



ROLE PROFILE

REGIONAL COMMUNICATIONS MANAGER



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POST:

Regional Communications Manager

SALARY:

£34,000-£37,000

CONTRACT:

Fixed-term contract (possibility of becoming permanent) for 12 months to add additional capacity and project work. Flexible working and will consider 4 days a week (37.5 hours full time).

LOCATION:

Hybrid working: two days a week in the Bolton office combined with home-working and travel across our Youth Zones in development (Barnsley, Crewe, Grimsby, Preston) plus occasional other travel as required.

REPORTING TO:

Director of Communications and Brand

BENEFITS:

Agile working with flexibility in working hours; 25 days annual leave plus bank holidays (rising to a maximum of 30 days); birthday leave, additional annual leave purchase scheme; company matched pension; company sick, maternity, paternity & adoption pay; Employee Assistance Programme, active and engaged networks to join (including Equity, Diversity & Inclusion) and access to Charity Worker discounts.

OUR COMMITMENT TO EQUITY, DIVERSITY & INCLUSION

As an equal opportunities employer, we welcome applications from under-represented groups; in particular from Black, Asian, Mixed Race & other ethnically diverse individuals, people with disabilities, and members of LGBTQ+ communities. Our dedicated ED&I Group, with support from the Senior Leadership Team, is actively promoting and advancing diversity and inclusion at OnSide, ensuring a culture where everyone can be themselves and thrive.

ABOUT ONSIDE

Potential is everywhere. In every home on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don't.

We're OnSide, a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them.

We fund and build state-of-the-art, multimillion-pound Youth Zones in the country's most economically disadvantaged areas. We train the amazing people that run them. We offer continuing support via the nationwide OnSide Network, where they can learn and grow, share their stories and celebrate their success together.

These are brand new, purpose-built spaces fizzing with energy, and crammed with incredible facilities. They are staffed by skilled and dedicated youth workers who truly believe in young people - helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it. This is life-changing support that helps tens of thousands of young people from a diverse range of backgrounds to thrive.

It's inspiring. It's empowering. And it works.

We know it works because we've been doing it for over a decade and we're in this for the long term. Every new Youth Zone is built on the know-how of the last. Every success story writes the first chapter of the next. And we're just getting started.

This is passionate, properly funded youth provision, with no ifs or buts. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters who believe that how we treat the next generation defines who we are as a society.

Because when we really invest in young people, we all benefit - from who they are now, everything they might become and achieve, and everyone they might touch and inspire. All they need is the chance to shine - an environment where they can be their best selves - and you just watch them go.

It's about opportunity.

THE ROLE

OnSide is poised at an exciting phase of growth, with 7 Youth Zones set to open over the next 3 years, a new 3-year organisational strategy, and a strategic communications strategy to support this in place.

We are looking for an experienced, hands-on communications all-rounder with a breadth of skills to help us deliver our strategic communications objectives - with a focus on delivering and supporting regional and local communications activities in the areas where we are developing our 4 new Northern Youth Zones over the next year.

This is a key role within the OnSide communications team that will see you create understanding and awareness between OnSide and the key local and regional audiences that matter to us as, as we embark on our biggest ever period of growth.

This role will involve managing a small portfolio of local end-to-end integrated communications and PR programmes at various stages, to launch new Youth Zones in Barnsley, Crewe, Grimsby and Preston. You will work closely with each Youth Zone's Relationship Managers and Fundraisers, as well as its CEO, and Trustee Board, and Young People's Development Group, acting as their trusted communications advisor. You will also work closely with broader local stakeholders such as communications leads within each Local Authority and supporters, to help establish the new Youth Zones as independent charities within our vibrant Network to key local audiences.

In addition, you will oversee and lead a fundraising focussed communications and marketing campaign to boost our reach to new funders (who we call Founder Patrons) in the areas where we are creating new Youth Zones.

The breadth of this role means no two days are the same, which is why we are seeking somebody organised, dynamic and self-motivated with exceptional project management and stakeholder management skills.

It is important to note that this role lays the foundations for each new Youth Zones' ongoing communications approach. For each project you will be required to effectively and smoothly handover to the Youth Zones full time communication resource once in place while continuing to provide light touch ongoing support - so some experience mentoring or coaching and supporting others is beneficial.

We will be looking for someone that can demonstrate a broad range of communications skills from working with local media to place newsworthy, positive stories around the Youth Zone development, to supporting the development of new Youth Zone websites.

If you are as confident pitching a story to media as you are managing a branding project or overseeing an event, then this could be the role for you.

There will also be opportunities to contribute to OnSide's national communications plan, working closely with the Director of Communications and Brand on several high-profile projects, including overseeing and launching our new Youth Advocates programme, working with young people across our Network.

JOB DESCRIPTION

KEY RESPONSIBILITIES
To deliver the integrated marketing and communications strategy for new Youth Zones prior to opening including:
<ul style="list-style-type: none"> • producing the promotional materials required for our stakeholder engagement and fundraising programme
<ul style="list-style-type: none"> • setting up and maintaining all digital communication channels for the Youth Zone such as websites, social media and e-marketing channels
<ul style="list-style-type: none"> • engaging internal and external stakeholders effectively to create understanding and a positive perception of the Youth Zone as a new local charity
<ul style="list-style-type: none"> • providing strategic communications advice & guidance for a Youth Zone's senior management team
<ul style="list-style-type: none"> • liaising with local and regional media, establishing relationships and ensuring a steady flow of content and coverage through to the launch of each Youth Zone
<ul style="list-style-type: none"> • working with local design agencies and young people develop the new Youth Zone brand
<ul style="list-style-type: none"> • Be an ambassador of the OnSide culture; consistently defining ways to identify and reinforce behaviours that align with OnSide values
<ul style="list-style-type: none"> • Overseeing a new fundraising focussed marketing campaign to boost local fundraising.
<ul style="list-style-type: none"> • To support the delivery of OnSide's national communications priorities, with a focus on:
<ul style="list-style-type: none"> • Launching and leading a new Youth Advocates programme giving young people a greater voice and visibility across our communications and influencing work.

