

JOB DESCRIPTION

Job title	Marketing and Communications Manager	Salary	£28,000-£30,000 (dependent upon experience)
Reporting to	Chief Executive	Holidays	33 days including bank holidays
Location	Unitas Youth Zone, 76 Montrose Avenue, Edgware, HA8 0DT	Hours	40 hours – (flexibility required, including occasional evenings and weekends)
Key Relationships	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, local press, external organisations		

MAIN PURPOSE

Communicating what Unitas Youth Zone is and does is critical to our success, and this role will lead on this for three specific audiences: current and prospective donors; the local community; and the press. You will work closely with the Fundraising team to ensure that Unitas’ collateral is high-quality and our donors are regularly hearing about our work. You will also devise new, innovative digital fundraising strategies. You will also work with OnSide and relevant design agencies to make sure that our overall branding is strong and consistent and any press coverage is positive and on-message. You will oversee Unitas’ website, LinkedIn and Twitter, and have joint ownership of our Facebook account. You will manage the Communications Officer, who is responsible for comms related to young people and parents. You will also be responsible for some internal communications work.

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.

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, Delivery and a forward-thinking and engaged Board of Trustees.

Key Duties and Responsibilities

- To devise a Marketing and Communications strategy aimed at our external, non-youth/families audiences
- To produce the required collateral and digital assets for the Fundraising team
- To develop and manage the Unitas website
- To manage Unitas' LinkedIn and Twitter accounts, and have joint responsibility for the Facebook account with the Communications Officer
- To line-manage the Communications Officer
- 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 brands; 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.
- To ensure that all communications are produced in line with Unitas' policies on electronic communications, social media and safeguarding
- To work with OnSide and other Youth Zone Communication staff to share best practice
- To undertake any other tasks as reasonably requested by your line manager or any senior member of staff

General Duties and Responsibilities

- 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 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 reference to safeguarding, codes of conduct, health and safety and equality and diversity to ensure all activities are accessible
- 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 Safeguarding Leads 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 always adhere to Unitas Youth Zone policies, with reference to Health and Safety, Safeguarding and Equal Opportunities
- To be willing to step in and step up, and not see the above set of duties and responsibilities as exhaustive


PERSON SPECIFICATION

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

Selection Criteria A = Application Form I = Interview AS = Assessment	Essential or Desirable	Method of Assessment
Experience		
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
Qualifications		
GCSE literacy & numeracy or equivalent	Essential	A
Skills		
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
Knowledge		
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
Aptitude		
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
Special Requirements		
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 INSIDE 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.

