



An **OnSide** Youth Zone powered by 

ROLE PROFILE MARKETING & COMMUNICATIONS MANAGER



ROLE

PROFILE

POST:

Communications & Marketing Manager

SALARY:

£30,647 -£33,279 (dependent upon experience)

LOCATION:

Youth Moves Bristol (currently at The Park Centre)

CONTRACT:

Permanent: Full-time, 37 hours/week

REPORTING TO:

Chief Executive Officer

LINE REPORTS:

Young people, Parents, Trustees, Funders & Patrons, Local and regional media, Delivery partners, Council.

STAKEHOLDERS:

Chief Executive & Senior Leadership team, Youth Moves staff, Young people, External Stakeholders, Board members and OnSide team.

BENEFITS:

32 days holiday inclusive of bank holidays; workplace pension; free gym access (once '224' Youth Zone opens); access to OnSide's award winning Talent Academy; bespoke training and mentoring.

ABOUT YOUTH MOVES & ONSIDE

Youth Moves and OnSide are uniting to launch the highly anticipated 224 Youth Zone in 2025. With a rich 15-year history, Youth Moves is acclaimed locally, regionally, and nationally for its dedication to youth work, fostering excellence and transformation. OnSide, a respected national charity, shares Youth Moves' commitment to empowering young people, particularly in disadvantaged areas, by establishing state-of-the-art Youth Zones.

Together, our collaboration aims to create a transformative space at 224 Youth Zone, enabling young people from South Bristol and beyond to thrive and shape their futures.

OnSide raise the funds to build state-of-the-art, multimillion-pound Youth Zones in the country's most economically disadvantaged areas. Not only do they train the amazing people that run them, but they also offer continuing support via the nationwide OnSide Network of 14 Youth Zones (and growing), where colleagues can learn and grow, share their stories, and celebrate their success together.

OnSide are thrilled to be extending the network to reach South Bristol!

Read our annual impact report here: [OnSide Network Impact Report 2022-23](#)

Access our recent research study here: [Generation Isolation report](#)



Key Responsibilities

- To lead the planning, delivery, and evaluation of the marketing & communications strategy for Youth Moves and 224, working with the youth work staff team and OnSide.
- To build the profile of Youth Moves and the 224-youth zone across all stakeholders, significantly broadening the audiences and reach of our brand and key messages.
- To manage all media relationships and build a strong PR plan for the year ahead ensuring our key messages gain traction in the local press and other media outlets. Our messages should highlight how our work addresses key themes and needs in the city and wider community.
- To further develop the 224-brand collaborating with our Young Peoples Development Group and OnSide and gain buy in from the management team and youth workers on the brand journey in the build up to the opening of 224.
- To develop the new 224 website ensuring that it maximises engagement from all stakeholders – young people, the local community, partners, and patrons.
- To manage content creation and output across a range of social media platforms with the aim of broadening our audience and engaging them on an ongoing basis.
- To create highly engaging content which tells the story of Youth Moves and 224 and the impact on young people, and the wider communities that we work with.
- To develop a comprehensive prelaunch plan for 224 to ensure maximum engagement from young people and all stakeholders.
- To support fundraising through the creation of a suite of collateral including case studies that demonstrate the impact of youth work. Also developing an event calendar for our patrons and future patrons.
- To work with the CEO and Head of Youth Work on the development of an internal comms plan to excite staff and volunteers on the journey to 224 opening, ensuring regular communications and feedback.
- To plan the work of students on placement, interns, volunteers, or specialists (e.g., film makers, photographers) brought in to enhance our marketing content and output.
- To work within budget constraints and ensure all financial administration is completed.
- Comply with all policies and procedures, with reference to safeguarding and 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).
- Carry out any other reasonable duties as requested by the Senior Leadership Team.

PERSON SPECIFICATION

Applicants will be expected to demonstrate the following experience, skills, knowledge, and attributes.

