

## ROLE PROFILE

|                          |   |                 |   |
|--------------------------|---|-----------------|---|
| <b>Job title</b>         | Marketing, Comms & Digital Fundraising Executive  | <b>Salary</b>   | £25,000-£28,000 (dependent upon experience)                                   |
| <b>Reporting to</b>      | Head of Fundraising   | <b>Holidays</b> | 33 days including bank holidays   |
| <b>Location</b>          | Unitas Youth Zone, Edgware  | <b>Hours</b>    | 40 hours – (flexibility required, including occasional evenings and weekends) |
| <b>Key Relationships</b> | Chief Executive, Head of Fundraising, Senior Leadership Team, Youth Work Team Leaders, Media Team, Corporate and Community Fundraiser, OnSide’s Head of Community and Events, Donors, Young People and Parents, External organisations. |                 |   |

### MAIN PURPOSE

This exciting new role will create and implement a new communications and marketing strategy as the Youth Zone reopens our universal open access youth provision. 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 digital fundraising.

This new post will lead on all internal and external marketing and communications, and play an important role in our Fundraising & Communications Strategy, contributing to diversifying and growing our income, and raising awareness of the Youth Zone to a variety of audiences.

The role will give you the chance to innovate and test different ideas, to create a long-term sustainable donor base through a communications approach. You will also develop key messages to be used across the fundraising team and wider charity to raise awareness of our work and communicate our need for donations.

### GENERAL

Unitas Youth Zone is committed to the safeguarding of young people. In accordance with our Child Protection and Safeguarding procedures, this position requires an **Enhanced DBS check**.

### THE POST

Since opening in June 2019, Unitas has welcomed over 7,000 young members and delivered thousands of hours of vital youth provision. As Marketing, Comms & Digital Fundraising Executive, communications is key in ensuring active engagement with members, parents and carers.

From social media to weekly newsletters, we aim to present an engaging, professional and creative brand to ensure that we remain relevant to all stakeholders, from young people, through to trustees. The Youth Zone’s income comes predominantly from Founder Patrons, a mix of philanthropists, foundations and companies giving high value gifts.

The role will be key to enabling Unitas to build on the success of its fundraising model so far and helping to diversify income streams through clear communications and digital fundraising. It will ensure that Unitas is a charity that is supported by a wide variety of individuals and organisations, from local residents, schools and community groups to small and medium enterprises, High-Net-Worth Individuals and large corporates; this role will help to embed Unitas into Barnet’s community.

We see this role as supporting our ambition of increasing our regular givers and digital fundraising, as well as ensuring that we retain and develop our relationships with schools, parents and young people. Our Community and Corporate Fundraiser will also be growing new income from the community, and we see this role working alongside them to lead donor acquisition across social media.

You will be encouraged to test your creative ideas and drive these forward supported by the Head of Fundraising, the Chief Executive, Operations Manager and a forward-thinking and engaged Board of Trustees.

## CONTEXT OF THE POST

### Unitas

Banet Youth Zone, named “Unitas” by local young people, was the second Youth Zone in London opened by the national charity, OnSide, in the summer of 2019. This is an exciting and unique opportunity to join a small but growing, impactful Communications and Fundraising team, and play a critical part in shaping opportunities for London’s young people and supporting a grass roots, committed universal youth service.

Unitas, like all OnSide Youth Zones, exists to give young people, particularly those who are disadvantaged, somewhere to go, something to do and someone to talk to. Each Youth Zone is open 7 days a week, all year round, with the purpose of supporting young people to become happy, healthy and successful adults. See more of what we do [here](#).

