

ROLE PROFILE

Marketing and Communications Coordinator

Vault, Preston Youth Zone



SALARY OFFER:

£30,000 to £33,000 (dependent upon experience) with 33 days Holiday (inclusive of bank holidays)

LOCATION:

Vault Youth Zone, Preston (once open). Until then, the team is based at the charity's temporary office space in the city centre.

REPORTING TO:

Openings Manager and Head of Fundraising and Communications (not yet in post)

CONTRACT:

Permanent full-time, 37.5 hours per week

BENEFITS:

- Workplace pension
- Free gym access (once the Youth Zone opens)
- Access to OnSide's Talent Academy; bespoke training and mentoring

EQUITY, DIVERSITY AND INCLUSION

The strength of OnSide comes from the diversity of the people within our vibrant network. We are proud that our Youth Zone teams reflect the communities they serve, and we value people working together from a range of different backgrounds, locally and nationally, and with different experiences, all with a shared passion for boosting the aspirations of young people across the country. Diversity brings innovation, fresh ideas and creativity, and we actively strive to create a culture that is truly inclusive and fair for all and where everyone in the team can be themselves and thrive.



ABOUT VAULT YOUTH ZONE

Preston is a great city but nearly one in four young people live in poverty, with some areas seeing that number rising to one in three in recent years. It's clear that greater support is needed and barriers to leading successful, happier and aspirational lives must be broken down. Vault, Preston Youth Zone will be a vital provision that will make a huge difference to the lives of young people, and to the whole city, levelling the playing field for our young people.

Construction of Preston Youth Zone, named "Vault" by local young people, is due to be completed in the summer of 2025 and will open later that year. At Vault, we believe all young people in Preston should have the opportunity to discover their passion and their purpose, to find out what they've got and where it could take them. Our Youth Zone will be a purpose-built space fizzing with energy and crammed with incredible facilities. It will be staffed by skilled and dedicated youth workers who truly believe in young people in the city – helping them see what they can achieve, and giving them the skills, confidence and ambition to go for it.

Once open, we will deliver life-changing support seven days a week to help thousands of young people from a diverse range of backgrounds to thrive.

Watch here you see the power of youth work and the impact attending a Youth Zone has had on young people and see the support Vault will provide to young people:

 [Archie's story #ButWhenImHere](#)

 [Mala's story #ButWhenImHere](#)

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.

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

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

This is passionate, properly funded youth provision, with no ifs or buts. It's about giving young people a chance to shine in an environment where they can be themselves.

It's about opportunity.

 [OnSide - But when I'm here](#)



THE ROLE

This is the lead communications role in the charity focused on developing and delivering an integrated communications and marketing strategic plan, aligned to the organisational strategic goals and, within it, the fundraising strategy.

The post will be responsible for developing, managing and maintaining all communications and marketing activities to enhance the visibility and reputation of Vault Youth Zone.

Target audiences are:

- Young people and their families, members, and potential members of the Youth Zone.

- Vault Youth Zone staff members.
- Potential supporters within the community, including high net worth individuals, small to medium sized business owners, corporates who may engage via charity partnerships, local individuals and families who would be interested in supporting a key local charity; and existing supporters.
- The wider Preston Community.
- Delivery partners across Preston including Preston City Council and Lancashire County Council.

ALL VAULT YOUTH ZONE EMPLOYEES ARE EXPECTED TO:

- Be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for your own actions.
- Work within the performance framework of the charity and live the values of Vault Youth Zone and the OnSide Network, contributing to a culture of high performance, continuous improvement and a young person first, team always ethos.
- Represent and promote the Youth Zone positively and effectively in all dealings with internal colleagues and external partners, assist with any promotional activities and visits that take place at Vault.
- Comply with all policies, procedures, and codes of conduct, with particular reference to Safeguarding, Health & Safety, and Equity, Diversity & Inclusion.

JOB DESCRIPTION

KEY RESPONSIBILITIES

Work alongside the OnSide Communications lead to develop and deliver the opening-specific strategy and then lead on the development and implementation of the Youth Zone's communications and marketing strategy and social media plan from opening. Aligning it to the goals of the wider Youth Zone strategy and Fundraising strategy within it.

Provide oversight and support to the Head of Youth Work to deliver effective communications to parents and members, supporting the growth of membership and engagement of members.

Raise awareness of the Youth Zone's brand, work, impact and funding needs amongst key audiences, notably high net worth individuals, local business owners, local charitable trusts, corporates with staff who engage in charitable activities, during recruitment campaigns and the wider community who may connect with the cause.

Build proactive relationships with key local and regional media to build the Youth Zone's profile and brand identity, position its expertise and generate positive coverage aligned with key messages.

Plan and co-ordinate/produce as appropriate a wide range of communications and marketing materials both on and off-line, and occasional events, to engage target audiences, both for fundraising purposes and to increase/sustain Youth Zone membership, undertaking all research, content development, editing and design.

Maintain and develop a flow of targeted online content (across website and social media platforms) in liaison with the Head of Fundraising and Communications, Head of Youth Work, the wider youth worker team, young people and external stakeholders, in an accurate and timely way.

Work with young people and colleagues to obtain impactful case studies that bring to life the power and impact of the Youth Zone on young people – while supporting young people to tell their own stories.

Build the Youth Zone brand, ensuring consistency of presentation. Regularly review the implementation of guidelines around visual identity, promoting good practice and training colleagues as appropriate.

