

**REACHING
HIGHER** 
CHALLENGING YOUNG PEOPLE TO
BE LEADERS OF THEIR OWN LIVES

**JackPetchey
Foundation** 
Inspire • Motivate • Achieve

**JOIN
OUR
TEAM**



ABOUT REACHING HIGHER

Reaching Higher is a youth organisation which works with almost 2000 young people aged 10-25 each year across Croydon and surrounding boroughs.

Developed in partnership with local churches, we are a youth-led charity with a Christian ethos (although we work with young people and partners of all faiths and none).

We place particular emphasis on providing trauma-informed support to young people and facilitating their development as leaders.

We have established strong links with key local, London and UK-wide organisations and our approach leads us into regular working contact with partner schools, community groups, statutory services and churches.

YOUTH-LED DIGITAL CAMPAIGNS OFFICER (12 MONTH INTERNSHIP)

Application deadline:

Friday 30th January 2026

Interviews:

Week commencing 9th February 2026

Proposed start date:

Between 1st and 23rd March 2026

Location:

Croydon, London

Hours:

35 hours per week (fully office-based)
Flexible working required including weekends.

Salary:

£26,936 per annum (London Real Living Wage for 2026)

Line managed by:

Head of Marketing & Communications

Pension/holiday benefits:

RH offers a FTE holiday entitlement of 27 days per year, excluding bank holidays. 5 of these days are ringfenced for our Christmas shutdown. The other 22 days' entitlement can be booked throughout the year. RH offers a salary sacrifice pension scheme with 3% employee contributions and 5% employer contributions, for qualifying employees. We also offer optional membership of Health Shield and protected weekly Continuous Professional Development time.

The Youth-Led Digital Campaigns Internship role is a twelve-month paid internship beginning in March 2026.

The Jack Petchey Internship development programme is designed for young people who are leaving further or higher education and starting out in the youth/charity sector - or young people who are looking to transfer into, or take their next career step in, the youth/charity sector.

The funding provides support to young people in London and Essex. We would therefore expect applicants to have a strong connection with London and ideally be currently living in or close to Croydon where our work is located.





You will be part of the Jack Petchey Internship Programme with 30 other interns from different youth organisations in London and Essex.

The Internship Programme will involve the successful candidate attending a launch conference, four professional development workshops throughout the year and a celebration event at the end of the programme. Please note that these are compulsory parts of the programme.

You will receive an extra training bursary of £1,000 for approved training. You will also be matched with a mentor from another organisation to support you in your professional development.

The Jack Petchey Internship Programme training and events will take place in person in London, and you will be expected to take full part in this programme alongside your role at Reaching Higher.

We are looking for someone creative, confident and passionate about empowering young people. This internship opportunity is perfect for someone who is looking to grow their skills in digital media, content creation and social impact, while making a meaningful difference in the lives of young people.

You will play a hands-on role in both the delivery and development of digital and media-based opportunities for young people, while helping to shape and deliver Reaching Higher's youth-led digital fundraising and media strategy.

This paid internship, funded by the Jack Petchey Foundation, will give you the chance to gain valuable experience across media, marketing, and youth work-alongside training, mentoring, and networking opportunities with other interns from youth organisations across London and Essex.

We are looking for applicants with some experience in the youth work sector (this could be in a voluntary capacity). The successful applicant will understand our organisational values and culture and demonstrate a strong desire to contribute to Reaching Higher's vision to empower young people to be leaders of their own lives.





The Youth-Led Digital Campaigns Intern will play a pivotal role in strengthening Reaching Higher's commitment to youth leadership, creative expression, and digital innovation.

This role is designed to sit at the intersection of youth work, digital media, and fundraising, empowering young people to tell their stories and raise awareness and funds for the causes that matter most to them.

This role will help Reaching Higher build a sustainable, youth-led digital presence that is creative, authentic, and effective in driving engagement and support. It is ideally suited for someone with a passion for creativity, social justice, and working alongside young people to achieve real change. Whether it's filming behind-the-scenes moments at rehearsals, editing a short fundraising video, developing a new Instagram campaign, mentoring a group of young creatives, or co-leading a digital skills session - this internship offers a unique opportunity to grow personally and professionally while making a lasting difference in the lives of others.

PERSON SPECIFICATION

- Experience in digital content creation, including photography, video editing, and social media storytelling, with a strong understanding of platforms such as Instagram, TikTok, YouTube and X/Twitter.
- Creativity and confidence in generating ideas for digital fundraising, brand campaigns, and multimedia youth engagement.
- Basic awareness of brand, marketing and fundraising strategies, including how digital content supports organisational growth and engagement (training and mentoring will be provided).
- Experience in supporting the delivery of projects for young people, particularly in creative or community-based settings (this may be through work, volunteering or lived experience).
- Excellent communication and interpersonal skills, with the ability to build meaningful relationships with young people, colleagues, and external stakeholders.
- Cultural awareness and local knowledge, particularly of the Croydon area and the social, emotional and creative needs of young people in the community, including the long-term impacts of COVID-19.

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- A young person with short dark hair, wearing a red t-shirt, is captured in the middle of a ping pong game. They are holding a white ping pong ball in their right hand, ready to serve or return a shot. In the foreground, several red plastic cups are arranged on a table, likely for water. The background shows the bleachers of a gymnasium, which are mostly empty, suggesting a quiet practice session or a small-scale event.
- Empathy and understanding of the risks faced by socially excluded young people, and the confidence to contribute to trauma-informed and safeguarding-aware environments.

