



OnSide
Here for young people

RECRUITMENT PACK COMMUNICATIONS MANAGER CARLISLE YOUTH ZONE



JOIN US

It is a complete privilege to lead Carlisle Youth Zone (CYZ), and I am delighted that you are considering joining us.

The Communications Manager role is an entirely new one for us, funded specifically by the OnSide Foundation to transform our approach to communications; raising the charity's profile, increasing engagement with key audiences, and putting issues affecting young people firmly on the agenda.

We are proud of what we deliver at CYZ, and we love sharing the achievements and progress of our members. Historically, we have shared this function and responsibility across multiple leadership and delivery roles. And whilst I am hugely thankful and proud of what the team have achieved through this distributed approach, we have reached a juncture where we need to enlist the expertise of a dedicated Communications Manager to truly amplify our work, showcase our impact and significantly, maintain and grow our supporter base to secure our financial sustainability.

The timing of this funded role couldn't be more crucial. Over the last year we have seen a 16% growth in our membership, with almost 3000 young people currently choosing to be part of the CYZ community. And we know our members well, enacting our 'no child missed' philosophy alongside our substantial reach means we see our members as the fun, bold, visionary, courageous and kind young people that they are. But we also see that they are navigating an ever more complex tapestry of challenges including the cost of living crisis and financial instability in homes, worsening mental health and wellbeing, pressure to succeed in a fast-paced and uncertain landscape, and an increasing backdrop of inequality.

They tell us that the consistency and reliability that CYZ provides as somewhere safe to go, with trusted adults to talk to, and a range of fun activities and experiences to take part in is as important now as when we first opened in 2011. We are currently responding through providing 7 universal Youth Club sessions every week (open Monday to Saturday until 8.30/9pm), an after-school gym club, mentoring programme, trips and projects ranging from Young Leaders, enterprise, environmental, climbing and wellbeing. We proudly achieve a lot with the resources we have;

we are efficient in our delivery, and are lean in our operating structure. And we have needed to be, with more youth worker time needed to support increasing numbers of young people, alongside a 15% increase in cost-of-living related operating costs, securing the income and partnerships the charity needs to survive has been a whole team effort.

This role will inject new capacity and vision to ensure we continue our progress with purpose and at pace.

And there is a robust foundation from which to build from; we have considerable reach across a range of social media platforms, we have an Ambassador network who are proactive in spreading the importance of our work, we are embedding a Culture of Impact so we have the evidence to confidently demonstrate our contribution, and our newly established Youth Advisory Board have recently completed a youth communications review.

Having joined CYZ myself 18 months ago, I can assure you that you would be joining an organisation that truly delivers on its commitment to a 'One Team' approach; meaning no matter what role you have as part of our almost 90 strong team of staff and volunteers, you will be valued and supported by everyone in the organisation. We also recognise that a diversity of people brings strength to our team, and it is important to us that we achieve a culture where everyone can be themselves and thrive. Whilst we welcome all applications, we especially encourage those from under-represented groups including Black, Asian and Minority Ethnic individuals, people with disabilities, and members of LGBTQ+ community to apply.

I hope this pack and information on our digital medias provides everything you need to understand the role, and consider whether you have the potential to bring what we are looking for. If not, please do reach out, we would be very happy to hear from you. In the meantime, I wish you all the best with your application and I look forward to meeting you during the recruitment process,

Caroline Taylor-Beswick
Chief Executive



ROLE PROFILE

POST: Communications Manager

REMUNERATION PACKAGE: £30,000

25 days holidays & bank holidays; 6% matched contribution pension; employee assistance programme, access to gym facilities, discounted holiday club spaces, and access to OnSide Talent Academy and ongoing professional development

LOCATION: Carlisle Youth Zone

REPORTING TO: Head of Partnerships and Development



CONTRACT: Permanent; Full time, 37.5 hours per week. Given the nature of our work with and alongside young people, some flexible working to include occasional evening and weekend hours will be required.

