

Role Profile

Job title	Communications & Marketing Manager	Salary:	Up to £25,000
Reporting to:	Chief Executive	Holidays:	33 days including bank holidays
Location:	Future, Barking and Dagenham Youth Zone	Hours:	40 hours a week Full time, permanent position
The Person:	Do you want to use and develop your skills and experience in communications to positivity change the lives of young people? Passionate, creative and committed to supporting a new and growing charity?		
Key Relationships:	Chief Executive, Fundraising Development Manager; Head of Youth Work, Volunteer & Training Manager; Other Youth Zone staff, OnSide, External Stakeholders, Young People, Parents.		
Key Dates:	Application closing date:	9.00am Tuesday 19 th February 2019	
	Interview date:	Tuesday 26 th February 2019	
	Second interview date:	Monday 4 th March 2019 (evening)	



Job Purpose:

To raise the profile of Future Youth Zone amongst key stakeholders in the region through the development and implementation of a comprehensive communications and marketing strategy. You will be responsible for developing, managing and maintaining all communications and marketing activities within the Youth Zone to enhance visibility, build support and increase our effectiveness. In particular, you will

- Raise awareness of the Youth Zone amongst the whole community including young people, partners, funders and potential patrons/ donors.
- Engage with young people, the Future team and different stakeholders to really understand and be able to convey Future's offer and how this aligns with local and national priorities.

- Portray a positive image of young people, their achievements, development, voice, contribution etc.
- Produce high quality, creative and modern communications that really captivate the target audience and reflect The Future's brand values.

Context of the post:

Barking and Dagenham Youth Zone, named "Future" by local young people will be the first Youth Zone in London opened by the national charity, OnSide. Opening to young people in Spring 2019. This is an exciting and unique opportunity to join the delivery team pre-opening and play your part in history, shaping opportunities and Youth Work for London's young people.

Future, like all OnSide Youth Zone exists to give all give young people, particularly those who are disadvantaged, somewhere to go, something to do and someone to talk to. Each Youth Zone is, open 7 days a week, at weekends and during school holidays, the Youth Zone's purpose is to help young people grow to be happy, healthy and successful adults.

Future's state-of-the-art £6.5 million building on Parsloes Park, will provide young people with access to a range of activities, all offering young people the opportunity to try new things, meet new friends and gain support from friendly, warm and positive staff and volunteers. The facilities include a 3G pitch, a gym, sports hall and recreation area, and dance, arts, music and media suites seven days a week, with state-of-the-art facilities equipped for a wide range of sporting, artistic, cultural and general recreational activities and targeted services. To access a Youth Zone young people aged 8 – 19 (or 25 with additional needs), simply pay 50p per visit and £5 per year membership.

Find out more by watching

<https://www.youtube.com/watch?v=Yb18h1TPRNE>

<https://www.youtube.com/watch?v=Q3fHKXV7ZQ>

<https://www.youtube.com/watch?v=sZCMoDYEfTQ>

.....it might just change your life!

Duties and Responsibilities - General

- Be a role model for young people and present a positive "can do" attitude.
- Take personal responsibility for own actions.
- Commit to a culture of continuous improvement.
- Work within the performance framework of The Future Youth Zone and OnSide.
- Represent Future Youth Zone positively and effectively in all dealings with internal colleagues, and external partners.
- Comply with all policies and procedures, with particular reference to safeguarding, codes of conduct health and safety and equality and diversity to ensure all activities are accessible.
- Represent Future Youth Zone positively and effectively in all dealings with internal colleagues, and external partners.
- To be alert to issues of safeguarding and child protection, ensuring the welfare and safety of Youth Zone members is promoted and safeguarded, and to report any child protection concerns to the

designated Child Protection Officers using the safeguarding policies, procedures and practice (training to be provided).

- To assist with any promotional activities and visits that take place at the Youth Zone.
- To actively promote the Youth Zone and positively contribute towards increasing Youth Zone membership.
- To adhere to The Future Youth Zone policies at all times, with particular reference to Health and Safety, Safeguarding and Equal Opportunities.

Duties and Responsibilities – Detailed

As a part time role, the focus of the role is in the outward communication of the Youth Zone to young people, parents and other stakeholders.

