

Job Description: Peer Digital Consultant and Creator - Freelancer

Job title:	Peer Digital Consultant and Creator – Independent Contractor
Grade:	£15 per hour
Project end date:	Freelance Project until 31 st March 2027
Responsible to:	Clinical Lead - Creativity & Social Action / Marketing & Comms Manager
Location:	Office base in Manchester with possible home -based work
Hours of work:	7.5 hours per week
Job Summary:	42nd Street has been supporting young people aged 11-25 years in Greater Manchester. The charity offers a choice of effective, creative, young person-centred and rights-based approaches and by working collaboratively we demonstrate local impact with national significance that drives meaningful change and makes a positive difference to the lives of young people. This is an exciting opportunity to work with 42nd Street and our cultural arts programme at The Horsfall gallery supporting our creative work with young people and developing our various media content. Working with the marketing and comms, creative team and directly with young people to create a range of digital and print media and content to share our creative mental health work and its impact ensuring consistency of tone, message and brand and supporting young people in sharing and realising their individual creative work. Each year we build up and showcase and celebrate the young people's work at our The Future is Ours festival – sharing work across the city, through exhibitions and events and at a 2-day symposium. Your work would support this work by creating supportive content and supporting young people to take part through their artwork and designs. This role is funded through a programme designed to support the development of emerging digital creatives. The programme has a focus on creating opportunities for young people aged 18–29. We particularly welcome applications from individuals who meet the programme's intended audience and are looking to develop their creative practice through this project. All applicants will be assessed fairly against the skills, experience and criteria outlined within the role description.
Date:	August 2026
Version:	Final
Author:	Rod Kippen / Sarah Jones
Our Welcome Statement	"We are here to support you with your emotional well-being and mental health by offering a choice of effective, creative, young person-centred and rights-based approaches. The 42nd Street team recognises that many of you feel disempowered, that some services are difficult for you to identify with and access and that your mental health and personal difficulties can be made worse by the health, social, cultural and economic inequalities that you might experience. We will do all we can to make you feel listened to, valued, included"

KEY TASKS:

1.0 SPECIFIC TO THE POST HOLDER

- 1.1 Supporting 42nd Street's Marketing and Communications Manager and creative team creating written, image, graphics, video and website content
- 1.2 Supporting the development, creation and dissemination of digital and non-digital marketing materials supporting The Horsfall and 42nd street groups offer at 42nd street
- 1.3 Liaising with and supporting 42nd Street's creative mental health practitioners and young creatives to communicate their work to external audiences including young people, residents and wider public audiences across Greater Manchester
- 1.4 Maintain 42nd Streets brand and tone of voice and support staff and young people to do the same to ensure brand consistency across marketing materials while ensuring to centre the young people's creative expression and voice across their own creative work.
- 1.5 Support the development, management and update content for The Horsfall's creative work and group work on the website.
- 1.6 Creating digital zines, booklets, training resources, newsletters, how to guides and posters
- 1.7 Feeding into wider discussions through the work to develop new ways we could share our work and the work of young people
- 1.8 Support in the sharing and promotion of our young people events and opportunities locally, regionally and nationally.
- 1.9 Support, document and share live creative events
- 1.10 Supporting the evaluation and feedback of young people's creative offer and events
- 1.11 Liaising with print and media outlets.

Shared with all workers:

- 2.1 To ensure that the values and principles underlying the organisation's mental health and emotional well-being support with young people are maintained and developed. These include an active commitment to anti-discriminatory practice and to ensuring that services are accessible to those young people who are often excluded from such services, for example, black young people, disabled young people, gay, lesbian, bisexual and trans young people.
- 2.2 To be aware of and ensure compliance with legal requirements and internal policies with reference to information governance, data protection, confidentiality, health and safety, and safeguarding children and vulnerable adults.
- 2.3 Ensure the maintenance of standards of practice according to 42nd Street.
- 2.4 To contribute to the development of 42nd Street through active involvement in team meetings, consultations and other relevant systems and structures.

- 2.5 To maintain all relevant information systems including monitoring, recording and personnel systems.
- 2.6 To maintain safe systems of work at all times and take care of your own safety, and that of colleagues and others who may be affected by your activities.
- 2.7 To undertake any other duties that may be required which are commensurate with your role.
- 2.8 To undertake any requests made by the Management Team at 42nd Street that is relevant to this post.
- 2.9 To provide some of your work at times other than office hours so that the service is accessible. This means some evening and weekend work.

