player in different industries.

Incredible Brilliant Youth is expanding rapidly and we are looking for Steering Board members to help drive and support our growth. We are looking for people whose values are in line with our own – helping to support and empower young people to be the best they can be.

This is a great opportunity to an integral part of a growing youth organisation. You’ll be inducted and trained in your role as a Steering Board member and will be fully supported. We are interested in hearing from individuals from the private, public or voluntary sectors who are willing and able to share their time and expertise with us, and help guide our organisation.

We look forward to hearing from you,

Kind Regards,

Incredible Brilliant Youth

OUR VISION  
At Incredible Brilliant Youth, our vision is a city that helps young people to be confident and successful, giving them access to support and opportunities that will boost their self-esteem and help them to thrive.  
   
OUR MISSION  
Our mission is to help support and empower generations of young people, helping them grow in  confidence, encouraging leadership and helping them to be more self-assured.  
   
OUR VALUES  
SUPPORT- listening to young people, giving them space to express themselves through our workshops and mentoring programme  
EMPOWER- meeting young people 'where they are at' - in any circumstance or situation and providing information, advice, guidance and encouragement to help them move forward  
GROW - helping the young people we work with to realise their strength and how valuable their presence and contributions are to the world. We want them to know that their future matters and support them in their growth and personal development.  
  
  
OUR STORY  
Incredible Brilliant Youth was set up in July 2012 to help empower and improve the confidence of young people through workshops and talks on self esteem, beauty, body image, education and employment.  
  
Since then we've worked with over 2000 young people and this number continues to grow. Workshops and talks have been delivered in schools, youth clubs, housing associations, and as part of targeted detached youth work services in parks and on estates. We've worked in several London boroughs with a variety of young people, those engaged in education, members of newly arrived communities, those who are not in education, employment or training and young people with special educational needs. In 2015 we were in the final three for Enterprise of the Year (London &SE) in the Prince’s Trust Celebrate Success Awards. We have also been cited as a ‘good idea’ and an example of best practice by the youth work journal Children and Young People Now.  
  
Our work is aimed at 13 to 30 year olds, we know we cover a large age bracket and here's why - we don't believe people stop being a young person once they reach 25, it takes a while to figure things out. That's why we work with people beyond this age, because we know that they still need support. Our services are segmented however, as we know that young people of different ages need different information at different stages of their life.



Steering Board Member - Marketing

**Responsibilities:**

* To use skills and knowledge to further Incredible Brilliant Youth’s progression
* To ensure that the organisation complies with its governing document, organisation law, and any other relevant legislation or regulations.
* To ensure that the organisation pursues its objectives as defined in its governing document
* To attend Steering Board and sub-committee meetings as required
* To conduct basic/initial research to support our core and wider work where needed
* Present a positive image of Incredible Brilliant Youth and adhere to our code of practice and required safeguarding procedures
* To contribute actively to the board - giving firm strategic direction to the organisation, setting overall policy, defining goals, setting targets and evaluating performance against agreed targets
* To safeguard the good name and values of the organisation
* To represent the company at functions and meetings as appropriate
* To declare any conflict of interest while carrying out the duties of a Steering Board member
* To maintain professionalism – you may come into contact with a range of stakeholders – young people, support staff, other volunteers, parents and guardians.

**Skills and Knowledge:**

* A minimum of 3-5 years in a marketing, PR or campaign based role
* Experience of developing successful marketing campaigns (for youth/charity related desirable, but not essential)
* Strong media experience, with the skills and knowledge to enable us to create relationships with national and local media to build our public brand and deliver our key messages to a wider audience (desirable)
* Excellent organisation skills, punctual and reliable
* Team player, good relationship and rapport building skills
* Experience in Microsoft Excel, Word, PowerPoint and Outlook
* Have an understanding of the struggles/difficulties young people may experience and youth culture (desirable)
* Appreciation of the advantages/limitations of small organisations with limited resources, and enthusiasm for developing creative and resourceful solutions

**You should:**

* Have the ability to treat with confidentiality any information which is personal, private or sensitive
* Be an encouraging, empathetic, motivating, proactive and supportive person
* Have a willingness to learn and develop
* Maintain personal and professional boundaries
* Be trustworthy and reliable
* Be over 18 years old
* Hold or be willing to undergo an enhanced DBS check in line with our Safeguarding policy.

**You are not able to join the Steering Board :**

* If you have an unspent conviction for an offence involving dishonesty or deception (such as fraud)
* You are bankrupt or have entered into a formal arrangement (eg an individual voluntary arrangement) with a creditor
* If you have been removed as a company director or a charity/voluntary organisation trustee board due to wrong doing

**Commitment:**

* Steering Board meetings are held once every two months on a weekday evening.

**Remuneration:**

* This is an unpaid voluntary role. Travel expenses will be reimbursed.

Please send your completed application form to [info@ibyouth.org.uk](mailto:info@ibyouth.org.uk) by 5pm Weds 12th July 2017