CARLISLE YOUTH ZONE

Carlisle Youth Zone (CYZ) is a trailblazer; the first of OnSide's now-growing network of Youth Zones to be established in 2011. The charity seeks to give young people aged 7 - 18yrs (up to 25yrs with additional needs) the opportunity to discover their passion and their purpose. Since opening, we have welcomed almost 15,000 young members, and currently receive around 1200 visits per week from young people accessing our youth offer.

Our youth offer has provided thousands of hours of vital provision and provides a wide range of universal and targeted youth services for the benefit of young people across Carlisle. Our vision is simple - *to provide a safe and fun place where the potential of young people is developed and fulfilled* and we achieve this *through offering* 'somewhere to go, something to do and someone to talk to' on an incredible scale.

Integral to our work is our purpose built, £5 million facility, that include astro-turf pitches, 4-court sports hall, climbing wall, dance / drama studio, fully equipped gym, music room, sensory room, library and training kitchen. When full of young people, it is a busy, bustling and vibrant space.

Beyond the amazing facility, our greatest strength is our team who together, are focused on and dedicated to making a difference for

young people. Whether through a conversation, a project, a game or targeted support, CYZ provides life-changing support that helps local young people to thrive, aiding them to see what they could achieve, and giving them the skills, confidence and ambition to go for it. All our work is built on the foundations of quality youth work practice; it offers young people opportunities that are educative, expressive, participative, inclusive and empowering.

The voluntary nature of young peoples participation at CYZ (they choose to come and keep coming), means our youth offer is responsive to need and shaped, designed and delivered with and alongside young people. Over the last year, this has been enhanced by the establishment of our Youth Advisory Board (known as ACE) who inform and direct our programme, ensuring it is engaging and pitched appropriately to meet young people's interests.

We recently (February 2022) established five key priorities that collectively, we are focused on over the next 3 years. These are:

1. Strengthening the Youth Zone's core, open-access, centre-based offer
2. Providing greater support to the growing number of young people living in poverty
3. Ensuring CYZ is a space where all communities of young people feel welcome
4. Locating Youth Voice at the heart of our decision making
5. Supporting young people's emotional wellbeing



ROLE PURPOSE

This is a brand new role for CYZ, funded specifically by the OnSide Foundation to support us to transform our approach to communications, raising the charity's profile, increasing engagement with key audiences, and putting issues affecting young people firmly on the agenda.

Joining the Operational Leadership team, the role will oversee the development and delivery of a comprehensive communications strategy which will be an enabler for the development ambitions of CYZ; growing and diversifying our supporter base so we can achieve even more impact for young people.

MAIN DUTIES

- Develop and deliver a comprehensive communications strategy with a specific focus on our income generation needs; sustaining engagement and driving new prospects into our pipeline
- Oversee the effective use of our communication platforms and tools, strengthening the CYZ brand so it speaks powerfully to multiple stakeholders and audiences about what we do and why
- Collaborate with young people, team members and our wider stakeholders to co-create content focused on telling the stories of youth work; showcasing the contributions, achievements, passions and talents of young people and the role of Youth Clubs
- Optimise engagement in CYZ activity, developing a robust articulation of our value against a range of local strategies and priorities, and building our reputation as a dependable and impactful youth charity in Cumbria
- Manage our public and professional interfaces including our relationship within media and communication networks, establishing CYZ as a reliable lead in youth work and youth service provision

CONTRIBUTION TO FINANCIAL SUSTAINABILITY

- establish a Communications Strategy which aligns to the growth and income generation ambitions of the organisation
- co-ordinate a high quality bank of impact stories and impact data to support CYZ confidently articulate its value and communicate the return on investment to key supporters
- deliver impactful comms campaigns targeting specific audiences (Corporate, Community, Individual etc), with each sustaining and mobilising growth in giving
- build CYZ reputation, visibility and brand across multiple audiences, establishing CYZ as a trusted and impactful partner

