



Role Profile

Post:	Senior Public Affairs and Policy Advisor
Salary:	£35,000-£45,000
Location:	London (Travelcard Zone 1)
Reporting to:	Head of Marketing and Communications
Contract:	Permanent
Benefits:	5% matched contribution Pension; 25 days holidays (rising incrementally) & bank holidays; Birthday Leave; retailer & leisure discounts

Main Purpose

The Senior Public Affairs and Policy Advisor will build OnSide Youth Zones' profile within national Government through engaging stakeholders including government, parliamentarians and opinion formers providing insight in support of the OnSide Youth Zone model, and identifying and implementing engaging ways of disseminating the evidence of our impact. You will support our Senior Volunteers to further their campaigning on behalf of OnSide, through effective briefing and support of those individuals.

You will enable young people from across the Youth Zone network to have a voice at a national level.

As Senior Public Affairs and Policy Advisor you will ensure the network of Youth Zones are fully briefed on policy matters and government priorities. You will play a crucial role in developing the role of the OnSide Network in influencing policy and service design, guiding the network of Youth Zones to take advantage of emerging opportunities. You will help shape the supporting and growing evidence base of the impact of a Youth Zone.

Context of the Role

OnSide was established as a charity in 2008 to create Youth Zones across the UK. It has been growing rapidly ever since and has hugely exciting and ambitious plans to continue and accelerate this growth. Youth Zones are high quality, inspirational and well-run places, claiming only to offer young people 'somewhere to go, something to do and someone to talk to', but in reality provide so much more than this, changing many thousands of young lives, now on an incredible scale.

We have a network of ten Youth Zones, our role being to support both the existing network and create new Youth Zones across the UK. The next three Youth Zones to open are in London, with two following in the North West. Each Youth Zone starts with up to £6.5 million capital project, creating a new local charity, which will open seven days a week, with state-of-the-art facilities, delivering over 20 sporting, artistic, cultural and general recreational activities per session with additional targeted services also provided.

Youth Zones are a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. Youth Zones give 8-19 year olds, and up to 25 for young



people with a disability, affordable access to a broad range of sport, arts and employability services, designed to help them lead active, positive lives and raise their aspirations for themselves and their community.

At the heart of the OnSide Youth Zones Network is not only a hugely successful partnership between public, private and third sector organisations, the local community and young people themselves, but also by an overwhelmingly passionate and dedicated workforce, who are committed to improving the lives of young people throughout the UK.

OnSide is a relatively small specialist team, with the range of skills needed to develop, build and open Youth Zones all over the UK. We are now seeking to strengthen that team to enable us to meet our rapid growth plans.

The Role

1. To identify key government, parliamentarian, opinion formers and wider stakeholders, and develop a strategy to best engage them in the work of the OnSide Network, building strong relationships with key decision makers.
2. To keep abreast of national and regional policy and other relevant changes; and translate it into relevant briefing papers and reports for a variety of audiences within the Network.
3. To devise briefing papers and provide advice for OnSide's Senior representatives, including the Board and volunteers, to communicate key messages about the OnSide Network's work and impact.
4. To engage political audiences and manage communications with parliamentarians and their staff, using varied communications channels including social media.
5. To raise the profile of the OnSide Network on relevant issues by ensuring that the Network's policy positions, programme priorities and impacts are effectively communicated to government, parliamentarians and opinion formers in an interesting and engaging way; ensuring the role of Youth Zones in being part of the solution is highlighted to Select Committees and Inquiries as appropriate.
6. To work with the Youth Zones to respond to, and influence national policy including drafting high quality, evidence-based research reports and consultation responses, informed by the Youth Zones and their young people, as well as targeted press releases and articles.
7. To work with the OnSide Network Director and Network Systems Manager to develop the evidence base that enables OnSide Youth Zones to respond to and influence policy.
8. To devise and deliver a range of high quality, targeted government and parliamentary activities including events and Youth Zone visits to raise awareness of OnSide's work and the issues affecting young people.
9. To represent the Network at national strategic events, conferences and workshops.

General responsibilities

- Draft policy papers, reports and briefings for a range of audiences internally and externally
- Work alongside OnSide's fundraising team to share opportunities and support their understanding of the policy context for new programmes and initiatives
- Work alongside OnSide's Communications team to develop and disseminate high-quality press releases and articles
- Support the wider OnSide team to contextualise the work of the Network within current policy and political priorities and provide analysis and insight to support strategy and management decision-making



- Keep OnSide Youth Zones up to date with policy and regulatory developments and promote and develop good practice where appropriate
- Travel across the UK, including overnight stays and, as required; the need for this will be enhanced in the first three months in post
- Deputise for other members of the OnSide team when needed
- Any other roles or duties necessary for the post

The Person

Experience (to be evidenced in the application)

- A track record in policy and public affairs
- Experience and ability to work in an autonomous fashion, taking a leading role in guiding the organisation
- Experience of engaging directly with government and policy makers
- Experience of researching, analysing and communicating information about complex issues to a wide range of audiences
- Experience of and ability to manage multiple work streams at one time and meet various, demanding deadlines
- Experience of working directly with government and policy makers is desirable

Skills, Knowledge and Attributes

- Ability to display strong political acumen at all times
- A broad understanding of the policy issues affecting young people
- A broad understanding of the current political landscape
- A broad understanding of government and parliamentary processes
- Strong analytical and drafting skills to be able to analyse and summarise complex issues and policies, produce accessible, concise documents for a range of audiences and make appropriate recommendations
- Excellent written and verbal communication skills with an ability to develop and maintain stakeholder relationships and lead partnerships, and to build credibility and influence senior audiences on complex topics
- Ability to identify and deploy relevant evidence to reach sound conclusions and an understanding of research methods used in policy development
- Ability to maintain political impartiality and be discreet
- Ability to work independently, self-motivate and prioritise effectively and as part of a team as required
- Able and keen to enthuse, inspire and motivate others to strive for excellence
- Strong critical thinking ability, and ability to plan, organise and manage well
- Be creative and solutions focussed with a positive flexible attitude and a commitment to the success of the Network
- Ability to cope with multiple demands and deliver to deadlines

The strength of the OnSide Network of Youth Zones is the diversity of its people; we place huge value on different people doing things in different ways and we welcome applications from what might be considered non-traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country.

OnSide is committed to the safeguarding of young people.



Application Process

To apply, please send a CV to hr@onsideyouthzones.org, with a cover letter (not more than one page in length) explaining why you are interested in, and suited to, the role, based on the person specification, or apply via the website; <https://www.onsideyouthzones.org/work-with-onside>. In addition, please provide the following information:

1. Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed);
2. Details of your current or most recent remuneration package and your notice period;
3. Any reasonable adjustments we can make to assist you in your application or the selection process;

Closing date for applications tbc

Assessment Day tbc

Benefits Package

In return for your enthusiasm and commitment, we offer a comprehensive benefits package including:

- £35,000-£45,000 per annum for a 40-hour week
- 5% matched contribution pension
- 25 days leave plus bank holidays (rising incrementally with length of service) and Birthday leave
- Retail and leisure discounts
- Two paid days per year to volunteer at one of our Youth Zones
- Tailored induction programme

General Information

The job is based at the OnSide office in London but will involve frequent travel within the network. Consideration can also be given to being based in the Bolton office.

In accordance with our Child Protection and Safeguarding procedures, this position requires a standard DBS check.



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.

2. 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.