



## 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. As a youth work provider, a significant proportion of our delivery commences after-school and during weekends, periods of time during which content and engagement will need to be captured.

**Salary:** £24,570 - £30,000 FTE (pro-rata) dependent on experience

**Location:** Carlisle Youth Zone (CYZ)

### **Main Purpose:**

This is a brand new role for CYZ, funded specifically by the OnSide Foundation to support us elevate our communications and engagement activity; raising the charity's profile, increasing engagement with key audiences, driving new supporters into our network, and ensuring issues affecting young people are firmly on the agenda.

Key audiences include:

- **Team CYZ** – ensuring internal communication tools and information flow is efficient and effective so all team members feel connected and supported to contribute their best, including equipping all team members with the confidence, skills and tools to share CYZ opportunities and achievements across communication channels.
- **Young people** – working with and alongside young people to curate and articulate communication campaigns which enhance engagement and provide a platform to be heard, overseeing existing and potential platforms to ensure communications are relevant, ethical and safe.
- **Existing and potential supporters** – crafting and communicating the impact and value of our work to multiple stakeholders, in ways that enthuse, inspire and confirm why supporting CYZ provides benefit to individuals, businesses and communities
- **Wider community and partners** – ensuring the opportunities and support provided by CYZ is seen and understood within our community, and that partnerships are nurtured and supported through purposeful communication pathways

**Main duties:**

- Deliver a communication and engagement strategy that sustains interest and drives new curiosity into our network
- Oversee the effective use of communication channels 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 Work
- 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

**PERSON SPECIFICATION:**

<b>Attribute</b>	<b>Criteria</b>
<b>Knowledge &amp; Experience</b>	Experience of planning and delivering communication and engagement plans in line with organisational objectives and aims
	Experience is using a range of communication channels and tools to deliver impactful communication and engagement campaigns
	Experience of using analytics and feedback (quantitative and qualitative) to monitor engagement and maximise impact
	Experience of building relationships with a range of partners and stakeholders
	Knowledge of brand management and experience in presentation and design
	Knowledge of content creation and design programmes such as Adobe or Canva
<b>Skills &amp; Abilities</b>	Excellent communications skills and a robust understanding of the importance of ethical and impactful storytelling
	Excellent organisational skills with the ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks
	Strong people and project management skills, with the ability to deliver a plan-do-review cycle
	Ability to translate organisational priorities in to accessible information that is appropriately targeted for various audiences and stakeholders
	Ability and skills in a range of communication platforms such as Facebook, LinkedIn, TikTok, Snapchat, YouTube etc
<b>Personal Qualities</b>	A passion for work with young people and working in a mission driven organisation

	Non-judgemental and inclusive approach to work including maintaining dignity and ethical standards in communication campaigns
	Ambitious, results-driven, strategic, creative and a team player
	Willingness to work evenings and weekends as required, 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

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