



# ROLE PROFILE

## DIGITAL COMMUNICATIONS MANAGER



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## POST:

Digital Communications Manager

## SALARY:

£37-£42,000

## CONTRACT:

Full-time (37.5 hours/week) - This is a 12 month Fixed Term Contract to cover maternity leave.

## LOCATION:

Hybrid working: two days a week in the Bolton or London offices (based in White City) combined with home-working and travel across our Youth Zone network as required.

## REPORTING TO:

Ochuko Adekoya, 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

Are you a talented and creative digital communications professional who believes in the power of digital to inspire action and drive meaningful change? If so, we want to hear from you.

This is an exciting moment to join OnSide as we embark on our most ambitious expansion yet - with seven new Youth Zones set to open in the next 18 months. Our Communications and External Affairs team plays a crucial role in supporting these growth plans, driving awareness of youth work and our Youth Zones, and showcasing its transformative impact.

Over the past three years, we've repositioned communications as a valuable strategic tool, helping us achieve significant progress toward our goals. We've introduced a modern visual identity, crafted a compelling narrative and taken major strides in digital communications including refreshing our website. Underpinned by a new digital strategy, we've increased engagement across all digital channels, reaching wider audiences with stories that matter.

As Digital Communications Manager, you'll take

ownership of our digital communications strategy, ensuring digital remains at the heart of OnSide's mission to establish itself as a nationally recognised brand. You'll manage and grow our digital channels, creating innovative, high-impact content that connects with diverse audiences and amplifies the powerful stories of our young people, supporters and partners. We are particularly interested in hearing from people with short-form content creation expertise to support our social media ambitions.

We're looking for someone who thrives on doing things differently and brings expertise across all areas of digital communications, from social media management to website optimisation and e-marketing. You'll bring fresh ideas and creative energy to a fast-paced, entrepreneurial charity, helping us build demand for Youth Zones and amplify our life-changing work.

If you're an experienced and hands-on digital communications professional ready to make a real difference, showcase your digital expertise, and work as part of a small, hard-working communications and external affairs team we would love to hear from you.

## JOB DESCRIPTION

### KEY RESPONSIBILITIES

**Social Media:** To manage and grow OnSide's social media channels to increase engagement and brand presence and enhance our reputation

**Website:** To manage and maintain OnSide's current website, working alongside retained digital agency including web development projects and spotting opportunities for optimisation to improve user experience and maximise lead conversion and providing editorial oversight including tone of voice..

**Content Creation:** To take a key role in engaging the OnSide team, Youth Zone network and partner organisations in the development and execution of creative ideas for new digital content and campaigns.

**Email Marketing:** Overseeing OnSide's regular supporter newsletters managing distribution lists across the organisation, content programme, automation, A/B testing and subject line and text optimisation

**Analytics and Evaluation:** Own the ongoing evaluation of OnSide's digital channels, engagement and the performance of content to enable continual improvement via a range of tools including email performance analysis, web analytics (Google Analytics etc.), social analytics and SEO performance.

**SEO monitoring:** To continue ongoing optimisation across OnSide's digital channels including basic on-page SEO implementation, integration into the content strategy and spotting of new opportunities (working with digital agency)

**Video production:** To undertake video editing, and coordinate video projects with external agencies as needed.

**Innovation:** To maintain an awareness of changes and innovations in digital marketing and spot opportunities that can benefit the charity and its network of Youth Zones.

**Communications support:** Support Comms Managers across the OnSide Youth Zone Network with digital communications expertise, mentoring and support.

**Knowledge sharing:** Advising and supporting stakeholders including CEO and trustees on their social media presence, reviewing content and providing ad hoc training.

**Youth voice:** Explore and test approaches to increase young people's voice and visibility across OnSide's digital channels.

**Digital campaigns:** Lead the development and delivery of creative digital campaigns, including report launches and sector initiatives.

Promote equity, diversity, fairness and inclusion in all aspects of digital communications.

Be an ambassador of the OnSide culture; consistently defining ways to identify and reinforce behaviours that align with OnSide values

## 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  |
|---|
| <b>EXPERIENCE</b>   |
| At least 5 years digital communications experience.   |
| Experience devising and implementing digital and social media strategies as part of an integrated communications approach       |
| Experience creating content for different digital and social media platforms and amplifying via organic and paid routes         |
| Experience with email builds/marketing (with A/B testing)   |
| Experience in working with search and analytics tools   |
| Experience with Content Management systems to manage websites (WordPress, Salesforce or equivalent)                             |
| Photo and video editing software experience   |
| Experience managing digital agencies, websites and providing both editorial and functionality oversight.                        |
| Experience working alongside young people to create engaging digital content  |
| <b>SKILLS, KNOWLEDGE AND APTITUDES</b>  |
| Strong knowledge of the digital landscape, including a passion for innovation   |
| Excellent written and verbal communications skills and the ability to write engaging copy for a range of audiences and channels |
| Confident, motivated and enthusiastic, with a positive 'can do' attitude  |
| A self-starter, able and willing to embrace projects and opportunities and work independently                                   |
| Able to represent OnSide positively and effectively in all dealings with internal colleagues and external partners              |
| Comfortable giving communications advice to senior stakeholders   |

## GENERAL INFORMATION

This role will be contractually based at our Bolton or London (White City) 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.

**In accordance with our Child Protection and Safeguarding procedures, this position requires a basic DBS check.**

## APPLICATION PROCESS

**Anonymous Applications:** We recognise our workforce is under-represented in certain areas and are committed to addressing this. Therefore, we actively encourage applicants to submit anonymous applications; this means removing names & email addresses from CVs and cover letters. The HR Lead will have this information from submissions, but this will not be available to the selection panel when they are considering applications.



To apply, please submit a CV and one page cover letter, explaining how you meet the person specification, to [hr@onsideyouthzones.org](mailto: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 equity, diversity & inclusion.



#### CLOSING DATE FOR APPLICATIONS:

17 February 2025

(We may close this job early if we receive a high number of applications. If you're interested, it's a good idea to apply sooner rather than later!)

#### INTERVIEW (IN-PERSON AT A YOUTH ZONE):

w/c 24 February 2025

There will also be a short, values-based phone interview ahead of the in-person interview.

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

# OnSide

## Talent Academy



# 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.

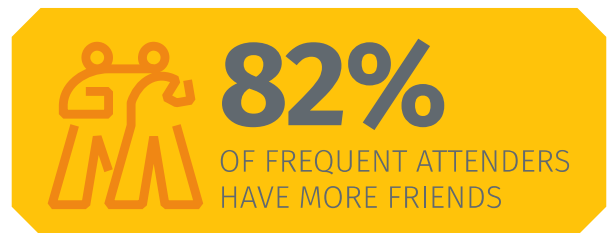


**OnSide**  
Here for young people

# 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

