## Role Profile

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| **Job title** | Marketing & Digital Communications Manager  | **Salary:** | Up to £23k |
| **Reporting to:** | Chief Executive | **Holidays:** | 33 days including bank holidays pro rata |
| **Location:** | Inspire - Chorley Youth Zone  | **Hours:** | 40 HPW to include evenings and weekends  |
| **Key Relationships:** | Board Member for Communications, Chief Executive, Youth Work Manager, Head of Fundraising |  |  |

**Job Purpose:**

To raise the profile of Inspire amongst key stakeholders in Chorley and across Lancashire through the development and implementation of a comprehensive communications and marketing strategy. As the sole marketing professional within the staff team you will be responsible for developing and delivering all communications, marketing and event activities within the Youth Zone to enhance visibility and build support.

You will:

* Positively promote and raise awareness of the Youth Zone across the whole community including young people, parents, partners, funders and potential patrons/donors
* Work with young people, the Inspire team and stakeholders to ensure understanding of the Inspire offer and its impact in order to positively communicate this to promote engagement through membership, support, volunteering, fundraising or patronage

**Context of the post:**

Youth Zones are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. Inspire Youth Zone, which is no different. Youth Zones are for young people aged 8 to 19, and up to 25 for young people with additional needs. Inspire Youth Zone is part of the growing OnSide network alongside Bolton, Blackburn, Manchester, Oldham, Carlisle, Wigan, Wolverhampton, Warrington and Wirral.

Inspire Youth Zone is centrally located, dedicated to young people making a bold statement about the importance of giving young people high quality places to go in their leisure time and is a flagship for quality youth provision. Open 7 days a week, at weekends and during school holidays, the Youth Zone’s purpose is to help young people grow to be happy, healthy and successful adults.

The state-of-the-art £4.8 million building provides young people with access to a range of activities, all offering young people the opportunity to try new things, meet new friends and gain support from friendly, warm and positive staff and volunteers. The facilities include a 3G pitch, a gym, sports hall and recreation area, and dance, arts, music and media suites.

**Duties and Responsibilities – Detailed**

* Work closely with the Board Member for Communications and Engagement to develop and deliver a comprehensive Communication Strategy.
* Work with the whole team to understand the positive impact that the Youth Zone has in the local community and use this to develop effective communications to increase membership, attendance, volunteering, and the profile of the charity
* To work with the Head of Fundraising and Chief Executive to develop relationships with the business community with the specific aim of gaining their support through fundraising or partnership.
* Be responsible for website maintenance, updates, new imagery, news section, content etc on a daily/weekly basis.
* To be proactive and resourceful with social media, using Facebook, twitter, snapchat, Instagram, YouTube, LinkedIn and other media to effectively engage with members, parents, patrons and partners.
* Setting the KPIs for each social channel and ensuring that each platform implements effective, consistent plans and meets defined KPIs.
* Keeping track of relevant community, patron and supporters event so relevant information can be posted on specific channels.
* Completing interview and Q&A's with a wide variety of stakeholders to produce up to date content.
* Updating Inspires marketing material with new and relevant content, imagery and footage.
* Regular newsletter/mailshot.
* We are looking for an independent, self- motivated and enthusiastic person who can help build our brand, expand our reach and connect with the customer and the marketplace.
* Be a team player, seek out opportunities to engage with the wider team and members to promote attendance and engagement across the board

**Duties and Responsibilities - General**

Support the vision, shape the culture and embed the following values of Inspire Youth Zone.

* **Genuine**
* **Organised**
* **Inspirational**
* **Challenging**
* **Adaptable**

**And Also**

* 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 Inspire Youth Zone and OnSide
* Represent Inspire Youth Zone 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
* Represent Inspire Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
* To 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)
* To assist with any promotional activities and visits that take place at the Youth Zone
* To actively promote the Youth Zone and positively contribute towards increasing Youth Zone membership