PERSON SPECIFICATION

SELECTION CRITERIA
KNOWLEDGE AND EXPERIENCE
Experience of devising and delivering communication strategies for a charity or mission driven organisation
Experience in using a range of communication channels and tools to deliver impactful communication campaigns
Experience of using analytics and feedback (quantitative and qualitative) to monitor and maximise engagement
Knowledge of brand management and experience in presentation and design
An understanding of the fundraising Code of Practice and the importance of due diligence in relation to fundraising communications
Knowledge of issues affecting young people and communities experiencing disadvantage (desirable)
Experience of working with beneficiaries/supporters to co-create communication content (desirable)

SKILLS ATTRIBUTES
Strong and persuasive communication skills across a range of modes and formats
Ability to implement and oversee a communications strategy with a strong connection to engaging potential donors
Excellent organisational skills, with a structured and methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines and goals
Ability to translate organisational priorities in to accessible information that is appropriately targeted for various audiences and stakeholders
Ability to identify and curate compelling stories and narratives for specific audiences that support strategic priorities
PERSONAL QUALITIES
A passion for work with young people and working in a mission driven organisation
Non-judgemental and inclusive approach to your work including maintaining dignity and ethical standards in communication campaigns
Ambitious, results-driven, strategic, creative and a team player
Willingness to work occasional evenings and weekends and to co-create content with young people
A flexible attitude to work and a willingness to contribute to a variety of duties to ensure an efficient and effective running of our charity
Committed to providing a high standard of work and contributing to a culture of learning
Is values driven, aligned with the values of Carlisle Youth Zone and the OnSide Network

This position requires an enhanced DBS check.

APPLICATION PROCESS

To apply please send your CV to priya@charitypeople.co.uk. If your CV is of interest, we'll be in touch with further details.

For information regarding how CYZ processes your data, go to <https://www.carlisleyouthzone.org/privacy-policy/>

CLOSING DATE FOR APPLICATIONS:

9am on Wednesday 6th December 2023

FIRST STAGE INTERVIEWS:

Thursday 14th and/or Friday 15th December 2023

SECOND STAGE INTERVIEWS:

Tuesday 19th December 2023





ABOUT ONSIDE

CYZ is in an independent charity which is proudly part of the OnSide Network of Youth Zones. Together, the Network know that 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.

As a national charity, OnSide believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them. They fund and build state-of-the-art, multimillion pound Youth Zones in the country's most economically disadvantaged areas. They support and train those of us entrusted to run them. They offer continuing support via the nationwide OnSide Network, where we can learn and grow, share stories and celebrate our successes together.

This is life-changing support that helps tens of thousands of young people from a diverse range of backgrounds to thrive.

It's inspiring. It's empowering. An it works.

We know it works because young people and families tell us about the transformative impact of Youth Zones on their lives. This insight has help refine and establish our 5 Network goals:



Goal 1

Give young people exciting, safe places to connect and grow.



Goal 2

Help young people to lead healthier, happier lives.



Goal 3

Enable young people to better face the challenges of life.



Goal 4

Support young people to raise their aspirations and fulfil their potential.



Goal 5

Stronger communities with empowered, active, caring citizens.

To read how the Network are delivering against these goals, read our latest Impact Report (2022 - 2023) [here](#).

OUR VALUES

Our values underpin all aspects of our charity. Our culture, how we work and what we do are driven by our five 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.

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 community.

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

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.



ON SIDE NETWORK IMPACT



As a network we have an incredible impact on young people

50k

young people
supported by Youth
Zones every year

650k

visits to Youth Zones
per year

77%

of members are
more self-confident

82%

of frequent
attenders have more
friends

73%

of members feel less
isolated

70%

of members
consider that they
are healthier

89%

of members on free
school meals feel
happier about their
lives

83%

of young people
who completed the
'Get a Job'
programme
progressed into
work or further
study

96%

of local stakeholders
say Youth Zones
help them achieve
their objectives

£2.06

For every £1 spent
on running the
facilities, Youth
Zones generate
£2.06 of social value