

ROLE PROFILE

MARKETING AND COMMUNICATIONS MANAGER

OnSide Youth Zone Thames Gateway



SALARY OFFER:

£35,000 to £40,000 (dependent upon experience) with 33 days Holiday (inclusive of bank holidays)

LOCATION:

Flexible working. Until the Youth Zone is completed and fully operational the charity will be based at OnSide Youth Zone Thames Gateway temporary offices space at Tilbury Community Association.

REPORTING TO:

OnSide Youth Zone Thames Gateway Chief Executive

CONTRACT:

Permanent full-time, 37.5 hours per week

BENEFITS:

Workplace pension

Free gym access (once the Youth Zone opens)

Access to OnSide's Talent Academy; bespoke training and mentoring

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 Youth Zone Thames Gateway

OnSide Youth Zone Thames Gateway is a brand-new locally run youth charity, set to provide thousands of young people with the opportunity to have fun, make new friends, try something new and feel safe.

With community centric values and located in the heart of Tilbury, it will be an inspiring place for young people aged 8 - 18, and up to 25 for those with additional needs, to feel empowered and try new experiences. The building is due to be completed in 2027.

It will change the lives of thousands of young people each year - delivering social impact on an incredible scale. State-of-the-art facilities will offer over 20 activities— including sports, arts, culture, and recreation—available every evening, weekend, and school holiday, showcasing our commitment to providing the best for young people.

OnSide Youth Zone Thames Gateway is based on a proven model of youth service and youth work provision that is aligned to community needs and supported by cross-sector funding. Thames Gateway will give young people affordable access to services designed to empower them to lead healthier, positive and more active lives, raising their own aspirations and their community.

Watch here to see the power of youth work and the impact attending a Youth Zone has had on young people and see the support the Youth Zone will provide to young people. As our website is still under development please take a look at OnSide's website [here](#)

[Archie's story #ButWhenImHere - YouTube](#)

[Mala's story #ButWhenImHere \(youtube.com\)](#)

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.

OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose to find what they've got and where it could take them.

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

This is passionate, properly funded youth provision, with no ifs or buts. It's about giving young people a chance to shine in an environment where they can be themselves.

It's about opportunity.

[OnSide - But when I'm here \(youtube.com\)](#)

<https://www.onsideyouthzones.org/>

THE ROLE

Few communications roles offer the chance to build a brand, shape a reputation and change lives all at once. This is one of them.

This is a rare opportunity to establish a new organisation from the ground up, creating a legacy that will benefit thousands of young people for years to come.

As the charity's communications lead, you'll shape and deliver an ambitious communications and marketing strategy aligned to the organisation's vision and fundraising ambitions.

Reporting directly to the CEO, you'll have the autonomy to build the function from the ground up, raising the Youth Zone's profile, strengthening its reputation and bringing the voices and stories of young people to the heart of everything we do.

You'll work alongside OnSide's national communications team as the Youth Zone builds towards opening before steering the charity's communications function beyond that. With development and learning

opportunities through the Youth Zone, OnSide and the Network, this role offers a clear pathway into senior leadership, providing the opportunity to shape strategic decision-making.

Working across digital, media, campaigns, brand and stakeholder engagement, you'll play a pivotal role in ensuring communications supports fundraising, organisational priorities and the long-term sustainability of the charity.

The fun bit... young people will be at the heart of what you do. You'll have the freedom to be creative while directly seeing the impact of your role.

This is a varied, fast-paced role where no two days are the same. You'll enjoy significant ownership, the opportunity to influence strategic decision-making, and access to professional development through OnSide and its national Network, making it an ideal role for an ambitious communications professional looking to make a lasting impact.

Target audiences include:

- Young people, their families and potential members of the Youth Zone
- OnSide Youth Zone Thames Gateway Team Members
- Funders and Patrons
- Potential new funders and patrons across the business and philanthropic community.
- OnSide Youth Zone Thames Gateway Trustees.
- The wider Youth Zone Community including delivery and community partners and local authority.

ALL ONSIDE YOUTH ZONE THAMES GATEWAY EMPLOYEES ARE EXPECTED TO:

- Be a positive role model for young people - bring a 'can-do' attitude and take responsibility for your actions.
- Live the values of the Youth Zone and the OnSide Network, working within the charity's performance framework to support a culture of high performance, continuous learning, and a young people first, team always ethos.
- Be a positive ambassador for the Youth Zone in everything you do - whether that's working with colleagues, chatting to visitors, or leading promotional events and tours.
- Help create and maintain a safe and welcoming environment for all young people, encouraging positive behaviour and mutual respect.
- Demonstrate an ongoing commitment to equity, fairness, and inclusion.
- Follow all policies and procedures, especially around Safeguarding, Health & Safety, and Equity, Diversity & Inclusion.

JOB DESCRIPTION

KEY RESPONSIBILITIES

Work alongside the CEO, the wider Senior Leadership Team and the OnSide Communications lead to develop and deliver the opening-specific communications and marketing strategy.

Lead on the development and implementation of the Youth Zone's communications and marketing strategy aligning it fundraising strategy and organisational plan.

Work with Head of Fundraising to maintain strong communications with established and prospective funders. Working collaboratively to align the Communications Strategy closely with the Fundraising Strategy.

Work with Head of Youth Work to deliver effective communications to parents/guardians and members, supporting the growth of membership and the engagement and retention of members - taking a data driven approach.

Raise awareness of the Youth Zone's brand and mission, its impact and funding needs among key supporters, including philanthropists, businesses, charitable trusts, and the wider community.

Strengthen the Youth Zone brand ensuring consistency of presentation. Regularly review visual and verbal identity guidelines, promote best practices, and provide training to colleagues as needed.

Lead on all media relations including proactive and reactive engagement of with media, responding to media enquiries, writing and issuing press releases, reactive commentary, preparing spokespeople for interview and building positive relationships with key local and regional media to increase the Youth Zone's profile through positive coverage aligned to key messaging.
Create and maintain a flow of audience focussed online content (across owned digital channels) in collaboration with the Senior Leadership, Youth Work teams, young people and external stakeholders.
Champion storytelling, collaborating with young people and colleagues to build a collection of powerful case studies stories that showcase the Youth Zone's impact on young people, empowering young people to share their own voices and experiences.
Support the volunteer recruitment campaign.
Keep up with external communications trends and identify opportunities for new approaches. Collaborate with OnSide's media team to support opportunities for the Youth Zone to be profiled in national media.
Be on session for 1 hour (minimum) per week when the Youth Zone opens.
Develop and implement communication policies in line with other relevant Youth Zone policies.
Be a Guardian for the Youth Zone's external reputation by monitoring risks, managing potential threats, and guiding the team during a crisis, working with the Chief Executive and OnSide as needed.
Engage actively in OnSide Network Communications forums, sharing best practices and supporting network-wide campaigns and initiatives.
SAFETY AND SAFEGUARDING
Ensure the Youth Zone is a safe, welcoming place for young people, maintaining high standards of behaviour.
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 policies, procedures, and practice.

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 and the Network 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
Experience of planning and delivering strategic communication and creative marketing plans in line with organisational objectives and aims.
Experience of working with the media and delivering PR and publicity with local and regional media outlets.
Experience in website management, content development, and delivering engaging digital communications.
Project and budget management experience including monitoring and evaluation processes.
Experience working in young person-focused environments, providing information, advice, guidance, and support.
SKILLS, KNOWLEDGE AND ATTRIBUTES
Some Knowledge of the wider Thurrock area would be advantageous
Dynamic, innovative and creative approach to communications delivery with an interest in working in the youth sector.
Skilled in building relationships with senior stakeholders and managing externally funded projects.
Familiar with all the latest social media applications and trends with a knowledge of how to utilise them for effective communications purposes.
Ability to establish and maintain good professional relationships with young people, adults and partner agencies/organisations.
Knowledge of relevant IT systems e.g. PR Max; Mail Chimp; Hootsuite and design programmes such as Canva.
Attention to detail with excellent written communications skills and a key understanding of the importance of storytelling.
Ability to handle a varied workload, react quickly, meet deadlines and prioritise tasks.
Understanding of what makes marketing and communications effective for different audiences.
An understanding of the basic fundraising principles.

A genuine commitment to the mission, aims and values of OnSide Youth Zone Thames Gateway.
Ability to work on own initiative and as part of a team maintaining a proactive approach and can-do attitude
A willingness to work evenings and weekends, with the flexibility, motivation, and commitment to meet the needs of young people at the Youth Zone. <i>This may include travel locally and nationally, depending on the needs of the role.</i>
QUALIFICATIONS
Educated to degree level or equivalent experience in a relevant field (e.g. English, Communications and Marketing or Fundraising) and relevant experience will be considered.
Proficient IT skills with an understanding of Office 365 and relevant support systems

GENERAL INFORMATION

The normal hours of work are 37.5 per week, or those necessary to fulfil the requirements of the position. There will be a requirement to work outside the normal 9 to 5, Monday to Friday, working week, including frequent evenings and weekends. This will mean working flexibly across the week, to suit the needs of both the role and the individual. Pre-opening and before the Youth Zone is built there will be elements of flexible working.

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

APPLICATION PROCESS

ANONYMOUS APPLICATIONS:

We recognise our workforce is under-represented in certain areas and are committed to addressing this. We strongly encourage applicants to submit anonymous applications; in practice this means removing your name & email address from your CV & cover letter. Only these documents will be shared with the selection panel.

To apply, please email a CV and cover letter (no more than one page) in response to the person specification and questions below to: hr@onsideyouthzones.org

1. Why do you want to work for us?
2. Looking at the person specification, briefly describe how your skills and experience (including any lived experience) make you a good candidate for this role. (200 words max)
3. How you demonstrate your commitment to fairness, equity and respect.
4. Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer confirmed).
5. Any reasonable adjustments we can make to assist you in your application or the selection process.
6. This role will be based in the Youth Zone and therefore require an Enhanced DBS.
 - Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
 - Do you have any adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020

CLOSING DATE FOR APPLICATIONS:
12noon 3 August 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.)

FIRST STAGE INTERVIEWS (Online):
Wednesday 12th August 2026

SECOND STAGE INTERVIEWS (in-person):
Tuesday 18th August at Future Youth Zone

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.

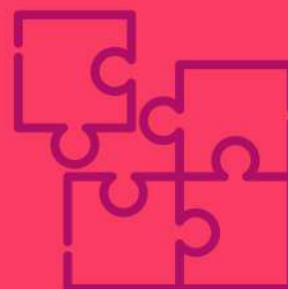


AMBITION

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.



PROVEN IMPACT



50K

MEMBERS ACROSS
THE ONSIDE NETWORK



MEMBERS MAKE OVER

650K

VISITS EVERY YEAR



£187M

INVESTED IN YOUNG PEOPLE
THROUGH OUR NETWORK

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



77%

OF MEMBERS ARE MORE
SELF-CONFIDENT



82%

OF FREQUENT ATTENDERS
HAVE MORE FRIENDS

HELP YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES



1 IN 10

OF YOUNG PEOPLE
HAVE A DISABILITY OR
ADDITIONAL NEED



70%

OF MEMBERS
BELIEVE THAT THEY
ARE HEALTHIER



75%

FEEL BETTER
IN THEMSELVES



64%

OF PARENTS THOUGHT
THEIR CHILDREN HAD
BETTER MENTAL HEALTH