

LONDON YOUTH GAMES

**TikTok Content Creator
Application Pack**



London Youth Games is recruiting a TikTok Content Creator

Do you want to play a part in creating the ‘world’s largest and most inclusive city-focused Youth Games that is accessible to all’? Are you passionate about ‘using the power of competitive sport to create life-changing opportunities for all young Londoners’? Do the values of ‘Fun, Friendship, Achievement, Inclusivity and Trust’ align with your own values? If ‘Yes’, then we may have an amazing opportunity for you.

The London Youth Games use the power of competitive sport to create life-changing opportunities for all young Londoners. We have three core beliefs that we measure ourselves against.

- ‘Sport is a right for all’.
- ‘Sport improves physical and mental well-being’.
- ‘Sport is a key driver of social integration’.

Job Title: TikTok Content Creator

Role:	Support the Marketing and Communications Manager to position and raise the profile of London Youth Games.
Hours:	37.5 hours a week
Salary:	£23,000 - £26,000 per annum (6 month FTC)
Contract:	6-month fixed term contract (mid January – mid July 2023)
Location:	Hybrid approach to office and home working, with staff working a combination of event days (including 14 Saturday/ Sunday event days throughout contract). Office based in London South Bank University, SE1.
Holiday:	25 days per annum (pro rata) in addition to statutory bank holidays and lieu days
Reports to:	Marketing and Communications Manager
Recruitment timetable	
Closing date:	9.00am, Monday 12 December 2022
Interviews:	Tuesday 10 January 2023 (in person)
Start date:	Earliest Opportunity
Questions:	If you have any questions about the role, please contact Yolanda Martin at yolanda@londonyouthgames.org



To apply:	<p>Please send your CV with a covering letter (maximum 2 pages) outlining your suitability for the role and detailing why you are interested to jobs@londonyouthgames.org.</p> <p>As an Equal Opportunities employer, we are fully committed to providing equal opportunities for all employees, workers and job applicants, and to eliminating unlawful and unfair discrimination. We aim to create a culture that encourages and values diversity, and that appoints, rewards, and promotes staff based on merit. To support our understanding of how effective we are at ensuring our equal opportunities commitments are upheld we ask all job applicants to complete this voluntary Equal Opportunities Recruitment Monitoring Form.</p> <p>Any responses provided by you will be held in the strictest confidence and kept separate from the job application decision-making process.</p>
Please note:	<ul style="list-style-type: none">• CVs sent without a covering letter will not be accepted.• Receipt of your application will be acknowledged by email.

About the London Youth Games

For over 40 years we have proudly delivered an extensive programme of events including over 30 sports, providing opportunities for young Londoners in both their school and community settings. With our fantastic partners Nike, Sport England, the Greater London Authority, London Sport and the 33 Boroughs of London we are excited to enter the next phase of our development, creating positive sporting experiences that will reach all young Londoners and provide them with the opportunity to access some of London's most inspirational London 2012 venues.

Dina Asher-Smith, Raheem Sterling and David Weir are some of the sporting legends who have achieved great things having taken part in the London Youth Games. However, it is not just elite performers we create opportunities for. We are committed to providing opportunities through both participation and volunteering for all young Londoners, with a commitment that our workforce and the Games become reflective of London's rich diversity. We encourage applications from people from diverse backgrounds including Black, Asian, and ethnically diverse people, women, people from the LGBTQ+ communities and particularly for this role disabled people.

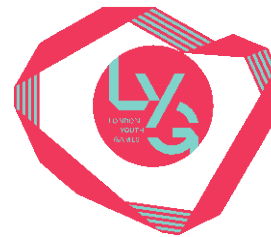
About You

Do you find yourself scrolling endlessly on social media?

Love to stay on top of TikTok trends?

Have you created TikToks that made it big?

If so, we'd love to hear from you!



We are looking for someone who is creative at heart and loves to be in front of the camera, creating TikTok content. As a TikTok Content Creator, you will use your creativity and video editing skills to entertain, engage and educate young Londoners about London Youth Games.

We're looking for somebody with a proven track record in creating brilliant TikTok content to grow our account following and help more people know about getting involved in London Youth Games. You'll come up with new ideas and concepts, write scripts/story boards and experience and test these ideas to see what works.

You'll help guide our strategy to build trust and boost engagement, to grow our audience, and ultimately drive awareness of our brand.

Role Purpose

As a member of the Comms and Marketing team, you will be creative, proactive, and passionate about creating content reactive to TikTok trends. You will nurture and grow London Youth Games' TikTok community, tell stories through the power of video and come up with new and creative ideas to apply TikTok trends to London Youth Games.

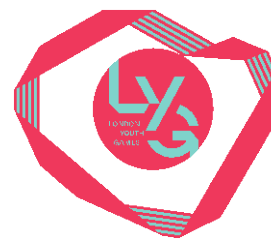
Key Responsibilities

Day to day, you will:

- Create a mixture of short and long form video content for Instagram Reels and TikTok
- Feature in, organise and shoot TikTok content
- Develop a content calendar of social media content and brand messages
- Identify new trends and creating responsive content
- Test, experiment and learn, to inform our TikTok strategy
- Gather insights from analysing competitors and brands
- Making suggestions and ongoing improvements to our social media channels

Other ad hoc responsibilities:

- Weekly reporting and analysis, gathering insights and learnings.
- Video editing for YouTube, Twitter and LinkedIn
- Interviewing participants/ team managers/athletes and transcribing interviews



Person Specification

Essential

- A proven track-record of creating incredible TikTok content – either through growing your own account following or creating TikToks for an agency or a brand
- Video editing skills (Premiere Pro, After Effects, phone apps)
- Confident in front of the camera
- Excellent, demonstrable skills using Instagram and TikTok
- Knowledge and experience of managing and growing a TikTok community
- Passion for staying on top of social trends, especially TikTok and Instagram
- Creative thinker and video story teller
- Attention to detail
- Excellent communication and networking skills
- High standard of verbal and written English.
- Able to travel across London and work weekends

Desirable

- Experience working on a variety of sports.
- Experience of working with young people.
- Experience of working in a charity.
- Graphic design skills (Photoshops/Illustrator/Sketch/Canva)

Benefits

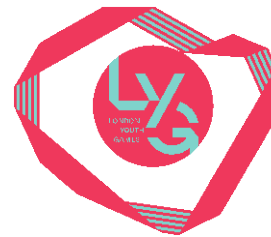
- The chance to be involved in the largest youth sport event in England
- To be part of a team with a close partnership with Nike
- Free Nike branded kit
- Free lunches at every event
- Travel expenses covered

Other Requirements of Role

- The post holder will work some evenings and weekends.
- LYG has a commitment to a positive work-life balance.

Equality and Diversity

- LYG is committed to championing equality and diversity in all aspects of employment and in the services that it provides.



- All employees are expected to understand and promote the LYG Equal Opportunities Policy in the course of their work.
- LYG is fully committed to the principles of equality of opportunity. We are responsible for ensuring that no job applicant receives less favourable treatment, on the grounds of age, gender reassignment, religion or belief, sex, sexual orientation, race, marriage and civil partnership, pregnancy and maternity, disability, or socio-economic background than any other.
- Disabled applicants meeting the minimum requirement of the role will be offered an interview. Please indicate in your cover letter if this may be applicable to your application.