



ROLE PROFILE

Marketing & Communications Trustee



About OnSide

Potential is everywhere. But while some young people get every opportunity to explore theirs, others don't. We're OnSide, a national youth charity determined to make sure that all young people have the opportunity to shine. The chance to discover their passion and their purpose. We fund, build, launch and support a network of state-of-the-art, multimillion-pound Youth Zones in the UK's most disadvantaged areas. These are incredible spaces filled with energy, inspiration and highly skilled youth workers who truly believe in young people. This is passionate, properly-funded youth provision. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters. **Together, we believe that all young people need is a chance to discover what they've got and where it could take them.**

Founded in 2008, OnSide has raised over £210m to build and run Youth Zones. We support a network of 17 Youth Zones around the country, and has six currently under development in economically disadvantaged areas. OnSide plans to open two new Youth Zones every year, further strengthening the OnSide Network and providing much-needed open access youth work to local communities. More than 50,000 young people make over 650,000 visits to OnSide Youth Zones every year. Learn more about our work by seeing [our impact](#) and visiting our [website](#).

Each Youth Zone is a registered charity with its own Board of Trustees and management team. OnSide is the separate, national coordinating charity which designs, builds and raises the finances for each new Youth Zone, in addition to recruiting and training its leadership teams. OnSide offers ongoing support to all Youth Zones so they operate to the same high standards and core values, ensuring young people have fun in a safe, supportive, fulfilling environment.

The Opportunity

We are seeking a **Marketing & Communications Trustee** who will bring senior-level expertise to help us shape and elevate OnSide's brand, voice, and influence nationally.

This is a role for someone who:

- Has a strong track record in marketing, brand strategy, and / or communications.
- Is energised by the opportunity to help influence national narratives around young people, youth work and youth clubs.
- Wants to use their expertise to support a growing charity with bold ambitions and a powerful mission.
- Is excited by the chance to amplify the voices of young people.

Previous board experience is an advantage although your professional insight and passion matter most.

What you will bring and where you will have impact

We have a unique opportunity to raise the profile of young people and youth work, in an incredibly tough environment for young people where they need our support more than ever. We need to harness our scaling track record, the transformative impact of our Youth Zones, and the rich stories of the thousands of young people we have supported.

We are looking for a Marketing & Communications Trustee to support us to make the most of this opportunity, playing a strategic role in strengthening OnSide's profile, reputation, and influence. You will:

- **Support the evolution of OnSide's Communications & Brand Strategy**
 - Provide strategic challenge and support to help OnSide become a nationally recognised, credible, and influential voice on young people, youth work and youth centres.
 - Advise on brand positioning and narrative development across the OnSide Network.
 - Work alongside the Director of Communications and Brand to support the development of a new Communications strategy for 2027 onwards.
- **Strengthen our Media, Digital & Public Presence**
 - Advise on PR, media relations, reputation management, and digital strategy.

- Offer insights on how we can better reach young people, supporters, policy stakeholders, and the wider public.
- Support OnSide to innovate in its use of digital and social media platforms.
- **Support the Communications & Brand Team**
 - Act as a strategic partner to the Director of Communications & Brand and a skilled in-house team.
 - Provide expert advice on major campaigns, emerging issues, or high profile moments.
 - Be available for occasional consultation outside meetings when specialist guidance is helpful.
- **Champion our Mission**
 - Use your networks, where appropriate, to help raise awareness, open doors, or strengthen partnerships.
 - Advocate for the importance of high-quality youth work and the potential of young people.

As Marketing & Communications Trustee, you will help:

- Elevate a national brand with a largely untapped storytelling potential.
- Influence public understanding of young people, youth work and youth centres.
- Support a committed, talented team working with some of the country's most inspirational youth charities.
- Shape how OnSide engages with communities, funders, partners, and policymakers.

This is a rare opportunity to help shape a powerful, positive national movement.

Trustees Responsibilities

As a Trustee of OnSide, you will:

- Act in OnSide's best interests at all times, applying the duty of care expected of a prudent and responsible leader.
- Work collectively with fellow Trustees to set strategy, provide oversight, and ensure strong governance.
- Ensure OnSide complies with charity law, company law, and regulatory requirements.
- Support robust financial oversight and the effective use of resources.
- Contribute actively to Board discussions, decisions, and evaluation of organisational performance.
- Protect and promote OnSide's values, reputation, and long-term sustainability.

Time Commitment & Practicalities

We are committed to making this a rewarding and manageable voluntary role. Trustees are expected to:

- Attend **five Board meetings per year** (virtual attendance is possible; in-person encouraged, with Boards held either in White City, London or a North West Youth Zone).
- Participate in one annual development day, held in December.
- Join occasional events and sub-committee meetings (2-3 per year, depending on interest and expertise).
- Provide light, ad hoc support when specialist input is needed.
- Serve a three-year term with possibility of reappointment for one additional term.
- Be willing to travel occasionally to Youth Zones or for Board meetings (expenses can be reimbursed).

Outside of formal meetings, most Trustees contribute around **2-3 hours per month**, with some flexibility during major initiatives.

Our Commitment to Diversity

OnSide is proud to serve young people from many different backgrounds. We want our Board to reflect and celebrate this diversity. We warmly encourage applications from people of all ethnicities, genders, ages, sexual orientations, lived experiences, and socio-economic backgrounds. The only essential requirement is a genuine passion for raising the aspirations and opportunities of young

people across the country.

You can find out more about OnSide's Board [here](#).

How to apply

To apply, please email a CV and cover letter (no more than one page) on what attracts you to this role to: Katie.Machin-Miles@onsideyouthzones.org, Executive Assistant to Jamie Masraff, CEO of OnSide Youth Zones.



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.



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.



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 communities.

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COLLABORATION

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

