

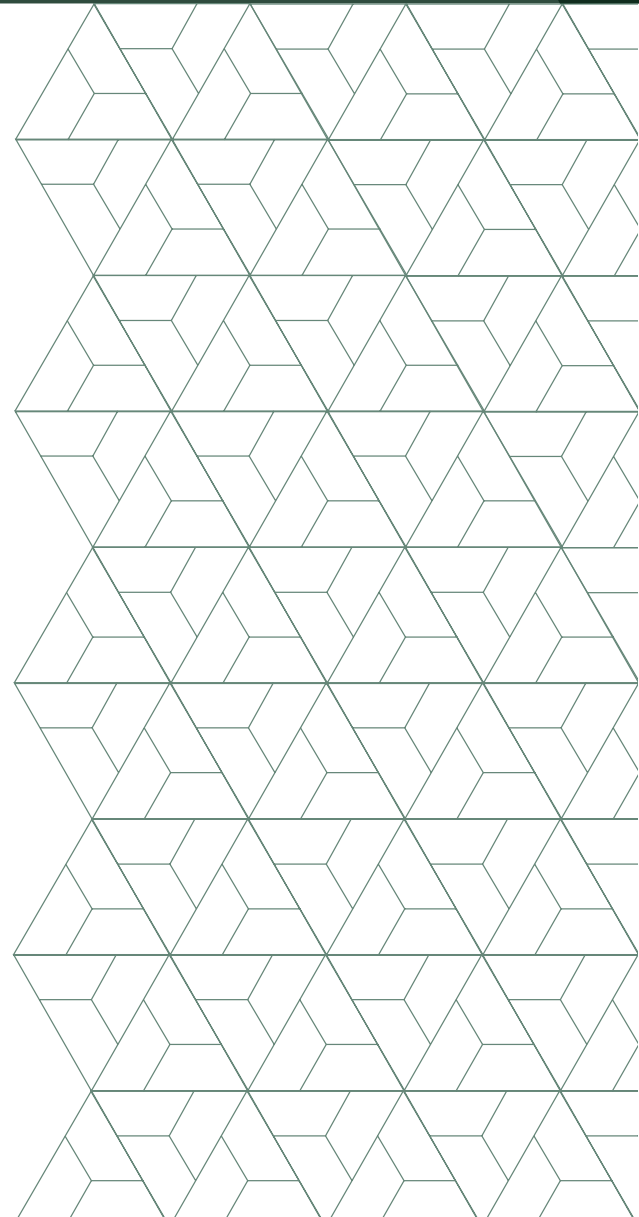
# UK YOUTH

Candidate Pack -  
Assistant Director of External Relations

AAW  
GROUP



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# A Letter from Ndidi Okezie OBE, Chief Executive



## Dear Candidate

Thank you for your interest in the role of Assistant Director of External Relations at UK Youth.

UK Youth is a leading charity working to ensure young people are equipped to thrive and empowered to contribute at every stage of their lives. We have influence as a sector-supporting infrastructure body, a direct delivery partner and a campaigner for social change. Through our open network of over 8000 youth organisations, we collectively reach 5.3 million young people across the UK. As outlined in our 2025 [#unlockingyouthwork strategy](#), we believe youth work is a catalyst for change that young people need now more than ever. We play a unique role in addressing; the lack of investment into the youth sector, the lack of cross-sector understanding of how youth work makes a difference and the limited opportunities to embed effective solutions.

I am immensely proud of the work UK Youth has carried out over the last couple of difficult years to ensure that young people would not only survive but be supported to come out of the pandemic and flourish. For me, an overarching theme over this time has been one of hope. Together with a collective of cross-sector organisations and the Met Police we've launched [The Hope Collective](#), a legacy campaign inspired by the dream of 12 year old Damilola Taylor. The Collective launched an inaugural annual Day of Hope on the 7th December 2020 and a series of events have been held to challenge the negative stories that tend to surround young people. We've also launched an Inspiring Hope Awards scheme to honour young people, youth workers and organisations that have inspired hope in some way.

We are now looking for an Assistant Director for our External Relations team who, working closely with the Director of External Relations, will develop the strategic vision for how we engage with UK Youth's external audiences and key stakeholders. The role

will also provide operational leadership to our Partnerships and Philanthropy, Engagement and Digital, and Marketing and Communications teams.

