

## ROLE PROFILE

# COMMUNICATIONS & MARKETING COORDINATOR GRIMSBY YOUTH ZONE (HORIZON)



**SALARY OFFER:**

£26,000 - 30,000 dependent on experience

**LOCATION:**

Horizon Youth Zone, Grimsby (flexible working while construction is underway)

**REPORTING TO:**

Openings Manager/Head of Fundraising

**CONTRACT:**

Permanent 37.5hrs per week including weekends and evenings.

**KEY RELATIONSHIPS:**

Young people, Horizon Youth Zone team,

Parents/Guardians, Horizon Trustees, Funders & Patrons, Local and regional media, Delivery & Community partners, Local Authority.

**BENEFITS:**

- 33 days holiday (inclusive of Bank Holidays)
- Workplace pension
- Access to Onside's Talent Academy; bespoke training and mentoring
- Free Gym Access (Once the Youth Zone is Open)

## OUR COMMITMENT TO EQUITY, DIVERSITY & INCLUSION

*The strength of OnSide 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.*



## ABOUT HORIZON YOUTH ZONE

Grimsby Youth Zone, named “Horizon” by local young people is a brand-new locally run youth charity, set to provide thousands of young people with the opportunity to have fun, make new friends, try something new and feel safe.

With community centric values and located in the heart of Grimsby, it will be an inspiring place for young people aged 8 – 19, and up to 25 for those with additional needs, to enjoy their leisure. The building is due to be completed in 2025.

It will change the lives of thousands of young people each year – delivering social impact on an incredible scale.

State-of-the-art facilities will offer over 20 activities - including sports, arts, culture, and recreation—available every evening, weekend, and school holiday, showcasing our commitment to providing the best for young people.

Horizon is based on a proven model of youth service and youth work provision that is aligned to community needs and supported by cross-sector funding. Horizon will give young people affordable access to services designed to empower them to lead healthier, positive and more active lives, raising their own aspirations and their community.

Watch here you see the power of Youth Work and the impact attending a Youth Zone has had on young people and see the support Horizon will provide to young people:

[Archie's story #ButWhenImHere](#)  
[Mala's story #ButWhenImHere](#)

## ABOUT ONSIDE

Potential is everywhere. In every home on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don't.

OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose to find what they've got and where it could take them.

OnSide funds and builds state-of-the-art, multimillion- pound Youth Zones in the country's most economically disadvantaged areas. They train the amazing people that run them, and they offer continuing support via the nationwide OnSide Network where they can learn and grow, share their stories, and celebrate their success together. This is passionate, properly funded youth provision, with no ifs or buts. It's about giving young people a chance to shine in an environment where they can be themselves.

It's about opportunity.

[OnSide - But when I'm here](#)

## THE ROLE

Are you a passionate and adaptable comms professional ready to make a real impact? Horizon Youth Zone is looking for someone like *you* to lead our communications and marketing. This is your chance to create and deliver an exciting, bold strategy that amplifies the voices of young people and brings their stories to life, while raising the Youth Zone's profile across the community.

No two days will be the same, you'll juggle multiple projects, think on your feet, and thrive in a fast-paced, purpose-driven environment. From driving campaigns to boosting our visibility and reputation, you'll play a key role in supporting fundraising, enhancing our strategic goals, and ensuring the long-term sustainability of the charity. If you're ready to take the lead, make an impact, and bring energy to everything you do, we want to hear from you!

Target audiences include:

- Young people, their families and potential members of the Youth Zone
- Horizon Youth Zone Team Members
- Funders and Patrons.
- Potential new funders and patrons across the business and philanthropic community.
- Horizon Trustees.
- The wider North-East Lincolnshire Community including delivery and community partners and local authority.

### ALL HORIZON YOUTH ZONE EMPLOYEES ARE EXPECTED TO:

- Be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for your own actions.
- Experience working in young person-focused environments, providing information, advice, guidance, and support.
- Work within the performance framework of the charity and live the values of Horizon Youth Zone and the OnSide Network, contributing to a culture of high performance, continuous improvement and a young person first, team always ethos.
- Represent and promote the Youth Zone positively and effectively in all dealings with internal colleagues and external partners, assist with any promotional activities and visits that take place at Horizon Youth Zone.
- Comply with all policies, procedures, and codes of conduct, with particular reference to Safeguarding, Health & Safety, and Equity, Diversity & Inclusion.

JOB DESCRIPTION
<b>KEY RESPONSIBILITIES</b>
Work alongside the OnSide Communications lead to develop and deliver the opening-specific strategy.
Lead on the development and implementation of the Youth Zone's communications and marketing strategy post opening aligning it to the goals of the wider Youth Zone and fundraising strategy.
Provide oversight and support to the Head of Youth Work to deliver effective communications to parents/guardians and members, supporting the growth of membership and engagement of members.
Raise awareness of the Youth Zone's brand and mission, its impact and funding needs among key supporters, including philanthropists, businesses, charitable trusts, and the wider community.
Strengthen the Youth Zone brand ensuring consistency of presentation. Regularly review visual identity guidelines, promote best practices, and provide training to colleagues as needed.
Build positive relationships with key local and regional media to increase the Youth Zone's profile and brand identity, generating positive coverage aligned to key messaging.
Plan, create and manage communications including marketing materials and events to engage target audiences, drive fundraising and grow Youth Zone membership. This includes all research, content, editing, and design.
Create and maintain a flow of targeted online content (across various website and social media platforms) in collaboration with the Senior Leadership, Youth Work teams, young people and external stakeholders.