(Full training provided)

- Ability to co-deliver workshops or after-school/evening sessions, including mentoring young people with creative interests in media, storytelling, and campaigning.
- Comfortable working flexibly and responsively in a youth work environment, often balancing creative planning with practical delivery and rapid problem-solving.
- Good organisational skills, with attention to detail and the ability to manage digital assets, keep accurate records, and track engagement using monitoring tools and platforms.
- Strong IT skills, including proficiency in Microsoft Office and creative tools such as Adobe Creative Suite (e.g. Photoshop, InDesign, Premiere Pro or similar).

DESIRABLE ATTRIBUTES

- Experience supporting or documenting events through media.
- An interest in youth leadership, social change and faith-informed community work (though no specific religious affiliation is required).
- Willingness to learn and grow through mentoring, formal training and lived experiences of others

ROLES & RESPONSIBILITIES

- Championing youth voice through digital media by equipping young people with the skills, tools, and confidence to share their experiences and insights through photography, video, and online storytelling. This will primarily be done through our community-based sessions including our school holiday programmes.
- Amplifying our impact and visibility through compelling content that resonates with diverse audiences – from local communities and corporate partners to funders and the wider public.
- Bridging creative delivery and strategic communication, bringing lived youth experiences into the heart of our messaging and ensuring our social media and fundraising efforts reflect the true voice of the young people we serve.
- Developing and leading innovative digital fundraising campaigns, working alongside young people, staff, and our Youth Board to mobilise supporters and increase income through creative and culturally relevant approaches.
- Supporting the delivery of youth hubs and mentoring opportunities, especially for young people interested in digital media and the arts, ensuring these spaces are safe, inclusive, and inspiring.
- Supporting the documentation and celebration of our work, capturing content through video and photography that reflects the energy, diversity, and brilliance of our young people and programmes. This will particularly focus on our co-designed and co-delivered Youth Voice Framework training.
- Managing the digital advertising and sign-up processes involved in our school holiday provision, during half-terms, Easter and Summer holidays.
- Mentoring a small cohort of young people (after full training)

MONITORING & EVALUATION

- Completing all required documentation accurately and within agreed timescales to ensure that internal monitoring requirements are met.
- Dealing with sensitive and confidential matters in a professional manner and in line with data protection and confidentiality guidelines and policies.
- Supporting the improvement of monitoring and evaluation processes as related to marketing and communications.

An Enhanced DBS check is a requirement for this role.

OUR VALUES



EXCELLENCE



RELATIONAL



SIMPLICITY



TRUST



INNOVATION



YOUTH-LED



TRUST

We extend trust across our teams and with the young people we engage. It is this type of trust that provides our staff, volunteers and young people with the platform to raise their confidence and sharpen their skills. We treasure and recognise that those engaging in our work trust us and believe that trust can transform lives.



RELATIONAL

Being relational means being present, it means being attentive to those around us and seeing everyone for who they are. We are relational because we care about and value people. We are passionate about building genuine and long-lasting relationships that will flourish and impact the wider community.



SIMPLICITY

We believe that less is more! Simplicity requires hard work followed by high levels of focus. Obtaining simplicity is easier said than done. Simplicity is our catalyst for growth and will ensure we remain accessible and well understood.



YOUTH - LED

Young people have immeasurable amounts of innovative ideas and skills but can lack the experience that comes with age. At Reaching Higher we scaffold this by allowing young people to think as wildly as they can and support them to implement their own ideas in a safe and stimulating environment.



INNOVATION

We believe that innovation is the key that unlocks new value. It is thinking about what is yet to be thought of and preparing new ways to thrive in the future. Innovation provides us with the ability to make an impact and change things for the better.



EXCELLENCE

We believe in giving the best of ourselves in our pursuit to help change the lives of young people. We believe that obtaining a standard of excellence is a continual process and we intentionally reflect on how and why we do what we do.

APPLICATION GUIDANCE

At Reaching Higher we want to provide those who are interested in working with us the best possible chance to submit a successful application.

We understand that applying for jobs can be nerve-racking and overwhelming at times. We also recognise that imposter syndrome can sometimes get the better of us! However, we want all potential candidates to feel supported throughout their application process and have created ten top tips for you to consider before applying.

- 1. Take your time! When applications are rushed and not personalised it can give the impression candidates are not interested in the role they are applying for.**
- 2. Read the job description carefully and make sure you have a strong understanding of the job you are applying for so you can link this to your answers.**
- 3. Do your best to provide specific examples of what you have done and how you believe this demonstrates you meet each requirement. Maximise this by using real experiences from your paid and or voluntary experience.**
- 4. Sell yourself! You are unique and have a lot to offer and it is important that you make this known through your application.**
- 5. It is important to remember that those involved in the selection process cannot guess or make assumptions about you.**
- 6. Do not forget to double check and proof-read your application (or even better, ask someone else to) and check for any errors before returning it to us.**
- 7. Before submitting your form, it's a good idea to take a copy for your own reference in case you need to resend anything.**
- 8. Allow plenty of time to submit your form before the deadline, as late applications will not be considered.**
- 9. If you are having problems submitting your application, please get in touch by emailing info@reachinghigher.org.uk.**
- 10. Lastly and most importantly, be yourself! At Reaching Higher we value each individual and care about 'the person' before 'the job role'. We want to get to know you and support you in becoming an amazing member of our team!**



Reaching Higher

Samuel Coleridge-Taylor Centre, 194
Selhurst Rd, London SE25 6XX

www.reachinghigher.org.uk
info@reachinghigher.org.uk

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Company Number: 07266483