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| **Selection Criteria\***A = Application Form; I = Interview;  | **Essential or Desirable** | **Method of Assessment** |
| **Experience** |
| Extensive experience of delivering a comprehensive communications and marketing service | Essential | A & I |
| Experience of the development of communications and marketing strategies | Essential | A & I |
| Experience of web content development and website management | Essential  | A & I |
| Experience of working within a mixed office environment as the sole communications/marketing expert | Desirable  | A & I |
| Extensive experience of using varied IT systems in digital communications | Essential | A & I |
| Experience of planning and delivering communications and marketing plans in line with organisational objectives and aims | Essential | A & I |
| Extensive experience of PR and delivering publicity at a local level | Essential | A, I & T |
| Experience of advising and communicating to colleagues, partners and third parties on all communications | Essential | A & I |
| Experience of building relationships with senior stakeholders | Desirable | A & I |
| Project and budget management experience | Desirable | A & I |
| **Educational/Vocational Qualifications** |  |  |
| Professional qualification in Communications/PR/Digital Communications/Marketing | Essential | A |
| GCSEs or equivalent in literacy and numeracy | Essential | A |
| Member of CIPR or CIM | Desirable | A |
| **Skills** |  |  |
| Creative and innovative approach to planning communications delivery | Essential  | A & I |
| Excellent ability to design and deliver digital communications plans that reflect Inspire core objectives | Essential | A |
| Thorough and accurate with excellent attention to detail | Essential | A & I |
| Ability to work under own initiative and work collaboratively | Essential | A & I |
| Excellent written and oral communications skills | Essential | A & I |
| Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks | Essential | A & I |
| Sound IT skills | Essential | A & I |
| Video editing | Desirable  | A & I  |
| **Knowledge** |  |  |
| Familiar with all the latest social media applications and how to effectively utilise them for organisational development | Essential | A & I |
| Strong understanding of digital communications and developing social media output | Essential | A & I |
| Knowledge of range of relevant systems e.g. P.R. Max; Mail Chimp; Hootsuite; WordPress, Photoshop. | Essential | A & I |
| Understanding of what makes marketing and communications effective for different audiences | Essential | A & I |
| **Prepared by:**  |  | **Date**  |
| **Reviewed by:** | **Date** |

\* Selection criteria for guidance only, alternative methods may be used to assist the selection process

**Inspire Youth Zone are committed to safeguarding and promoting the welfare of children, young people and vulnerable groups.**

**OnSide Youth Zones Values**

As a Youth Zone community our values provide us with cohesion as a group. We celebrate our differences; however, these values help ensure our actions, behaviour and motivations as colleagues and volunteers reflect our shared vision.

1. **Serving Young People**
* Focus on serving young people
* Continuous improvement in the service we offer
* Building relationships

We are dedicated to the development of young people and shall always strive to provide them with an environment and activities that will best inspire and develop them; that can deliver the ‘wow’ factor and leave a lasting impression.

We shall work to high standards and go the extra mile to build strong, positive relationships with young people. We welcome all young people as they are, and support them to make good decisions, ensuring their changing needs remain at the heart of our services.

1. **Can-Do Approach**
* Getting results
* Motivating others
* Determination

We shall deliver exceptional results through our passion and energy, pushing the bar higher. We will encourage ourselves and others to take on new challenges, whilst offering support and seeking advice at times, with a real pride in what we do.

We must be resilient and determined to achieve our goals. We all understand that sometimes we will not get there but often we will achieve spectacular success.

**3. Teamwork**

* Openness
* Supporting others
* Valuing and respecting others

In our network every job and volunteer role is important. We value each person and his or her job as much as we value our own. We recognise the efforts of others, whether seen or unseen. We strive to be a team of high quality coaches; sharing our experience and best practice across the network and in turn benefiting from the experience of others.

We should encourage different views to our own, and support colleagues in their decisions irrespective of their outcome. We should be able to challenge colleagues openly, speaking up on controversial issues without fear. Therefore, our relationships will develop with each other based on trust, respect and dignity.

**4. Doing it Right**

* Acting with integrity
* Constant personal improvement
* Developing others

We are passionate about doing it right and are happy to seek specialist help when needed. We will train and be trained.

We encourage learning and development and will achieve ever-increasing personal competence resulting in a culture of constant improvement and professionalism.

**5. Innovation Friendly**

* Innovative environment
* Individual creativity

We want to provide an environment that generates innovative ideas and solutions; we are trailblazers. We wish to encourage employees, volunteers and young people to experiment with process and service provision.

We want an environment where innovation and creativity can flourish. We want a network where there is the freedom for individuals to think differently.