



ROLE PROFILE

Interim Director of Communications & Brand



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POST:

Interim Director of Communications & Brand

SALARY:

£70k-£75k pro rata

CONTRACT:

Part-time (22.5hrs/3 days week)

LOCATION:

Hybrid working: a day a week in an OnSide office combined with home-working plus occasional other travel as required.

REPORTING TO:

Director of Income Generation & External Affairs

BENEFITS:

Agile working organisation with flexibility in working hours; 25 days annual leave pro rata, plus bank holidays, birthday leave and annual leave purchase scheme (from day one of employment); company matched pension; company sick, maternity, paternity & adoption pay; Employee Assistance Programme and access to Charity Worker discounts.



OUR COMMITMENT TO EQUITY, DIVERSITY & INCLUSION

As an equal opportunities employer, we welcome applications from under-represented groups; in particular from Black, Asian, Mixed Race & other ethnically diverse individuals, people with disabilities, and members of LGBTQ+ communities.

Our dedicated ED&I Group, with support from the Senior Leadership Team, is actively promoting and advancing diversity and inclusion at OnSide, ensuring a culture where everyone can be themselves and thrive.

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

ABOUT ONSIDE

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.

We're OnSide, a national charity that 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.

We fund and build state-of-the-art, multimillion-pound Youth Zones in the country's most economically disadvantaged areas. We train the amazing people that run them. We offer continuing support via the nationwide OnSide Network, where they can learn and grow, share their stories and celebrate their success together.

These are brand new, purpose-built spaces fizzing with energy, and crammed with incredible facilities. They are staffed by skilled and dedicated youth workers who truly believe in young people - helping them see what they could achieve, and giving them the skills, confidence and ambition to go for it. 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. And it works.

We know it works because we've been doing it for over a decade and we're in this for the long term. Every new Youth Zone is built on the know-how of the last. Every success story writes the first chapter of the next. And we're just getting started.

This is passionate, properly funded youth provision, with no ifs or buts. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters who believe that how we treat the next generation defines who we are as a society.

Because when we really invest in young people, we all benefit - from who they are now, everything they might become and achieve, and everyone they might touch and inspire. All they need is the chance to shine - an environment where they can be their best selves - and you just watch them go.

It's about opportunity.

THE ROLE

Our current Director of Communications is departing in June after six successful years. At the same time, we are entering a critical transition period. While delivering the final year of our existing organisational strategy, we are also initiating a programme of collaborative work across our federated OnSide Network to define our next strategic direction. This context creates an opportunity for an Interim Director of Communications and Brand to lead the function through the period of change, ensuring strong and consistent communications, whilst also inputting into our Network's strategic development.

Over the coming 6 months the postholder will:

- Lead an integrated communications function, delivering against current priorities in the final year of the 2024-27 organisational strategy

- Enable the team to operate effectively, confidently and with clear direction during an interim period. Leading the four postholders in the team, namely: Regional Communications Manager; National Communications Manager; Brand and Communications Manager; and Digital Communications Manager
- Maintain and strengthen, where necessary, brand consistency and impact across a growing OnSide Network.
- Support organisational readiness for the next strategic phase.

During the interim period, OnSide looks to finalise the OnSide Network strategy. The permanent postholder, thereafter, will devise the next Communications Strategy once in post.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- Lead, manage and support the Communications Team, ensuring clear direction, prioritisation and performance. Foster a collaborative, high-performing culture and support development of team members
- Act as a trusted advisor to the Executive team on communications matters
- Oversee delivery of the existing communications and marketing strategy in its final phase
- Ensure joined-up, high-quality output across brand, digital, content and campaigns
- Act as guardian of the organisation's brand, ensuring clarity, consistency and strong storytelling
- Oversee communications support to Youth Zones, ensuring strong and consistent local delivery
- Enable sharing of best practice across the OnSide Network
- Lead effective internal communications to ensure organisational alignment and engagement
- Support leadership teams in communicating priorities and change
- Provide insight and recommendations to inform the next organisational strategy

