



ROLE PROFILE

POST: COMMUNICATIONS MANAGER

SALARY: £30k

REPORTING TO: OnSide Chief Executive

Ref: 12.02

MAIN PURPOSE

To lead the development and implementation of a communications platform across OnSide's Youth Zone network.

To manage OnSide's marketing and communications needs.

CONTEXT OF THE ROLE

OnSide currently has four state-of-the-art Youth Zones due to open across the NorthWest by March 2012 and five more in the pipeline. Over the past 12 months, OnSide has established an innovative and effective communications platform on a par with the high quality of facilities and experiences that young people will enjoy in the Youth Zones. The role of Communications Manager will be to manage the continued implementation of this platform amongst existing Youth Zones and ensure effective roll out of the platform to new Youth Zones.

The objectives of developing this specific communications platform are to assist the Youth Zones to:

- Communicate in a modern and efficient manner from day one
- Raise awareness of each Youth Zone, not just amongst young people, but amongst the whole community who will be called upon to support it
- Engage in conversation with young people and different stakeholder groups
- Build engaging relationships and develop networks and hubs
- Monitor and research the underlying sentiments and views amongst these networks
- Collaborate with and motivate staff, volunteers, fundraisers and supporters through sharing good practice, disseminating research results, providing training and engaging them in conversation

OnSide's communications platform has a focus on digital media and as a result a digital communications toolkit has been developed, which allows Youth Zones access to a wide range of information, communications and social networking tools.

THE ROLE OF COMMUNICATIONS MANAGER

Duties and Responsibilities:

- To communicate with key stakeholders involved in both OnSide and the Youth Zones, from CEO and Board level to young people and volunteers
- To assist the Youth Zones in the development and delivery of their marketing and



communications strategy

- To train Youth Zone staff to use OnSide's digital toolkit and provide ongoing support
- To roll out future developments for the digital toolkit to each of the Youth Zones.
- To plan and coordinate the research, content, writing and editing of all communications for OnSide and its Youth Zones
- To ensure that all communications are produced in line with Youth Zone policies on digital communications, social media and safeguarding
- To advise staff, management and trustees on digital media management and implement delivery
- To evaluate OnSide's digital communications methods
- Provide proactive PR support for OnSide and handle all media enquiries
- Oversee the day- to-day management of OnSide's website ensuring content is relevant, engaging and up to date

THE PERSON

This is a fantastic opportunity for a high calibre individual who is committed to a future in communications. Applicants should be able to demonstrate that they have most of the skills, experience and knowledge listed below.

Skills

- Confident, motivated and enthusiastic
- Excellent written and oral communications skills
- Thorough and accurate with excellent attention to detail
- Ability to work under own initiative, managing own workload and working collaboratively
- Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks
- Excellent understanding of digital communications
- Ability to design and deliver digital communication plans that reflect OnSide's core objectives.
- Ability to coach and motivate others.
- Ability to establish good professional relationships with varied stakeholders.
- Ability to inspire and lead development of digital media channels and systems with research, analysis and editing of materials and communications
- Creative and innovative in approach to planning digital communications delivery
- Sound IT skills

Experience

- Experience of web design and management
- Experience of working within a media/marketing communications office
- Experience of working within both the public and private sector
- Experience of using varied IT systems in digital communications
- Experience of planning and delivering digital communication plans in line with organisational objectives and aims
- Project management experience
- Advising and communicating to colleagues, partners and third parties on digital communications
- Experience of building relationships with senior stakeholders
- Budget management experience
- Experience of PR and delivering publicity at a local level

Knowledge/ Qualifications

- Professional qualification in digital media communications
- Professional qualification in PR/communications/marketing
- Degree or equivalent



- Familiar with all the latest social media applications
- Strong understanding of developing social media output
- Familiarity with the content management system WordPress would be beneficial

General

The hours of work are those necessary to fulfil the requirements of the position. This will involve working unsocial hours. In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced CRB check.

Application information

Closing date for applications: 5pm on Wednesday 14th March 2012

To apply, download our Application Form and submit to HR@onsidenorthwest.org . We will not consider any application which is not submitted on this form. OnSide is an Equal Opportunities Employer.

For further information: HR@onsidenorthwest.org Tel: 01204 362128 www.onsidenorthwest.org