

EMPOWER
MANCHESTER • SALFORD

THE HOME OF

HIDE
OUT
An OnSide Youth Zone

SALFORD
YOUTH ZONE
An OnSide Youth Zone

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

HEAD OF MARKETING AND COMMUNICATIONS

Job Title: Head of Marketing and Communications

Reporting to: Deputy CEO

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

Salary: £34,159 - £37,342

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 9th October 2025

Closing date: Sunday 26th October 2025

Interview date: W/c 3rd November 2025

Application form: www.empoweryouthzones.org/vacancies/

How to apply: Please complete the application form and return to 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?

The Head of Marketing and Communications is the senior communicator who will lead the strategic marketing, communications and operational delivery for Empower Youth Zones. As the custodian of the Charities brand and reputation you will leverage all methods and channels to ensure our reach, reputation and impact are delivered to and positively influence the behaviours of the intended stakeholders. As a creative professional you will develop marketing plans, allocate resources, and set short-term and long-term goals for the team and organisation that align to the organisational strategic goals and within in, the fundraising strategy.

Our 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.

WHAT WILL I BE DOING?

- 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.

- 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

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.	Essential	A
Evidence of ongoing professional development.	Essential	A
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.	Essential	A & I
Special Requirements		
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/



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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.