



ROLE PROFILE

Regional Communications Manager



ROLE PROFILE

POST:

Regional Communications Manager

SALARY:

£40-£45k

CONTRACT:

Permanent: Full-time (37.5 hours/week)

LOCATION:

Hybrid working: two days a week in an OnSide office combined with home-working and travel across our Youth Zones Network (including those in development) plus occasional other travel as required.

REPORTING TO:

Director of Communications and Brand

BENEFITS:

Agile working with flexibility in working hours; 25 days annual leave plus bank holidays (rising to a maximum of 30 days); birthday leave, additional annual leave purchase scheme; company matched pension; company sick, enhanced parental & adoption pay; Employee Assistance Programme, active and engaged networks to join (including Equity, Diversity & Inclusion) 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.

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

With 19 Open Youth Zones, supporting 60,000 young people. OnSide is moving into a period of steady growth towards our long-term goal of 35 Youth Zones by 2035, at the rate of two new developments going 'live' each year.

We are looking for an experienced, hands-on communications all-rounder with a breadth of skills to lead all regional and local communications activities in the areas where we are developing new Youth Zones. This role will take sole responsibility for communications activity across live and established projects including Thurrock, Wakefield, Burnley and Wrexham.

This is a key role within the OnSide communications team that will see you create understanding and awareness between OnSide and the key local and regional audiences that matter to us as.

This role will involve managing a portfolio of end-to-end integrated communications and PR programmes across multiple Youth Zones at various stages of development. You will work closely with OnSide teams, each Youth Zone's relationship managers and fundraisers, as well as its CEO, and Trustee Board, and Young People's Development Group, acting as their trusted communications advisor. You will also collaborate with local stakeholders including Local Authority communications leads and supporters, to help establish the new Youth Zones as independent charities within our vibrant Network to key local audiences.

The breadth of this role means no two days are the same, which is why we are seeking somebody organised, dynamic and self-motivated with exceptional project management and stakeholder management skills.

It is important to note that this role lays the foundations for each new Youth Zones' ongoing communications approach. For each project you will be required to effectively and smoothly handover to the Youth Zones full time communication resource once in place while continuing to provide light touch ongoing support - so some experience mentoring or coaching and supporting others is beneficial.

We will be looking for someone that can demonstrate a broad range of communications skills from brand development to working with local media to place newsworthy, positive stories around the Youth Zone development, to supporting the development of new Youth Zone websites and the launch of social media channels.

If you are as confident pitching a story to media as you are managing a branding project or overseeing an event, then this could be the role for you.

A key new element of the role is to lead the OnSide Network Communications Forum, developing a new community-led approach to communications that enables a regular and effective flow of information, content and best practice to Communications Leads across the Network via established and new channels. You will play a key role in amplifying national communications priorities across the Network, making it easy and accessible for Youth Zones to engage with and deliver campaigns locally. Working closely with the Director of Communications and wider team, you will also support training and skills development to build confidence and capability - playing a central role in delivering our ambition for excellent, communications across all Youth Zone

JOB DESCRIPTION

KEY RESPONSIBILITIES

To deliver the integrated marketing and communications strategy for new Youth Zones prior to opening including:
- producing the promotional materials required for our stakeholder engagement and fundraising programme - setting up and maintaining all digital communication channels for the Youth Zone such as websites, social media and e-marketing channels - engaging internal and external stakeholders effectively to create understanding and a positive perception of the Youth Zone as a new local charity - providing strategic communications advice & guidance for a Youth Zone's senior management team - liaising with local and regional media, establishing relationships and ensuring a steady flow of content and coverage through to the launch of each Youth Zone - working with local design agencies and young people develop the Youth Zone brand and associated brand elements. - Be an ambassador of the OnSide culture; consistently defining ways to identify and reinforce behaviours that align with OnSide values - To support the delivery of OnSide's strategic communications priorities, with a focus on: Leading and evolving the OnSide Network Communications Forum, driving a step change in how we engage, collaborate and share information with and support Comms Leads across the Network. - Promote equity, diversity, fairness and inclusion in all aspects of talent development. - Model behaviours of the OnSide culture; consistently defining ways to identify and reinforce behaviours that align with OnSide values

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, non-binary people and Black, Asian, Mixed Race & other ethnically diverse people are less likely to apply for jobs unless they meet every single criteria/competency. OnSide are 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

At least 5 years communications experience either in agency or in house
Demonstrable all-round integrated communications experience, including PR, copywriting and digital
Experience building relationships with journalists & working with the media to proactively generate coverage & enhance organisational reputation
Proven ability to advise internal and external teams and stakeholders at all levels, providing expert communications guidance and working collaboratively to deliver organisational objectives.

SKILLS, KNOWLEDGE AND APTITUDES

Excellent written communications skills, with proven experience applying the appropriate tone of voice
Highly skilled at communicating effectively with a wide range of audiences (written and verbal)
Excellent organisational & project management skills - with proven experience effectively managing multiple tasks, juggling a varied workload and working quickly, accurately and to tight deadlines whilst under pressure.
Experience working directly with young people is advantageous
Experience managing creative/design/digital agencies & briefing design & print teams
A believer: a genuine passion for the goals of OnSide

GENERAL INFORMATION

This role will be contractually based at our Bolton or London (White City) office with hybrid working; in practice this will involve working two days a week in the office, combined with home working and travel across our Youth Zone network as required. It will also require occasional overnight stays. Homeworking risk assessments are carried out for all employees working from home.

OnSide will contribute towards reasonable travel costs for candidates invited to attend face-to-face interviews when they are travelling from outside the local area. This approach reflects OnSide's commitment to fairness and equality of opportunity.

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

APPLICATION PROCESS

To apply, please submit a CV and a one-page cover letter via the OnSide website at [Work with OnSide - OnSide Youth Zones](#). While we encourage the responsible use of AI to support your application, your cover letter should be personally written and clearly set out how you meet the person specification.

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 equity, diversity & inclusion.



CLOSING DATE FOR APPLICATIONS:

12 noon on Monday 13 July 2026

(We may close this role early if we receive a high volume of applications, so we encourage you to apply as soon as possible.)

INTERVIEWS:

First stage interviews (virtual):
Thursday 16 July 2026

Second stage interviews (in-person):
Thursday 22 July - Location TBC

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.





THE DIFFERENCE WE ARE MAKING

As a Network we have an incredible impact on young people



£234M

INVESTED IN OUR NETWORK
TO SUPPORT YOUTH ZONE
DELIVERY AND PROGRAMMES



60K+

YOUNG PEOPLE ATTEND
YOUTH ZONES EVERY YEAR

404

STAFF HAVE BENEFITTED
FROM TALENT ACADEMY
TRAINING IN 2024/25



666K+

ENGAGEMENTS BY YOUNG
PEOPLE ACROSS
THE NETWORK



£221M

RAISED TO 'START UP' NEW
YOUTH ZONES NATIONWIDE



76%

OF YOUNG PEOPLE INCREASED
OR MAINTAINED SELF-
CONFIDENCE IN 2024/25

83%

OF YOUNG PEOPLE INCREASED
OR MAINTAINED THEIR
ASPIRATIONS IN 2024/25



78%

OF YOUNG PEOPLE IMPROVED
OR MAINTAINED THEIR
SOCIAL SKILLS IN 2024/25



£13+

SOCIAL RETURN ON
INVESTMENT FOR EVERY £1
INVESTED INTO YOUTH ZONES



~£350M

OF SOCIAL VALUE GENERATED
ACROSS THE ONSIDE NETWORK
IN 2025/26