This is an exciting and critical time to join UK Youth as we continue our journey to transformational system impact. The organisation is in the middle of an ambitious program of financial growth and change. The successful candidate will have experience of senior leadership, in particular in leading digital transformation, and of developing and implementing new strategies, as well as of managing multi-million pound budgets to help us meet our goals.

This role will be critical in transforming the way the whole organisation uses digital to build and engage audiences and in overseeing the implement of an exciting new External Relations strategy to grow the influence of our brand and increase cross-sector awareness of our work.

We are building a movement of change; galvanising likeminded individuals, organisations, government, and businesses from all sectors, to work together and deliver system change for all young people. Together we will create a society that understands, champions, and delivers effective youth work for all. If you believe you have the experience, ambition, confidence and skills we need, as well as having an empathy with the needs of young people and a commitment to the value of youth work, we look forward to hearing from you.

With best wishes,

A handwritten signature in black ink, appearing to read 'Ndidi Okezie OBE', enclosed in a circular scribble.

Ndidi Okezie OBE  
Chief Executive

# About UK Youth

Working through networks of youth organisations and supporters, UK Youth's mission is to work as a nationwide movement to deliver innovative youth services, grow effective practice and campaign to increase support for youth work.

We recognise the unique position we hold and the role we can play in creating a resilient youth sector. Through our new 2025 [#unlockingyouthwork strategy](#) we will look to grow our work in this space, by not only opening up more funding opportunities for local youth organisations but also providing resources, support, and training to ensure high quality youth work is available to more young people.

## UK Youth work to address the mass inequality of access to youth services for young people through:

- Distributing funding to the sector alongside youth work content and using our insights to grow an evidence base.
- Working through networks of youth organisations and supporters to galvanise a movement of people who support our shared vision.
- Capturing, sharing and embedding solutions to strengthen the sector and accelerate the positive impact we have on young people.
- Campaigning for greater investment in and understanding of youth work through influencing policy, innovative storytelling and strategic partnerships. This includes our #YoungAndBlack campaign to give a space to share, listen and learn from the experiences of young black people in partnership with My Life My Say and The Diana Award.
- Amplifying young voices and those of youth organisations, strengthened by a sector-leading digital approach.



# About UK Youth

UK Youth has established a strong reputation for delivering high quality, large scale, national skills development programmes for young people from disadvantaged backgrounds. From online safety to money management and mental health, we reach and engage young people who don't traditionally have access to personal development opportunities. We also offer young people the opportunity to build confidence and resilience through tangible outcomes and a sense of achievement at Avon Tyrrell, our leading outdoor learning venue in the New Forest.

For more details on our work, visit: <https://www.ukyouth.org/what-we-do/>



# About the Role

**This role reports to the Director of External Relations.**

## **Purpose of the Role**

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.



# About the Role

## 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.



# About the Role

- 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.





# About the Role

## 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

## 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.

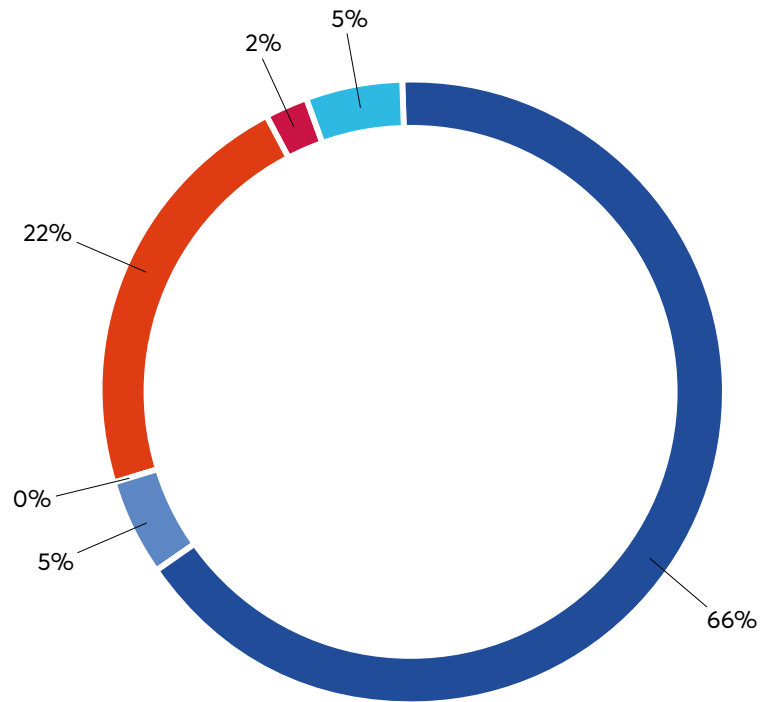
*This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.*

