

EMPOWER
MANCHESTER + SALFORD

THE HOME OF:

HIDE
OUT
An OnSide Youth Zone



COMMUNICATIONS & MARKETING MANAGER

Job Title: Communications and Marketing Manager

Reporting to: Director of Fundraising and Communications

Location: HideOut Youth Zone (Gorton) and Salford Youth Zone (Pendleton) when open in 2025

Salary: £29,479- £32,060

Holidays: 33 days including bank holidays

Hours: 40 hours per week (including evenings & weekends)

Key Relationships: CEO, Director of Operations, Head of Youth Work and Partnerships, Youth Work Coordinators, Fundraising Team, Partners, Media, Young People

ABOUT EMPOWER

Empower Youth Zones is the umbrella charity that currently oversees operations of the award-winning youth charity based in Manchester, HideOut Youth Zone, which opened in 2020.

HideOut Youth Zone has supported over 8,000 children and young people since it opened, offering a dynamic youth provision that is open 7 days a week (including school holidays).

HideOut's state-of-the-art building provides young people with somewhere safe to go, something positive to do and someone trusted to talk to, with facilities that include a 3G pitch, climbing wall, gym, sports hall and recreation area, and dance, arts, music and media suites.

Due to the success of HideOut Youth Zone, Empower Youth Zones has been granted the opportunity to open another Youth Zone within Greater Manchester – Salford Youth Zone (known officially as SYZ).

The two Youth Zone's will sit within the Onside network; a growing number of Youth Zone's across the UK which are funded, built, supported and launched by the national charity, Onside.

It is Empower Youth Zone's vision to ensure all young people grow to lead happy, healthy, safe and successful lives.



WHAT IS 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 Empower Youth Zones amongst key audiences. Out target audiences include:

- Young people and their families- including both existing and potential members of the youth zones.
- Our existing donor community.
- Prospective supporters including high net worth individuals, corporates, charitable trusts and foundations and the local community who may wish to support our youth zones.
- Delivery partners (existing and prospective) across Greater Manchester and beyond.
- Our staff and volunteers.
- The wider community

The core purpose of this role is to increase awareness with all key audiences within the community of the youth zones as a charity that is creating positive impact and in need of support.

WHAT WILL I BE DOING?

As Empower Youth Zones grow to lead and manage two sites this role becomes increasingly strategic. Whilst continuing to grow the reach and reputation of HideOut the role holder will work to embed the brand and identity of the Salford Youth Zone in readiness for it to open to young people in Spring 2025.

Key responsibilities include:

- Lead on the development and implementation of the youth zone's communications and marketing strategy, aligning it to the goals of the Empower strategic plan and in particular the fundraising strategy within it
- Lead the communications and marketing strategy to underpin the successful opening of the new Salford Youth Zone
- Leading and managing the Communications and Marketing team
- Provide oversight and support to the Head of Youth Work and Partnerships to deliver effective communications to members, supporting the growth and engagement of members.
- Raise awareness of the Youth Zone's brand, work, impact and funding need amongst key audiences, notably high net worth individuals, local business owners, charitable trusts and foundations, corporates 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 Director of Fundraising, Heads 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.
- Co-ordinate internal communications, keeping the 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 HideOut Youth Zone's online presence.

Somewhere safe to go. Something positive to do. Someone trusted to talk to.

- Stay abreast of external communications trends, highlighting where new approaches might be beneficial.
- 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.
- To 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.
- Carry out any other reasonable duties as requested by the Senior Leadership Team.

WHAT ELSE WILL I NEED TO DO?

- Be a role model for young people and present a positive “can do” attitude.
- Take personal responsibility for your own actions.
- Commit to a culture of continuous improvement.
- Work within the performance framework of Empower Youth Zone’s and OnSide.
- Represent Empower Youth Zone’s 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.
- 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)
- Assist with any promotional activities and visits that take place at the Youth Zone’s.
- Actively promote the Youth Zone and positively contribute towards increasing Youth Zone’s membership.