SELECTION CRITERIA	REQUIREMENT
EXPERIENCE	
Experience of delivering online/ social media marketing campaigns using a range of platforms	ESSENTIAL
Demonstrate relevant experience of effectively using a range of marketing and communications tools to increase reach and grow an audience: ideally with local businesses and individual philanthropists	ESSENTIAL
Familiar with all the latest social media applications and how to utilise them for effective communications purposes	ESSENTIAL
Planning and evaluation of the impact of marketing campaigns	ESSENTIAL
Experience of getting coverage/ exposure in the local and national press – print/ TV/ radio/ digital	ESSENTIAL
Experience of monitoring and evaluation processes	DESIRABLE
Experience managing externally funded projects	DESIRABLE
SKILLS, KNOWLEDGE, ATTRIBUTES	
Passionate about the impact that great youth work can make on the lives of young people.	ESSENTIAL
Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks	ESSENTIAL
Understanding of fundraising and how marketing can be used to generate additional income in a range of contexts – digital, community and through events	ESSENTIAL
Understanding of analytics and ability to use data and plan for the future	ESSENTIAL
Working knowledge of GDPR and other relevant legislation	ESSENTIAL
Knowledge of content creation and design programmes such as Adobe or Canva	ESSENTIAL
Ability to establish good professional relationships with young people, adults and partner agencies/organisations	ESSENTIAL
Demonstrate the enthusiasm and self-motivation to work effectively within a busy team but also able to take on the responsibility of working on one's own initiative and/or without direct supervision	ESSENTIAL
Creative Design skills	ESSENTIAL
To work within budget constraints and ensure all financial administration is completed.	ESSENTIAL
Experience of website development and optimising user journeys	DESIRABLE
SPECIAL REQUIREMENTS	
DBS clearance and committed to Safeguarding children	ESSENTIAL
A willingness to work occasional unsociable hours	ESSENTIAL

APPLICATION PROCESS

To apply, please:

1. **Complete the Youth Moves application forms** (both part 1 and part 2 need completing).
 - Part 1- Please note that this is removed before shortlisting so that all applications are anonymous to the recruitment and selection panel.
 - Part 2 includes the important overview of how you meet the essential criteria within the PersonSpecification above.

Once completed please send forms back to: jo.phillips@youthmoves.org.uk

Youth Moves values diversity and inclusion and the benefits this brings. We want every candidate to have the best chance of success as part of this process. To do this, we know that some candidates will need reasonable adjustments.

Adjustments could include us providing the questions in an alternative format, providing extra time for assessments. We are also very happy to make adjustments for interview, which could include aspects such as lighting, physical access or simply making us aware when you arrive where it would be best for you to sit.

Contact jo.phillips@youthmoves.org.uk if there are any reasonable adjustments we can provide during the selection stages, including completing your application form.

2. This role will be based in the Youth Zone and therefore require an **Enhanced DBS**.

**Closing date for applications:
Monday 22nd April 9am**

**Interviews:
TBC w/com 29th April 2024**

For information regarding how Youth Moves processes your data, go to: [TPGL Copyrighted Resources \(youthmoves.org.uk\)](#)

OUR 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 the 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.



AMBITION

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.

COLLABORATION

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



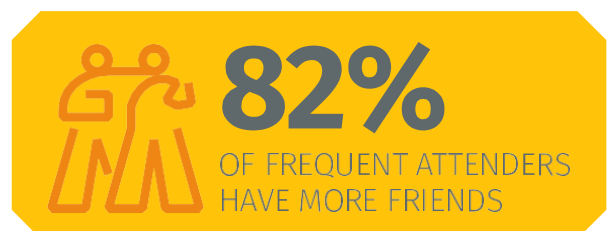


Here for young people

PROVEN IMPACT



GIVE YOUNG PEOPLE A SAFE EXCITING PLACE TO GO TO HAVE FUN, BUILD THEIR SOCIAL NETWORKS AND SUPPORT THEIR PERSONAL DEVELOPMENT



HELP YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES

