

**EMPOWER**  
MANCHESTER • SALFORD

THE HOME OF

**HIDE**  
OUT  
An OnSide Youth Zone



SOMEWHERE SAFE TO GO | SOMETHING POSITIVE TO DO | SOMEONE TRUSTED TO TALK TO

## COMMUNICATIONS AND MARKETING EXECUTIVE

**Job Title:** Communications and Marketing Executive

**Reporting to:** Head of Marketing and Communications

**Location:** HideOut Youth Zone (Gorton) and Salford Youth Zone (Pendleton)

**Salary:** £26,970- £27,958

**Holidays:** 33 days including bank holidays (pro-rata)

**Hours:** 40 hours per week (including evenings and weekends)

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

## BENEFITS

- Onsite Fitness Gym & Boxing/MMA Suite
- 33 days annual leave
- Secure cycle store
- Branded workwear
- Queen Bee's Café - Free hot meal on session
- Learning and development opportunities
- Partnership working
- Working with like-minded people and cultures
- Part of a wider network
- Workplace pension scheme
- Special Leave
- Birthday Off
- Employee Assistance Programme through Health Assured
- Health and Wellbeing support which includes an app - Wisdom
- Enhanced maternity and paternity
- Company Sick Pay
- Real Living Wage Employer
- Charity Worker Discount / Bright Exchange Discount - through EAP/Wisdom

## APPLICATION PROCESS

**Date posted:** Thursday 9<sup>th</sup> October 2025

**Closing date:** Sunday 26<sup>th</sup> October 2025

**Interview date:** W/c 3<sup>rd</sup> November 2025

**Application form:** [www.empoweryouthzones.org/vacancies/](http://www.empoweryouthzones.org/vacancies/)

**How to apply:** Please complete the application form and return to [recruitment@empoweryouthzones.org](mailto:recruitment@empoweryouthzones.org)

### STRICTLY NO AGENCIES PLEASE

We review applications on a rolling basis and reserve the right to close the role at any time.

Feel free to give us a call on **0161 511 3777** if you have any questions about this role, or to hear from a team member about life working at the youth zone.

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# ABOUT EMPOWER

Empower Youth Zones is the charity that oversees the creation, management and sustainability of Youth Zones in Manchester and Salford. These include HideOut Youth Zone located in Gorton (East Manchester) which opened in 2020, and Salford Youth Zone located in Pendleton, which opened to young people in June 2025. HideOut and Salford Youth Zone provide children and young people aged 8-19 and up to 25 for those with additional needs with somewhere safe to go, something positive to do and someone trusted to talk to.

Youth Zones are purpose-built spaces fizzing with energy and crammed with incredible facilities. They are staffed by skilled and dedicated Youth Workers who truly believe in young people – helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it. This is life-changing support that helps tens of thousands of young people from a diverse range of backgrounds to thrive.

HideOut and Salford Youth Zone are part of a national and growing network of Onside Youth Zones. There are currently 15 active Onside Youth Zones across the UK with 20 due to be open by 2025.

## WHAT IS THE ROLE?

This is a new role for the charity, created to build capacity and focus on our Youth-led communications and marketing to celebrate young people's successes & achievements. The candidate will be confident and experienced in working directly with young people to guide and co-create structures and forums that enable and support young people to have their voices heard.

This role will be instrumental in driving a culture of storytelling across the organisation. Working creatively and collaboratively with the delivery team to ensure the journey our young people take is documented in a meaningful way to showcase and celebrate positive impact.

This approach and content will underpin and enrich the fundraising communication strategy. As the charity expands across two sites and cities this role will work alongside the Head of Marketing and Communications to create content strategies that target and reach new audiences, connecting them to our cause and directly support the attraction of new income.

The core purpose of this role is to drive up the capture of content that celebrates the journey, impact and success our charity has on the lives of young people, about them, by them'.

## WHAT WILL I BE DOING?

- Lead on the development and implementation of the youth zone's youth led communications and marketing plan sitting within the Communications and Marketing strategy. Aligning it to the goals of the Empower strategic plan and in particular the fundraising strategy within it.
- Recruit and manage the apprentices within the Communications and Marketing team
- Create and lead the programme of 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
- Provide oversight and support to the Head of Youth Work and Partnerships to deliver effective communications to members utilising the voice and experience of our young people to support the growth and engagement of members.
- Working across the Communications and Marketing team to ensure youth voice is integrated appropriately in all we do.
- 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.
- Support the team to 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.
- 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 Empower Youth Zone's online presence.
- 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 own actions
- Commit to a culture of continuous improvement
- Work within the performance framework of Empower Youth Zones and OnSide
- Represent Empower Youth Zones 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
- Actively promote the Youth Zone and positively contribute towards increasing Youth Zone membership.

## PERSON SPECIFICATION

<b>Selection Criteria</b> <b>A = Application Form I = Interview</b>	<b>Essential or Desirable</b>	<b>Method of Assessment</b>
<b>Experience</b>		
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

<b>Qualifications</b>		
A relevant degree level qualification or equivalent.	Essential	A
Evidence of ongoing professional development.	Essential	A
<b>Skills, Knowledge and Attributes</b>		
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.	Essential	A & I
<b>Special Requirements</b>		
A willingness to work unsociable hours when required	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 INFO

EMPOWER 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 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/](http://www.onsideyouthzones.org/applicant-privacy/)



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## OUR VISION, MISSION & VALUES

### OUR VISION

Children and Young People are inspired to lead healthy, happy, safe and successful lives.

### OUR MISSION

To provide children and young people with somewhere safe to go, something positive to do and someone trusted to talk to.

### 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, with 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 Zone and our local communities.



#### COLLABORATIVE

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