Collaborate with young people and colleagues to build a collection of powerful case studies that showcase the Youth Zone's impact, empowering young people to share their own voices and experiences.
Work alongside the Senior Leadership Team to create an internal communications framework, keeping the whole Youth Zone team connected and informed.
Use analytics and creative methods to monitor the effectiveness and reach of Horizon Youth Zone's online presence.
Keep up with external communications trends and identify opportunities for new approaches. Collaborate with OnSide's media team to enhance the Youth Zone's presence in national media.
Develop and implement necessary communication policies in line with other relevant Youth Zone policies.
Be a Guardian for the Youth Zone's external reputation by monitoring risks, managing potential threats, and guiding the team during a crisis, working with the Chief Executive and OnSide as needed.
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 Lead.
Engage actively in OnSide Network Communications forums, sharing best practices and supporting network-wide campaigns and initiatives.
Carry out any other reasonable duties as requested by the Senior Leadership Team.

## GENERAL INFORMATION

The normal hours of work are 37.5 per week, or those necessary to fulfil the requirements of the position. There will be a requirement to work outside the normal 9 to 5, Monday to Friday, working week, including evenings and weekends. This will mean working flexibly across the week, to suit the needs of both the role and the individual. Pre-opening and before the Youth Zone is built there will be elements of flexible working.

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

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## SELECTION CRITERIA

### EXPERIENCE

Varied experience of planning and delivering communication and creative marketing plans in line with organisational objectives and aims.

Experience of working with the media and delivering PR and publicity with local and regional media outlets.

Experience in website management, content development, and delivering engaging digital communications.

Skilled in building relationships with senior stakeholders and managing externally funded projects.

Project and budget management experience including monitoring and evaluation processes.

Experience working in young person-focused environments, providing information, advice, guidance, and support.

### SKILLS, KNOWLEDGE AND ATTRIBUTES

Dynamic, innovative and creative approach to communications delivery with an interest in working in the youth sector.

Knowledge and understanding of North East Lincolnshire and the local community.

Familiar with all the latest social media applications and trends with a knowledge of how to utilise them for effective communications purposes.

Ability to establish and maintain good professional relationships with young people, adults and partner agencies/organisations.

Knowledge of relevant IT systems e.g. PR Max; Mail Chimp; Hootsuite and design programmes such as Canva.
Attention to detail with excellent written communications skills and a key understanding of the importance of storytelling.
Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.
Understanding of what makes marketing and communications effective for different audiences.
An understanding of the basic fundraising principles.
<b>OTHER REQUIREMENTS</b>
Educated to degree level in a relevant subject or equivalent experience.
Proficient IT skills with a strong understanding of Office 365 and relevant support systems.
Where applicable, evidence of ongoing professional development (for example Safeguarding, Health & Safety, Management etc.)

## APPLICATION PROCESS

### ANONYMOUS APPLICATIONS:

We recognise as a Network that our workforce is under-represented in certain areas and are committed to addressing this. We strongly encourage applicants to submit anonymous applications; in practice this means removing your name & email address from your CV & cover letter. Only these documents will be shared with the selection panel.

To apply, please:

1. Email a CV and cover letter (no more than one page) to [hr@onsideyouthzones.org](mailto:hr@onsideyouthzones.org) in the email subject line please write 'Horizon Youth Zone Grimsby - Communications and Marketing Manager Application'.
2. Please provide the following information:
  - o Looking at the person specification, briefly describe how your skills and experience (including any lived experience)
  - o make you a good candidate for this role. (200 words max)
  - o How you demonstrate your commitment to fairness, equity and respect.
  - o Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer confirmed).
  - o Any reasonable adjustments we can make to assist you in your application or the selection process.
3. This role will be based in the Youth Zone and in accordance with our Child Protection and Safeguarding procedures, this position requires an **Enhanced DBS check**
  - o Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
  - o Do you have any adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020.

### CLOSING DATE FOR APPLICATIONS:

**10<sup>th</sup> February**

### INTERVIEWS:

**1<sup>st</sup> stage: 19<sup>th</sup> February**

**2<sup>nd</sup> stage: 25<sup>th</sup> February**



For information on how OnSide processes your data, go to

# THE **ON**SIDE 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 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.

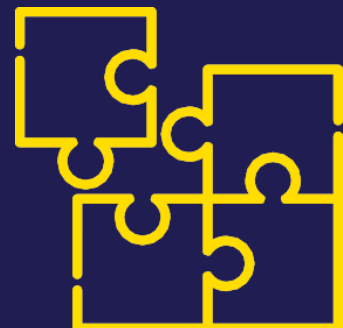
## **AMBITION**

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.



# PROVEN IMPACT

**OnSide**  
Here for young people



OVER **55K**  
MEMBERS  
ACROSS  
THE ONSIDE  
NETWORK



MEMBERS  
MAKE OVER  
**650K**  
VISITS EVERY  
YEAR



**£187M**  
INVESTED IN  
YOUNG  
PEOPLE  
THROUGH OUR  
NETWORK

## GIVE YOUNG PEOPLE

A safe exciting place to go to have fun, build their social networks and support their personal development



**77%**  
OF MEMBERS ARE  
MORE SELF-CONFIDENT



**82%**  
OF FREQUENT  
ATTENDERS HAVE MORE  
FRIENDS

## HELP YOUNG PEOPLE

lead healthier, happier lives

**1 IN 10**



OF YOUNG PEOPLE  
HAVE A DISABILITY OR  
ADDITIONAL NEED

**70%**



OF MEMBERS  
BELIEVE THAT THEY  
ARE HEALTHIER

**75%**



FEEL BETTER IN  
THEMSELVES

**64%**



OF PARENTS  
THOUGHT  
THEIR CHILDREN  
HAD BETTER  
MENTAL HEALTH