Work with the Head of Fundraising and Communications and Chief Executive to develop ways of managing internal communications, keeping the whole 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 Vault Youth Zone's online presence.

Stay abreast of external communications trends, highlighting where new approaches might be beneficial. Work with OnSide's media team to help position the Youth Zone in national media stories.

Develop and deploy necessary communication policies in line with other relevant Youth Zone policies.

Act as a guardian for the Youth Zone's external reputation, monitoring risks and advising and supporting the team in the event of a crisis, working with the Chief Executive and OnSide as appropriate.

Work with OnSide and other Youth Zone Communications Managers to share best practice and support Network wide campaigns and activities, as an active part of the OnSide Network Communications Forum.

Commit to a culture of continuous improvement.

Carry out any other reasonable duties as requested by the Senior Leadership Team.

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).

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 and the Network 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 transferable. You may be just the right candidate!

SELECTION CRITERIA

EXPERIENCE

Varied experience of planning and delivering communication and creative marketing plans in line with organisational objectives and aims.

Experience of working with the media and delivering PR and publicity with local and regional media outlets.

Experience of web content development and website management.

Experience of building relationships with senior stakeholders.

Experience of working within a mixed office environment as the communication/marketing expert.

Project and budget management experience.

Experience of work with those with disabilities.

Experience of monitoring and evaluation processes.

Experience managing externally funded projects.

Experience providing information, advice, guidance and support to young people.

SKILLS, KNOWLEDGE AND ATTRIBUTES

Dynamic, innovative and creative approach to communications delivery.

An interest in working in the youth sector.

Familiar with all the latest social media applications and how to utilise them for effective communications purposes across different audiences/

Ability to establish good professional relationships with young people, adults and partner agencies/organisations.

Knowledge of content creation and design programmes such as Adobe or Canva.

Thorough and accurate with excellent attention to detail.

Excellent written communications skills and a key understanding of the importance of storytelling.

Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.

Understanding of what makes marketing and communications effective for different audiences.

An understanding of the basic principles of fundraising.

OTHER REQUIREMENTS

A willingness to work occasional unsociable hours.

Enhanced DBS clearance and commitment to safeguarding children and young people.

GENERAL INFORMATION

The normal hours of work are 37.5 per week, or those necessary to fulfil the requirements of the position. There will be a requirement for occasional planned to work outside the normal 9 to 5, Monday to Friday. This will mean working flexibly across the week, to suit the needs of both the role and the individual. Before the Youth Zone opens and during its construction, there will be elements of hybrid working in place.

APPLICATION PROCESS

ANONYMOUS APPLICATIONS:

We recognise as a Network that 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;

1. Email a CV and cover letter (no more than one page) to hr@onsideyouthzones.org
2. Please provide the following information:
 - o Why do you want to work for us?
 - o Looking at the person specification, briefly describe how your skills and experience (including any lived experience) make you a good candidate for this role. (200 words max)
 - o How you demonstrate your commitment to fairness, equity and respect.
 - o Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer confirmed).
 - o Any reasonable adjustments we can make to assist you in your application or the selection process.
3. This role will be based in the Youth Zone and in accordance with our Child Protection and Safeguarding procedures, this position requires an **Enhanced DBS check**
 - o Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
 - o Do you have any adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020

CLOSING DATE AND INTERVIEWS:

Closing date: Friday 31 January. Should there be a significant amount of applications, this could be brought forward.

Interviews: A multiple-stage interview process will be held in early February in Preston and/ or at another local OnSide Youth Zone.

For information on how OnSide processes your data, go to [OnSide Youth Zones Job Applicant Privacy Notice - OnSide Youth Zones](#)



THE **ON**SIDE NETWORK VALUES

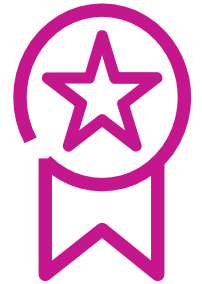


YOUNG PEOPLE FIRST

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 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.

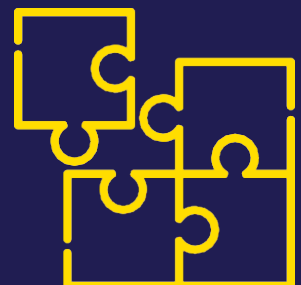
AMBITION

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.



PROVEN IMPACT

OnSide
Here for young people



OVER **55K**
MEMBERS
ACROSS
THE ONSIDE
NETWORK



MEMBERS
MAKE OVER
650K
VISITS EVERY
YEAR



£187M
INVESTED IN
YOUNG
PEOPLE
THROUGH OUR
NETWORK

GIVE YOUNG PEOPLE

A safe exciting place to go to have fun, build their social networks and support their personal development



77%
OF MEMBERS ARE
MORE SELF-CONFIDENT



82%
OF FREQUENT
ATTENDERS HAVE MORE
FRIENDS

HELP YOUNG PEOPLE

lead healthier, happier lives

1 IN 10



OF YOUNG PEOPLE
HAVE A DISABILITY OR
ADDITIONAL NEED

70%



OF MEMBERS
BELIEVE THAT THEY
ARE HEALTHIER

75%



FEEL BETTER IN
THEMSELVES

64%



OF PARENTS
THOUGHT
THEIR CHILDREN
HAD BETTER
MENTAL HEALTH