### Key Duties and Responsibilities

- To create, implement, and lead on a new Communications and Marketing strategy as well as contribute to the Youth Zone’s Fundraising strategy (to ensure our communications promotes Unitas to funders and potential supporters).
- To ensure the Youth Zone’s 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; managing all social media platforms.
- Following the success of our digital and remote youth provision during the Covid-19 pandemic, to manage, maintain and develop Unitas Youth Zone’s online content across a multitude of platforms (website and social media) in collaboration with all stakeholders.
- To use analytics to monitor and improve the effectiveness and reach of our online presence.
- To plan and create a wide range of communications and marketing materials both on and off-line including the research, content, writing, editing and design.
- To act as the guardian of the Unitas brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity, promoting good practice and training colleagues as appropriate.
- To work with the fundraising team to create, test and develop creative digital fundraising appeals across a range of channels to grow Unitas’ individual giving base.
- To create relationships with local media and work with OnSide to develop potential national media opportunities that enhance both Unitas and OnSide as a brand; creating key messages to help promote support in Barnet for Unitas, and champion the use of these key messages across all outward facing communications, supporting the wider team to use them.

- To report on different fundraising appeals and campaigns to show Return on Investment, focusing on long term stability over short term wins; formulating communications and marketing targets and contribute to fundraising targets.
- To work with Head of Fundraising and Corporate & Community Fundraiser to maximise lifetime value of all supporters, at a range of giving levels.

### General Duties and Responsibilities

- To work flexibly and inclusively (including evening and weekends as needed) to ensure you can successfully delivery the agreed objectives of this role.
- 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 be an active member of the team, carrying out any other reasonable duties as requested by the management team, and operating in line with the values and principles of the Youth Zone.

### PERSON SPECIFICATION


Applicants will be expected to demonstrate the experience, skills, abilities and attributes listed.

| <b>Selection Criteria</b><br><b>A = Application Form I = Interview AS = Assessment</b>                         | <b>Essential or Desirable</b> | <b>Method of Assessment</b> |
|--|-------------------------------|-----------------------------|
| <b>Experience</b>  |                               |                             |
| Proven Marketing & Communications experience   | Essential                     | A, I & AS                   |
| Experience of planning and managing income generating campaigns – including monitoring budgets and expenditure | Essential                     | A & I                       |
| Experience of managing digital campaigns   | Essential                     | A & I                       |
| Experience of using a CRM system for logging and tracking stakeholder activity                                 | Essential                     | A & I                       |
| Experience in social media and website management  | Essential                     | A & I                       |
| <b>Qualifications</b>  |                               |                             |
| GCSE literacy & numeracy or equivalent   | Essential                     | A                           |
| <b>Skills</b>  |                               |                             |
| Excellent written communication skills   | Essential                     | A, I & AS                   |
| Able to work flexibly and under own initiative to ensure deadlines are met and tasks are prioritised           | Essential                     | A, I                        |
| Able to communicate effectively with a range of stakeholders   | Essential                     | A & I                       |
| Digital fundraising skills   | Desirable                     | A, I                        |
| <b>Knowledge</b>   |                               |                             |
| Knowledge of how to segment audiences and optimise messaging to raise awareness among different stakeholders   | Essential                     | A & I                       |
| Willing to develop knowledge of fundraising best practice, and legal requirements to individual giving         | Essential                     | A & I                       |
| Good working knowledge of MS Office  | Essential                     | A & I                       |
| Knowledge of how to implement an individual giving campaign  | Desirable                     | A & I                       |
| <b>Aptitude</b>  |                               |                             |
| Commitment to the values of Unitas Youth Zone  | Essential                     | I & AS                      |

|   |           |        |
|---|-----------|--------|
| Ability to use own initiative and a commitment to continuous improvement professional development opportunities | Essential | I & AS |
| Creative and solution focused individual  | Essential | I & AS |
| <b>Special Requirements</b>   |           |        |
| Passion for raising money for a charity working with children and young people                                  | Essential | A & I  |

**The strength of OnSide Youth Zones 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.**

**ON-SIDE YOUTH ZONES  
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 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.



**AMBITIOUS**

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.

**COLLABORATIVE**

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

