

## ROLE PROFILE

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|---------------------------|---|------------------|---|
| <b>JOB TITLE:</b>         | Communications Lead   | <b>SALARY:</b>   | Up to £26,000 dependent on experience   |
| <b>REPORTING TO:</b>      | Head of Fundraising   | <b>HOLIDAYS:</b> | 33 days including bank holidays   |
| <b>LOCATION:</b>          | HideOut Youth Zone  | <b>HOURS:</b>    | 40 hours per week including some evenings & weekends (considered on a pro-rata basis) |
| <b>KEY RELATIONSHIPS:</b> | Young people, Chief Executive, Head of Fundraising and the HideOut Youth Zone staff team, volunteers, partners and stakeholders |                  |   |

### MAIN PURPOSE:

An exciting role, leading organisational communications to liaise the profile of HideOut Youth Zone through the development and implementation of a new communications and marketing strategy. The post will be responsible for developing, managing and maintaining all communications and marketing activities to enhance visibility, build support, increase our effectiveness and help to raise vital funds for our work. This will include engaging with young people, communicating a positive image of their achievements, development, voice and contribution, as well as producing high quality, creative and modern communications that really captivate the target audience and reflect our charities brand.

### CONTEXT OF POST:

Manchester is a growing global City with a population of circa 550,000 people, including an estimated 150,000 children and young people aged 0-19 years old. The city has faced significant cuts to its youth and play services over the past decade and with rising disproportionate child poverty rates when compared nationally, children and young people need universal services that empower them, aid their personal and social development and provide positive opportunities more than ever. Manchester is bringing key cross sector stakeholders together including business, public and third sector leaders to develop and sustain a new world class Youth Zone in East Manchester.

OnSide Youth Zones, established in 2008, has been growing rapidly and has ambitious plans to create 100 Youth Zones in towns and cities, giving young people somewhere safe and inspiring to go in their leisure time. They are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. HideOut Youth Zone (opening in Spring 2020) will be no exception and is part of the OnSide network of Youth Zones.

Youth Zones give young people affordable access to a broad range of sport, arts and employability services, designed to help them lead active, positive lives and raise their aspirations for themselves and their community.

HideOut Youth Zone is centrally located, dedicated to young people and makes a bold statement about the importance of giving young people high quality places to go in their leisure time. Open 7 days a week including school holidays, the Youth Zone's purpose is to help young people grow to be happy, healthy and successful adults. The state-of-the-art £6.6 million building 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, gym, sports hall and recreation area, and dance, arts, music and media suites.

### DUTIES & RESPONSIBILITIES – COMMUNICATIONS

- To lead on the development and implementation of the Youth Zone's communications and marketing strategy including a digital communications strategy

- Maintain and develop online content (website and social media) in liaison with HideOut's staff team, young people and external stakeholders in an accurate and timely way
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- To support and promote our fundraising and business development activities, maximising communication opportunities with our Founder Patrons, external funders and supporters
- Build positive relationships with key local and regional media to build the Youth Zone's profile and brand identity generating positive coverage and dissemination of key messages
- 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
- Build the HideOut 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 to HideOut
- Develop policies for communication and marketing in line with other relevant Youth Zone policies and ensure that they are consistently deployed
- Work with young people directly, obtaining case studies and supporting young people to tell their own stories
- Work with colleagues to develop mechanisms to capture content from the young people and ensure communication of a coherent brand
- Co-ordinate internal communications, keeping the Youth Zone team connected
- Contribute to the organisation and management of events to promote and raise funds for the Youth Zone
- Use analytics and creative methods to monitor the effectiveness and reach of HideOut's online presence
- Carry out any other reasonable duties as requested by the Senior Leadership Team

#### **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 HideOut Youth Zone and OnSide
- Represent HideOut 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
- 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.

#### **PERSON SPECIFICATION**

Good candidates for this role will possess the following skills, knowledge, experience and personality.

| <b>Selection Criteria*</b>  | <b>Essential or Desirable</b> |
|---|-------------------------------|
| Experience of web content development and website management  | Essential                     |
| Experience of working within a mixed office environment as the communication/marketing expert   | Desirable                     |
| Extensive experience of using varied IT systems in digital communications   | Essential                     |
| Varied and extensive experience of planning and delivering communication and creative marketing plans in line with organisational objectives and aims | Essential                     |
| Experience of PR and delivering publicity at a local level with media outlets   | Essential                     |
| Advising and communicating to colleagues, partners and third parties on digital communications  | Desirable                     |
| Experience of building relationships with senior stakeholders   | Essential                     |
| Event management and organisation   | Desirable                     |
| Project and budget management experience  | Desirable                     |
| A relevant professional qualification   | Desirable                     |
| Member of CIPR or CIM   | Desirable                     |
| Dynamic and innovative approach to planning communications delivery   | Essential                     |
| Thorough and accurate with excellent attention to detail  | Essential                     |
| Ability to work under own initiative and work collaboratively   | Essential                     |
| Excellent written and oral communications skills and an ability to establish good professional relationships with varied stakeholders                 | Essential                     |

|   |           |
|---|-----------|
| Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks                                   | Desirable |
| Familiar with all the latest social media applications and how to effectively utilise them for organisational development | Essential |
| Knowledge of relevant systems e.g. PR Max; Mail Chimp; Hoot Suite   | Essential |
| Understanding of what makes marketing and communications effective for different audiences                                | Essential |
| A willingness to work unsociable hours if required  | Essential |
| A willingness to cover events, holidays and staff absence   | Essential |
| DBS clearance and committed to Safeguarding children  | Essential |
| The ability and willingness to travel to events in the region and beyond  | Essential |

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

### **ADDITIONAL INFORMATION**

The role is full-time and based at HideOut Youth Zone in Gorton.

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

The strength of the OnSide network of Youth Zones is the diversity of its people; we place huge value on equal opportunities and encourage applications from candidates of diverse backgrounds, communities and abilities. The one thing we all have in common is our desire to raise the aspirations of young people across the country.

For information regarding how OnSide Youth Zones process your data, please visit

[www.onsideyouthzones.org/applicant-privacy/](http://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.

