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|  | **Role Profile**  |
| **Job title**  | **Communications Salary:** Up to £24,000 **Coordinator**  |
| **Reporting to:** **Location:**  | Chief Executive **Holidays:** 33 days including Bank Holidays Unitas Youth Zone **Hours:** 40 hours per week (including  some evenings and weekends)Burnt Oak, Barnet |
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| **The Person:** | We are looking for someone who wants to use their creative skills and experience in communications to positivity change the lives of young people. This role also includes opportunities for development.  |
| **Key Relationships:**  | Chief Executive, Fundraising Development Manager; Head of Youth Work, Volunteer & Training Manager; Other Youth Zone staff, OnSide, External Stakeholders, Young People, Parents.  |
|  **Key dates:** | **Closing date: 12pm 4th March** **2019** **Interview date: 14th March** **2019**   |
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**Job Purpose:**

To raise the profile of Unitas Youth Zone amongst key stakeholders in the region through the development and implementation of a comprehensive communications and marketing strategy. You will be responsible for developing, managing and maintaining all communications and marketing activities within the Youth Zone to enhance visibility, build support and increase our effectiveness. In particular, you will

* Raise awareness of the Youth Zone amongst the whole community including young people, partners, funders and potential patrons/ donors.
* Engage with young people, the Unitas team and different stakeholders to really understand and be able to convey Unitas Youth Zone’s offer and how this aligns with local and national priorities.
* Portray a positive image of young people, their achievements, development, voice, contribution etc.
* Produce high quality, creative and modern communications that really captivate the target audience and reflect Unitas Youth Zone’s brand values.



**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 The Unitas Youth Zone and OnSide.
* Represent Unitas 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.
* Represent Unitas Youth Zone positively and effectively in all dealings with internal colleagues, and external partners.
* 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.
* To adhere to The Unitas Youth Zone policies at all times, with particular reference to Health and Safety, Safeguarding and Equal Opportunities.

**Duties and Responsibilities – Detailed**

The focus of the role is in the outward communication of the Youth Zone to young people, parents and other stakeholders and to work alongside our Fundraising Development Manager to manage the communications to patrons and fundraisers.

* With initial support from the OnSide’s communications team to develop and implement the Youth Zone’s Communications and Marketing strategy including a digital communications strategy and to lead on this thereafter.
* To ensure the Youth Zones amazing offer is marketed to young people across a range of channels, keeping pace with the changing way young people engage with social media and other platforms.
* To ensure we remain both relevant and effective in our communications to young people and help to drive participation and attendance.
* With support from the OnSide’s communications team maintain and develop Unitas Youth Zone’s online content (website and social media) in liaison with Unitas’s staff team, young people and external stakeholders in an accurate and timely way. Use analytics to monitor and improve the effectiveness and reach of Unitas’s online presence
* Build positive relationships with key local and regional media to build Unitas’s profile and brand identity generating positive coverage and dissemination of key messages
* Develop a comprehensive PR service and manage all media enquiries with the support of the senior team.
* 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.
* Act as the guardian of Unitas’s 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 and champion new technology, learn new skills and then train and enthuse others to put these into practice.
* Support communication and marketing policy development in line with other relevant Youth Zone policies and ensure that they are consistently deployed.
* With the support of the delivery team, work with young people directly, obtaining case studies and supporting young people to tell their own stories
* Work with colleagues and with hands on support of the youth work delivery team, develop mechanisms to capture content from the young people and ensure communication of a coherent brand.
* Contribute to the organisation and management of events to promote and raise funds for the Youth Zone.
* Work with OnSide’s and other Youth Zone Communications Managers/Coordinators to share best practice.
* With support of the fundraising team, liaise with communication and marketing counterparts in partner/donor organisations to support fundraising and development activity and maximise opportunities relating to these areas.
* Carry out any other reasonable duties as requested by management.

**Application Process**

To apply for this post and for further information about Unitas Youth Zone please visit our website at

<https://www.unitasyouthzone.org/get-involved/vacancies/> and complete the application form.

**For information regarding how OnSide Youth Zones processes your data, please click here:** <https://www.unitasyouthzone.org/privacy-policy/>

**Person Specification**

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| **Selection Criteria\*** A = Application Form I = Interview T = Test/Personality Profile  | **Essential or Desirable**  | **Method of Assessment**  |
| **Experience**  |  |
| Experience of delivering a comprehensive communication and marketing service  | Essential  | A & I  |
| Experience of development, communication and marketing strategies or a willingness to learn.  | Essential  | A & I  |
| Experience of web content development and website management  | Essential  | A & I  |
| Experience of working within a mixed office environment as the sole communication/marketing expert  | Desirable  | A & I  |
| Extensive experience of using varied IT systems in digital communications  | Essential  | A & I  |
| Varied experience of planning and delivering communication and marketing plans in line with organisational objectives and aims  | Essential  | A & I  |
| Experience of PR and delivering publicity at a local level  | Essential  | A, I & T  |
| Advising and communicating to colleagues, partners and third parties on digital communications  | Desirable  | A & I  |
| Experience of building relationships with senior stakeholders  | Essential  | A & I  |
| Event management and organisation  | Desirable  | A & I  |
| Project and budget management experience  | Desirable  | A & I  |
| **Educational / Vocational Qualifications**  |   |   |
| A relevant professional qualification  | Essential  | A  |
| GCSE or equivalent literacy and numeracy  | Essential  | A  |
| Member of CIPR or CIM  | Desirable  | A  |
| **Skills**  |   |   |
| Creative and innovative approach to planning communications delivery | Essential  | A & I  |
| Excellent ability to design and deliver digital communication plans that reflect Unitas Youth Zone’s core objectives.  | Essential  | A  |
| Thorough and accurate with excellent attention to detail  | Essential  | A & I  |
| Ability to work under own initiative and work collaboratively  | Essential  | A & I  |
| Excellent written and oral communications skills and an ability to establish good professional relationships with varied stakeholders  | Essential  | A & I  |
| Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks  | Desirable  | A & I  |
| Sound IT skills  | Essential  | A & I |
| **Knowledge**  |   |   |

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| Familiar with all the latest social media applications and how to effectively utilise them for organisational development  | Essential  | A & I  |
| Strong understanding of digital communications developing social media output  | Essential  | A & I  |
| Knowledge of range of relevant systems e.g. PR Max; Mail Chimp; Hoot Suite  | Essential  | A & I  |
| Understanding of what makes marketing and communications effective for different audiences  | Essential  | A & I  |
| **Special Requirements**  |   |   |
| A willingness to work unsociable hours when required  | Essential  | A & I  |
| DBS clearance and committed to Safeguarding children  | Essential  | A & I  |
| The ability and willingness to travel to events in the region and beyond  | Essential  | A & I  |

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

The strength of the Onside Network and Unitas Youth Zone is the diversity of its people; We place huge value on different people doing things in different ways and we welcome applications from non-traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country. Unitas Youth Zone are committed to safeguarding and promoting the welfare of children, young people and vulnerable groups.

**In accordance with our Child Protection and Safeguarding procedures, this position requires an Enhanced DBS check**