- With support from the OnSide's communications team develop and implement the Youth Zone's Communications and Marketing strategy including a digital communications strategy
- To ensure the Youth Zones amazing offer is marketed to young people across a range of channels, keeping pace with the changing way young people engage with social media and other platforms.
- To ensure we remain both relevant and effective in our communications to young people and help to drive participation and attendance.
- With support from the OnSide's communications team maintain and develop Future's online content (website and social media) in liaison with Future's staff team, young people and external stakeholders in an accurate and timely way. Use analytics to monitor and improve the effectiveness and reach of Future's online presence
- Build positive relationships with key local and regional media to build Future's profile and brand identity generating positive coverage and dissemination of key messages
- Develop a comprehensive PR service and manage all media enquiries with the support of the senior team.
- Plan and co-ordinate / produce as appropriate a wide range of communications and marketing materials both on and off-line including the research, content, writing, editing and design.
- Act as the guardian of Future's brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity, promoting good practice and training colleagues as appropriate.
- Stay abreast of external communications trends, highlighting where new approaches might be beneficial and champion new technology, learn new skills and then train and enthuse others to put these into practice.
- Support communication and marketing policy development in line with other relevant Youth Zone policies and ensure that they are consistently deployed.
- With the support of the delivery team, work with young people directly, obtaining case studies and supporting young people to tell their own stories
- Work with colleagues and with hands on support of the youth work delivery team, develop mechanisms to capture content from the young people and ensure communication of a coherent brand.
- Contribute to the organisation and management of events to promote and raise funds for the Youth Zone.
- Work with OnSide's and other Youth Zone Communications Managers to share best practice.

- With support of the fundraising team, liaise with communication and marketing counterparts in partner/donor organisations to support fundraising and development activity and maximise opportunities relating to these areas.
- Carry out any other reasonable duties as requested by management.

Person Specification

Selection Criteria* A = Application Form I = Interview T = Test/Personality Profile	Essential or Desirable	Method of Assessment
Experience		
Experience of delivering a comprehensive communication and marketing service	Essential	A & I
Experience of development, communication and marketing strategies or a willingness to learn.	Essential	A & I
Experience of web content development and website management	Essential	A & I
Experience of working within a mixed office environment as the sole communication/marketing expert	Desirable	A & I
Extensive experience of using varied IT systems in digital communications	Essential	A & I
Varied experience of planning and delivering communication and marketing plans in line with organisational objectives and aims	Essential	A & I
Experience of PR and delivering publicity at a local level	Essential	A, I & T
Advising and communicating to colleagues, partners and third parties on digital communications	Desirable	A & I
Experience of building relationships with senior stakeholders	Essential	A & I
Event management and organisation	Desirable	A & I
Project and budget management experience	Desirable	A & I
Educational / Vocational Qualifications		
A relevant professional qualification	Essential	A
GCSE or equivalent literacy and numeracy	Essential	A
Member of CIPR or CIM	Desirable	A
Skills		
Creative and innovative approach to planning communications delivery	Essential	A & I
Excellent ability to design and deliver digital communication plans that reflect Future Youth Zone's core objectives.	Essential	A
Thorough and accurate with excellent attention to detail	Essential	A & I
Ability to work under own initiative and work collaboratively	Essential	A & I
Excellent written and oral communications skills and an ability to establish good professional relationships with varied stakeholders	Essential	A & I
Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks	Desirable	A & I
Sound IT skills	Essential	A & I
Knowledge		

Familiar with all the latest social media applications and how to effectively utilise them for organisational development	Essential	A & I
Strong understanding of digital communications developing social media output	Essential	A & I
Knowledge of range of relevant systems e.g. PR Max; Mail Chimp; Hoot Suite	Essential	A & I
Understanding of what makes marketing and communications effective for different audiences	Essential	A & I
Special Requirements		
A willingness to work unsociable hours when required	Essential	A & I
DBS clearance and committed to Safeguarding children	Essential	A & I
The ability and willingness to travel to events in the region and beyond	Essential	A & I

*Selection criteria for guidance only, alternative methods may be used to assist the selection process

The strength of the OnSide Network is the diversity of its people; we place huge value on different people doing things in different ways and we welcome applications from what might be considered non-traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country.

Future Youth Zone are committed to safeguarding and promoting the welfare of children, young people and vulnerable groups; this post is subject to an enhanced DBS check.

For information regarding how OnSide Youth Zones processes your data, please click here:
<https://www.onsideyouthzones.org/applicant-privacy/>

ON SIDE YOUTH ZONES NETWORK VALUES



YOUNG PEOPLE FIRST

Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

EXCELLENCE

We encourage ourselves and each other to be best we can be through continuous learning and improvement, and a focus on finding solutions.



RESPECT

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



AMBITIOUS

We are passionate and driven in taking on new challenges, embracing new ideas, and exceeding our ambitions for young people, the Youth Zones and our local communities.

COLLABORATIVE

We will create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

