Job description: External Relations Assistant Director

Duration: Permanent
Salary: L4, London, £56,916
Location: London SW1P with Hybrid Working
Reporting to: Director of External Relations
Department: External Relations

Key working relationships: External Relations Heads other Department Heads, Senior Leadership Team, Celebrity Ambassador Manager, Trustees, Ambassadors, supporters, partners, Press, young people, external agencies.

Purpose of the job

Working closely with the Director of External Relations, this role will develop the strategic vision for how we engage with UK Youth’s external audiences and key stakeholders (including outdoor learning). This role will provide operational leadership to three teams (Partnerships and Philanthropy, Engagement and Digital, Marketing and Communications) and will play a key role in transforming the way the whole organisation uses digital to build and engage audiences, leveraging the power of existing and new platforms to grow our brand.

This role will oversee the implementation of a new External Relations Strategy that focuses on growing the influence of our brand and increasing cross-sector awareness of our work, as well as overseeing the development and implementation of an ambitious and diversified income generation strategy. This role will also lead our campaigning and storytelling work, enacting a step change in the way we use creative stories to share our work and amplify the voices of young people and youth organisations that support them, alongside responsibility for developing the organisational Ambassador Strategy.

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

- Creative and inspiring leadership of a multi-disciplinary team to ensure we grow the profile and influence of our brand and grow our supporter base and income.
- Lead the team to transform our use of digital to achieve organisation objectives - this includes utilisation of new platforms, technologies and increased production of digital content.
- Develop and implement a new Ambassador strategy for the organisation in line with our new strategic objectives
- Lead a new approach to campaigning and appeals for the purpose of raising awareness of our work, influencing for change and increasing support and income for our work.

Other area of responsibilities
Strategy development and leadership of the department

- Working with the Director of External Relations to develop and lead the implementation of a new External Relations strategy, embedding new ways of working across the department.
- Take a human-centric approach to designing all content for external audiences, supporting the wider team and department to embed this approach into everything we do
- Work with the Director of External Relations to set the annual budgets and targets and oversee all financial management processes ensuring all financial targets are met, all income is recorded accurately, and the department is making a contribution in line with budgets
- Provide direction and leadership to ensure the diversification and growth in income, helping the organisation triple its income in three years (from c. £7m in 2020/21)
- Oversee the production, analysis and sharing of relevant reporting and monitoring functions including income pipeline and brand analytics
- Operational leadership of multi-disciplinary team including line management of four senior roles and indirect management of the wider department
- Ensure the completion of a monthly 121 process and annual appraisal process for every team member, supporting individual and professional team development
- Deputise for the Director when needed
- Lead regular department meetings ensuring information flow from and to the team, ensuring continuous learning and opportunities for feedback and reflection
- Ensure all fundraising activities meet fundraising and data compliance standards

Transforming our use of digital and storytelling

- Lead a step change in how we create content for our key audiences and utilise storytelling in everything we do
- Oversee the development of all products, propositions and content from the External Relations department, ensuring ‘digital first’ and human centre design approach.
- Provide wide organisational leadership to support and inspire other departments on the journey to a more digital approach
- Work closely with other Assistant Directors and Heads to lead change in our approach to utilising digital and embedding innovation into ways of working
- Ensure young people play a strong leadership role across our work
- Establish and build strong relationships with strategic stakeholders

Development of Ambassador Strategy

- Responsibility for the development of a new Ambassador strategy
- Work closely with the Collective Action team to ensure we align our approach to
Ambassadors with our youth leadership and volunteering ambitions

- Provide direction to the Celebrity Ambassador Manager to secure and retain key high-profile ambassadors to raise the profile of our work with key audiences
- Work closely with other Department Heads to embed the Ambassador Strategy into all areas of our work, ensuring we maximise opportunities to engage Ambassadors and develop their connection to our cause
- Provide direction to the Communications & Content Officer on the development of Young reporters work changing our approach to platforming young people’s voices and experiences.
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Leadership team behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds an understanding of equity, diversity and an inclusive culture
- Able to role model and reinforce collaborative working, build productive relationships to find solutions and influence decisions
- Takes both personal responsibility for leading on work areas leads on creating a culture of accountability and engenders this approach in others
- Able to set clear expectations, articulate what good performance looks like and set strategic direction to ensure high quality work
- Able to empower and energise teams to achieve goals and communicate a compelling vision and direction in their area of responsibility
- Enables a culture of learning from mistakes and continuous learning
- Creates an environment and culture where wellbeing can be discussed
- Role models and fosters innovation and creativity.

Person specification: External Relations Assistant Director

Experience

- Experience of senior leadership role
- Experience of leading digital transformation
- Experience of leading development and implementation of new strategy
- Experience of managing multi-million-pound budgets
Knowledge, skills and understanding

- Subject matter experience in at least one area of income generation, digital and/or marcomms
- Strong financial acumen to manage complex multi-million-pound budgets
- Strong storyteller
- Ability to influence others
- Creative and proactively seeks innovative solutions

Personal qualities

- Personable, caring and empathetic
- Collaborative in approach
- Passion for supporting young people

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.