PERSON SPECIFICATION

Applicants will be expected to demonstrate the experience, skills, knowledge and aptitudes listed below throughout the recruitment process. However, if you don't meet every single requirement but feel you have strong and relevant transferrable skills or lived experience to draw from, we encourage you to apply anyway. Why? Studies have shown that women and Black, Asian, Mixed Race & other ethnically diverse people are less likely to apply for jobs unless they meet every single criteria/competency. OnSide are dedicated to driving change and to building diverse, inclusive, and authentic workplaces, so if you're excited about this role but your past experience doesn't align perfectly **please tell us how your experience is transferrable**. You may be just the right candidate!

SELECTION CRITERIA
EXPERIENCE
Minimum five years Communications experience either in agency or in house
Demonstrable all-round integrated communications experience, including PR, copywriting and digital
Experience using digital platforms & tools such as MailChimp, Hootsuite, WordPress & Google Analytics
Experience managing creative/design/digital agencies & briefing design & print teams
Experience building relationships with journalists & working with the media to proactively generate coverage & enhance organisational reputation
Experience advising internal & external teams & stakeholders at all levels & providing expert & confident communications advice
Experience working directly with young people.
SKILLS, KNOWLEDGE AND APTITUDES
Highly skilled at communicating effectively with a wide range of audiences (written and verbal)
Excellent written communications skills, with proven experience applying the appropriate tone of voice
Proven ability to generate creative & compelling messaging & content for a range of communication channels.
Excellent interpersonal & relationship management skills with the ability to work collaboratively & manage a wide range of internal & external relationships confidently
Excellent organisational & project management skills - with proven experience effectively managing multiple tasks, juggling a varied workload and working quickly, accurately and to tight deadlines whilst under pressure.
An enthusiastic, energetic approach with the ability to solve problems & create practical solutions
A passion for our youth focussed mission & core values
A willingness to travel & work flexibly, including some evening or weekend work (with time off in lieu)
Commitment to fairness, equality and respect
Ability to work both in a team & on own initiative, with creativity & attention to detail
A believer: a genuine passion for the goals of OnSide

GENERAL INFORMATION

This role will be contractually based at our Bolton office with hybrid working; in practice this will involve working two days a week in the office, combined with home working and travel across our Youth Zone network as required. It will also require occasional overnight stays. Home working risk assessments are carried out for all employees working at home, and appropriate equipment provided.

APPLICATION PROCESS

ANONYMOUS APPLICATIONS:

We recognise our workforce is under-represented in certain areas and are committed to addressing this. We **strongly encourage** applicants to submit anonymous applications; in practice this means removing your name & email address from your CV & cover letter. Only these documents will be shared with the selection panel.

To apply, please submit a CV and one page cover letter, explaining how you meet the person specification, to hr@onsideyouthzones.org or apply via the website at [Work with OnSide - OnSide Youth Zones](#).



In addition, please provide the following information:

- Confirmation you are eligible to work in the UK (documentary evidence will be required before a job offer is confirmed)
- Any reasonable adjustments we can make to assist you in your application or the selection process
- How you demonstrate your commitment to equality, diversity & inclusion.

CLOSING DATE FOR APPLICATIONS

12noon, Friday 8 November

INTERVIEW AND ASSESSMENT:

Wednesday 20 November - in person at Hideout Youth Zone

There will also be a short, values based interview by telephone before the in-person interview.

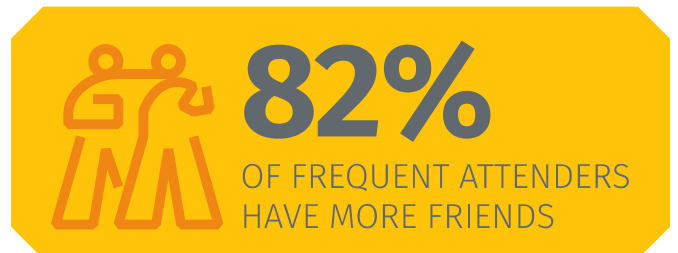
For information on how OnSide processes your data, go to
OnSide Youth Zones Job Applicant Privacy Notice - OnSide Youth Zones



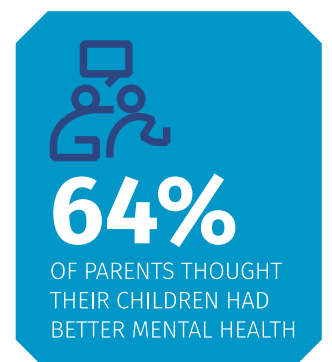
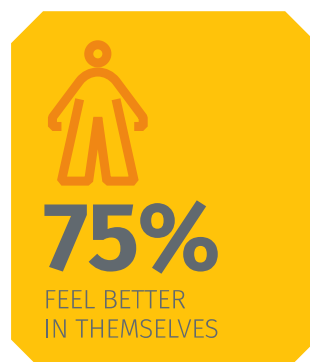
PROVEN IMPACT



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



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.

