



ROLE PROFILE

Post: Communications and Engagement Manager

Hours: Full time; 37.5hrs per week

The nature of this role will require working flexibly across the week, including some evening and occasional weekend working.

Salary: £30,000 - £34,000 FTE (pro-rata) dependent on experience

Location: Carlisle Youth Zone (CYZ)

Main Purpose:

As part of the Fundraising and Development Team, the Communications and Engagement Manager plays a vital role in ensuring all our supporters feel valued, informed and connected to the charity's mission. Through leading and delivering a multifaceted communications and engagement strategy, the role will raise the charity's profile, retain and increase engagement with established supporters, drive new supporters into our community, and assist with ensuring the issues affecting young people are firmly on the agenda. This is a dynamic and purpose-driven role which sits within the operational management team, blending strategy development with hands-on delivery.

Main duties:

- Manage a communication and engagement strategy (design, deliver, refine) that grows curiosity, interest and support towards the work of our charity
- Plan, write and distribute high-quality communications to supporters, including CYZ's regular Patron Post newsletter, targeted social media content and timely website updates, ensuring all output is consistent, engaging and aligned with CYZ's brand and key messages.
- Co-ordinate and deliver fundraising and engagement events, ensuring they are well organised and on budget.
- Monitor and evaluate activity, events and outputs using audience insight and engagement data to help shape campaign activity, communications and storytelling across digital and in-person channels.
- Listen carefully to supporter feedback and use these insights to shape future plans and engagement activity
- Work in close partnership with the Corporate Partnerships Manager to ensure that all supporters receive appropriate stewardship tailored to the level and nature of their support

- Act as the champion for supporter engagement within the CYZ team, advising team members on what outstanding supporter stewardship looks like and ensuring that every supporter interaction reflects CYZ's values

PERSON SPECIFICATION:

Attribute	Criteria
Knowledge & Experience	Experience of planning and delivering engagement plans in line with organisational objectives and aims. This may be linked to fundraising or other project / campaign activity that requires the engagement of others.
	Strong campaign planning and multi-channel marketing experience, alongside excellent audience analysis skills and the ability to tailor communications and engagement approaches for different supporter groups: Patrons, community fundraisers as well as parents, guardians and care givers of our young members.
	A demonstrable track record of planning, organising and delivering successful events.
	Experience in producing high-quality written communications for both digital and print.
	Experience of using analytics and feedback (quantitative and qualitative) to monitor engagement and maximise impact.
	Experience of working with a CRM system (desirable)
	Experience of working with event sponsors, including negotiating contracts and managing brand assets such as logo placement (desirable)
Skills & Abilities	Strong relationship-building skills, with the ability to establish rapport and credibility, and build/maintain strong, professional relationships with key supporters, acting as a reliable first point of contact.
	Outstanding written communication skills, with the ability to create persuasive copy and develop materials for different audiences, whether through case studies, data-driven insights, visual content or storytelling.
	Excellent organisational skills with the ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.
	Sound budgeting skills.
	Strong digital skills and capabilities, with confidence in using a range of tools for communication, content creation and event coordination
Personal Qualities	A passion for the vision and mission of the charity.
	An individual who prides themselves on combining creativity with insight-led decision making
	A team player, able to work effectively across the team and aligned to CYZ's One Team approach; including with CYZ's Youth Work team to gather meaningful stories and content for communications and to develop and deliver employee engagement activities.
	Non-judgemental and inclusive approach to work including maintaining ethical standards
	A flexible attitude to work and a willingness to contribute to a variety of duties to ensure the efficient and effective running of our charity

This post requires us to complete an Enhanced DBS check with a Children's Barred List check.