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PERSON SPECIFICATION

Selection Criteria A = Application Form I = Interview	Essential or Desirable	Method of Assessment
Experience		
Proven and varied experience of planning and delivering communications and creative marketing plans in line with organisational objectives and aims	Essential	A & I
Experience of working with the media and delivering PR and publicity with the local regional media outlets	Essential	A & I
Experience of managing a staff team including volunteers	Essential	A & I
Experience of web content development and website management	Essential	A & I
Experience of building relationships with senior stakeholders	Essential	A & I
Experience of working within a mixed office environment as the communications and marketing expert	Desirable	A & I
Project and budget management experience	Desirable	A & I
Experience of monitoring and evaluation processes	Desirable	A & I
Experience of managing externally funded projects	Desirable	A & I
Experience providing information, advice, guidance, and support to young people.	Desirable	A & I
Qualifications		
A relevant degree level qualification or equivalent.	Desirable	A
Evidence of ongoing professional development.	Essential	A

PERSON SPECIFICATION

Skills, knowledge and attributes		
Dynamic, innovative, and creative approach to communications delivery	Essential	A & I
An interest in working in the youth sector.	Essential	A & I
Familiar with the latest social media applications and how to utilise them for effective communications purposes.	Essential	A & I
Ability to establish good professional relationships with young people, adults, and partner agencies/organisations.	Essential	A & I
Knowledge of relevant IT systems e.g. PR Max, Mail Chimp, Hootsuite.	Essential	A & I
Knowledge of content creation and design programmes such as Adobe or Canva.	Essential	A & I
Thorough and accurate with excellent attention to detail.	Essential	A & I
Excellent written communication skills and a key understanding of the importance of storytelling.	Essential	A & I
Ability to handle a varied workload, react quickly, meet deadlines, and prioritise tasks.	Essential	A & I
Understanding of what makes marketing and communications effective for different audiences.	Essential	A & I
An understanding of the basic principles of fundraising.	Desirable	A & I
Special requirements		
A willingness to work occasional unsociable hours.	Essential	I
DBS clearance and committed to Safeguarding children	Essential	A & I
The ability and willingness to travel to meetings and events both in the area and beyond	Essential	A & I

ADDITIONAL INFORMATION

Empower Youth Zones is committed to safeguarding and promoting the welfare of children, young people and vulnerable groups. This post is subject to an enhanced DBS check.

The strength of Empower Youth Zones and the OnSide network of Youth Zones is the diversity of its people; we place huge value on equal opportunities and encourage applications from candidates of diverse backgrounds, communities and abilities.

The one thing we all have in common is our desire to raise the aspirations of young people across the country.

For information regarding how OnSide Youth Zones process your data, please visit www.onsideyouthzones.org/applicant-privacy/

APPLICATION INFORMATION













Application form: salfordyouthzone.org/get-involved/vacancies/

How to apply: Please complete the application form and return to recruitment@empoweryouthzones.org

Closing date: Friday 4th October - Midnight

Interview date: w/c 14th October

STRICTLY NO AGENCIES PLEASE

BENEFITS OF WORKING FOR HIDEOUT YOUTH ZONE			Employee Assistance Programme
 Onsite Fitness Gym & Boxing / MMA Suite	 33 Days Annual Leave Pro-Rata	 Secure Cycle Store	<p>HideOut's Employee Assistance Programme provides free and confidential support for our employees on a wide range of topics, such as:</p> <ul style="list-style-type: none">• Unlimited telephone support (24/7) with calls answered by experienced in-house counsellors, legal and financial specialists• Structured counselling over the phone, via live chat, email, or in person (up to 6 sessions)• Family advice line on topics such as childcare & eldercare• Legal information services including debt & financial information• Critical incident and trauma support• Occupational health services• Crisis support• "My Healthy Advantage" smartphone app and online personalised wellbeing portal, including videos, webinars, mind health checks and health coaching• Coverage for dependants (partner/spouse and children aged 16-24) within HMRC guidelines• Support for line managers• BrightTV and Wellbeing podcasts <p>EMPOWER MANCHESTER - SALFORD</p>
 Branded Workwear	 Queen Bee's Cafe	 Flexible Working	
 Learning and Development Opportunities	 Partnership Working	 Working with Like-Minded People and Cultures	
 Company Sick Pay and Enhanced Maternity Leave	 Pension Scheme	 Living Wage Employer	

COMMUNICATIONS & MARKETING MANAGER



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.