PERSON SPECIFICATION

Applicants will be expected to demonstrate the experience, skills, knowledge and aptitudes listed below throughout the recruitment process. However, if you don't meet every single requirement but feel you have strong and relevant transferrable skills or lived experience to draw from, we encourage you to apply anyway. Why? Studies have shown that women and Black, Asian, Mixed Race & other ethnically diverse people are less likely to apply for jobs unless they meet every single criteria/competency. OnSide is dedicated to driving change and to building diverse, inclusive, and authentic workplaces, so if you're excited about this role but your past experience doesn't align perfectly **please tell us how your experience is transferrable**. You may be just the right candidate!

SELECTION CRITERIA

EXPERIENCE

Significant senior leadership experience in communications, marketing or brand either in agency or in house

Strong track record of delivering integrated communications activity

Experience of acting at a leadership level to lead through periods of transition or change
Experience acting as a strategic Communications advisor to senior stakeholders
Demonstrable ability to balance strategic oversight with hands-on delivery
Experience of managing agency support in a Communications function
SKILLS, KNOWLEDGE AND APTITUDES
Strong brand and storytelling capability
Highly skilled at communicating effectively with a wide range of audiences (written and verbal)
Excellent organisational & project management skills - with proven experience of effectively managing multiple tasks, juggling a varied workload and working quickly, accurately and to tight deadlines whilst under pressure.
An enthusiastic, energetic approach with the ability to solve problems & create practical solutions
A passion for our youth focussed mission & core values
A willingness to occasionally travel & work flexibly, including some evening work (with time off in lieu)
Commitment to fairness, equality and respect
Strong brand and storytelling capability
Ability to work both in a team & on own initiative, with creativity & attention to detail
Experience of, or understanding of, the context of Communications within the Third sector.

GENERAL INFORMATION

This role will be contractually based at our London or Bolton office with hybrid working; in practice this will involve working one day a week in the office, combined with home working and occasional travel across our Youth Zone Network as required. Home working risk assessments are carried out for all employees working at home, and appropriate equipment provided.



APPLICATION PROCESS

Anonymous Applications: We recognise our workforce is under-represented in certain areas and are committed to addressing this. Therefore, we actively encourage applicants to submit anonymous applications; this means removing names & email addresses from CVs and cover letters. The HR Lead will have this information from submissions, but this will not be available to the selection panel when they are considering applications.

To apply, please submit a CV and one page cover letter, explaining how you meet the person specification, to hr@onsideyouthzones.org or apply via the website at [Work with OnSide - OnSide Youth Zones](#).

In addition, please provide the following information:

- Confirmation you are eligible to work in the UK (documentary evidence will be required before a job offer is confirmed)
- Any reasonable adjustments we can make to assist you in your application or the selection process
- How you demonstrate your commitment to equality, diversity & inclusion.

CLOSING DATE FOR APPLICATIONS:

10am Friday 5 June

INTERVIEWS:

Wednesday 10 June, WEST Youth Zone, 2 Edcity Walk, London W12 7TF

For information on how OnSide processes your data, go to
OnSide Youth Zones Job Applicant Privacy Notice - OnSide Youth Zones



OUR 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.

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.

COLLABORATION

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



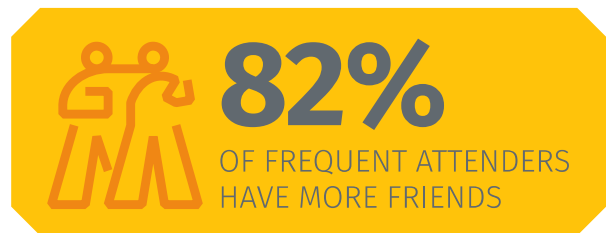
OnSide

Here for young people

PROVEN IMPACT



GIVE YOUNG PEOPLE A SAFE EXCITING PLACE TO GO TO HAVE FUN,
BUILD THEIR SOCIAL NETWORKS AND SUPPORT THEIR PERSONAL DEVELOPMENT



HELP YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES

