

Job description: Media and Communications Manager

Duration: Permanent

Department: External Relations

Salary: £35,000 pa

Hours: Full time, 37.5 hours per week

Location: London (Flexible)

Key working relationships: Head of PR, Marketing and Communications, External Relations Assistant Director, Social Media Manager, Marketing Manager, Head of Policy and Public Affairs, Senior Leadership Team, Trustees, external stakeholders including media professionals, young people, youth organisations and UK Youth supporters.

Purpose of the job

This is an exciting time to join UK Youth as we launch our new strategy to 2025- Unlocking Youth Work.

Working closely with the Head of PR, Marketing and Communications you will lead the development of an organisation wide communication strategy and develop and deliver the relevant plans related to your area of expertise. You will have responsibility for managing organisational narrative and messaging, creating engaging copy, both long and short form, across multiple platforms and developing inspiring and impactful stories to bring our work to life for our key audiences.

You'll also have responsible for media relations activities including identifying media opportunities, writing press releases and proactively supporting on selling into national, broadcast and trade media to grow awareness of our work to key audiences, alongside a key role working closely with the Head of Policy and Public Affairs to lead our influencing work. .

You will line manage a Digital and Communications Officer and sit within a team of seven communications, digital and marketing experts.

Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported, and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

Key responsibilities

- Working with the Head of PR, Marketing and Communications you will lead the development of an organisational communications strategy and develop and deliver operational plans relevant to your area of responsibility.
- Lead on creative copywriting that empowers internal and external audiences both on and offline.
- Work closely with the Social Media Manager around assisting the content creation by owning the storytelling narrative across different social media platforms
- Grow our ability to tell stories effectively for different press and broadcast audiences through supporting media relations activities.
- Work closely with the Collective Action team, especially the Head of Policy & Public Affairs to ensure public affairs messaging and communications approaches are integrated and impactful.
- Work closely with the Talent Engagement Manager to develop a network of young people and youth workers who can be mobilised to talk publicly about the work of UK Youth ensuring the approach is in line with our wider Ambassador Strategy .
- Line manage the Digital and Communications Officer.

Other area of responsibilities

Income generation, digital, engagement and MarComms

- Manage and develop up-to-date messaging, ensuring the organisation is well informed and supported to talk confidently about UK Youth
- Supporting media relations activities, including identifying media opportunities, preparing press releases, developing relationships with journalists and selling into national, broadcast and trade media, drafting case studies and managing the arrangements for interviews between staff and the media
- Develop and manage UK Youth's portfolio of quotes, case studies and stories.
- Oversee internal communications including the weekly internal newsletter and support the People Team and CEO office with other internal communications requests
- Work closely with the SLT and the Head of Policy and Public Affairs to develop speech content and maintain up-to-date information on our external policy positions
- Co-ordinate and submit high quality submissions for Awards to recognise UK Youth's work.
- Monitor UK Youth press activity, ensuring we capture learnings to inform future decisions
- Act as a brand ambassador, leading colleagues to ensure all digital collateral helps to build our brand and deliver against objectives.

Person specification: Media and Communications Manager

Experience

- Demonstrable experience of engaging new audience through online/offline communications channels
- Experience in both creative and corporate copywriting with exceptional attention to detail
- Experience of securing proactive media coverage – on and offline.
- Experience of working as part of a creative team..

- Experience of managing internal and external communications, working with and developing media relationships, drafting and managing press releases.
- Experience of managing budgets effectively.
- Experience of achieving results through working independently and within a team environment.
- Experience of effective line management.

Knowledge, skills and understanding

- Advanced verbal and written communications.
- Knowledge of running creative campaigns.
- Speech-writing, written content creation and proof reading skills.
- Excellent interpersonal skills.
- Excellent knowledge around tone of voice and storytelling within social media.
- Knowledge of media monitoring and stakeholder management tools.

Personal qualities

- Professionally and positively represent the organisation at all times.
- Attend and participate proactively in staff meetings, team meetings and other meetings as required.
- Work effectively with colleagues to achieve the aims and objectives of the charity.
- Support organisation-wide initiatives to facilitate cross-team working.
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development.
- Provide leadership in area of expertise.
- A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results.
- Flexible approach to work.
- Excellent interpersonal skills.
- Excellent influencing and persuading skills..
- Excellent organisation and time management skills.

What we can offer you

We offer a competitive range of benefits, good work/life balance, excellent learning and development opportunities and vibrant organisational culture.

- Flexible/Agile Working
- 27 days annual leave plus bank holidays
- Pension scheme (currently UK Youth match employee contributions up to 5%)
- Membership of our life insurance scheme which would pay-out up to 4 times your salary
- Employee Assistance Programme to support employees both professionally and personally
- 20% discount off bookings at Avon Tyrrell, our New Forest Outdoor Centre, including camping, lodges and outdoor activities.
- CycleScheme and TechScheme



This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.