The main responsibilities are not an exhaustive list of duties, only a general guide to the post. In consultation with the post-holder, the duties may change from time to time to reflect the changing needs of the service.

Values and Culture

Our Values

What is really important to us...

Young person centred (real, authentic, tailored, holistic)	We Trust each other	We are Inclusive
Equality is key (lifting people up who are struggling)	We bring Creativity to our practice	We are Adaptive (with yp and the service; to our environment)
We strive for Social Justice for yp	We have Integrity	We are constantly learning
We empower each other	We are kind	

Our Culture

- ✓ Young person centred
- ✓ Innovative
- ✓ Passionate
- ✓ Supportive
- ✓ Inclusive
- ✓ Compassionate
- ✓ Open
- ✓ Learning
- ✓ Transparent
- ✓ Bold

PERSON SPECIFICATION:

Peer Digital Consultant and Creator - Freelancer

Note to applicants: The ideal post holder should meet all the essential requirements detailed below. Consideration will be given to desirable requirements if there are more than 6 candidates who meet all the essential requirements. With reference to the requirements under **item 5** where it is referenced 'application' it is sufficient to **indicate agreement** to commit to the identified professional areas.

	SELECTION CRITERIA	METHOD OF ASSESSMENT	ESSENTIAL	DESIRABLE
1.0	Key Criteria			
	The successful candidate will have:			
1.1	Experience in designing, creating and sharing content on social media and websites in a professional capacity.	- Application Form - Interview	x	
1.2	Key digital and tech skills to create graphics, video and website content	- Application Form - Interview	x	
1.3	Experience of effective sharing a brand or charities work that build brand identity, strengthens public profile and engages a variety of audiences.	- Application Form - Interview	x	
1.4	Understanding of and empathy for the experiences of young people accessing support.	- Application Form - Interview	x	
2.0	Training, Qualifications & Experience			
	The successful candidate will have:			
2.1	Training or education in media creation, design, art or marketing	- Application - Interview		x
2.2	Build positive and trusting relationships with young people using a respectful, inclusive and young person-centred approach	- Application - Interview	x	
2.3	Communicate effectively with young people and colleagues, including the ability to listen, encourage and respond sensitively.	- Application - Interview	x	
3.0	Knowledge & Understanding			
	The successful candidate will be able to demonstrate knowledge and understanding of:			
3.1	Some understanding and curiosity to better understand different sectors in relation to mental health and well-being including health and social care and arts and culture.	- Application - Interview	x	
3.2	Equality, diversity and inclusion, and the importance of creating accessible and welcoming spaces for young people.	- Application - Interview	x	
3.3	Knowledge of the challenges and barriers young people may experience in relation to emotional wellbeing, mental health and accessing support.	- Application - Interview	X	
3.4	Accomplished computer and mobile skills including adobe, canva, video editing, Microsoft suite (word processing, excel and publisher).	- Application - Interview	X	

	(To support this please provide an example of graphics, video or website work with your application and bring some examples or a portfolio on the day to chat us through an example.)			
4.0	Skills & Abilities			
	The successful candidate will be able to:			
4.1	Strong communication skills including telephone, verbal, written and social media.	▪ Application ▪ Interview	x	
4.2	Strong multi-tasker, with the ability to manage deadlines and plan own workload.	▪ Application ▪ Interview	x	
4.3	Work in a way that engages and demonstrates consistent commitment to issues of equality and diversity.	▪ Application ▪ Interview	x	
4.4	Communicate positively, effectively, and sensitively in person and in writing with a variety of audiences.	▪ Application ▪ Interview	x	
4.5	Plan, organise and prioritise own workload and manage time effectively.	▪ Application ▪ Interview.	x	
4.6	Work both independently and as part of a team to achieve goals.	▪ Application ▪ Interview.	x	
4.7	Experience of using design software to create graphics, videos	▪ Application ▪ Interview.	x	
4.8	Experience of using website Content Management Systems and basic coding	▪ Application ▪ Interview.	x	
5.0	Professional Commitment			
	The successful candidate should be able to demonstrate commitment to:			
5.1	Working in a way that values young people's voices, experiences and expertise.	▪ Application form ▪ Interview	x	
5.2	Ensuring that issues of equality and a respect for diversity is reflected in all aspects of work.	▪ Application form ▪ Interview	x	
5.3	Recognition of the need to be accountable for work through supervision, performance management and other relevant processes.	▪ Application form ▪ Interview	x	
5.4	Commitment to some evening and weekend work and local, regional and national travel.	▪ Application form ▪ Interview	x	