*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.*



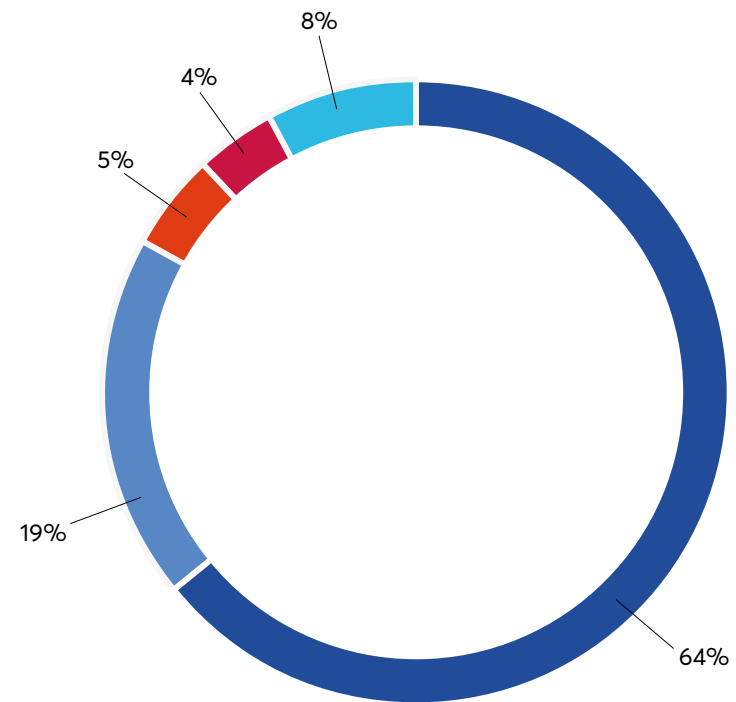
# Income and Expenditure Year Ending 2021

INCOME TOTAL £7.7 MILLION

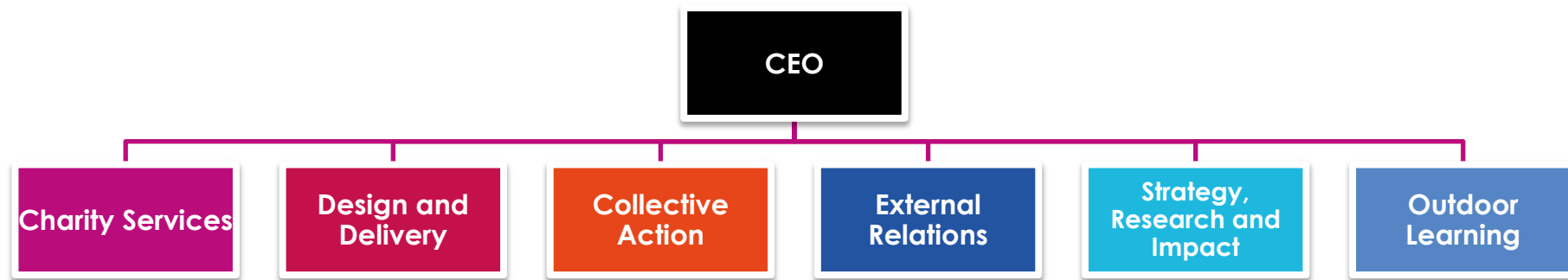


- Funding for youth work programmes
- Avon Tyrrell Outdoor Centre
- Fundraising events
- Donations and legacies
- Coronavirus Job Retention Scheme

EXPENDITURE TOTAL £6.5 MILLION



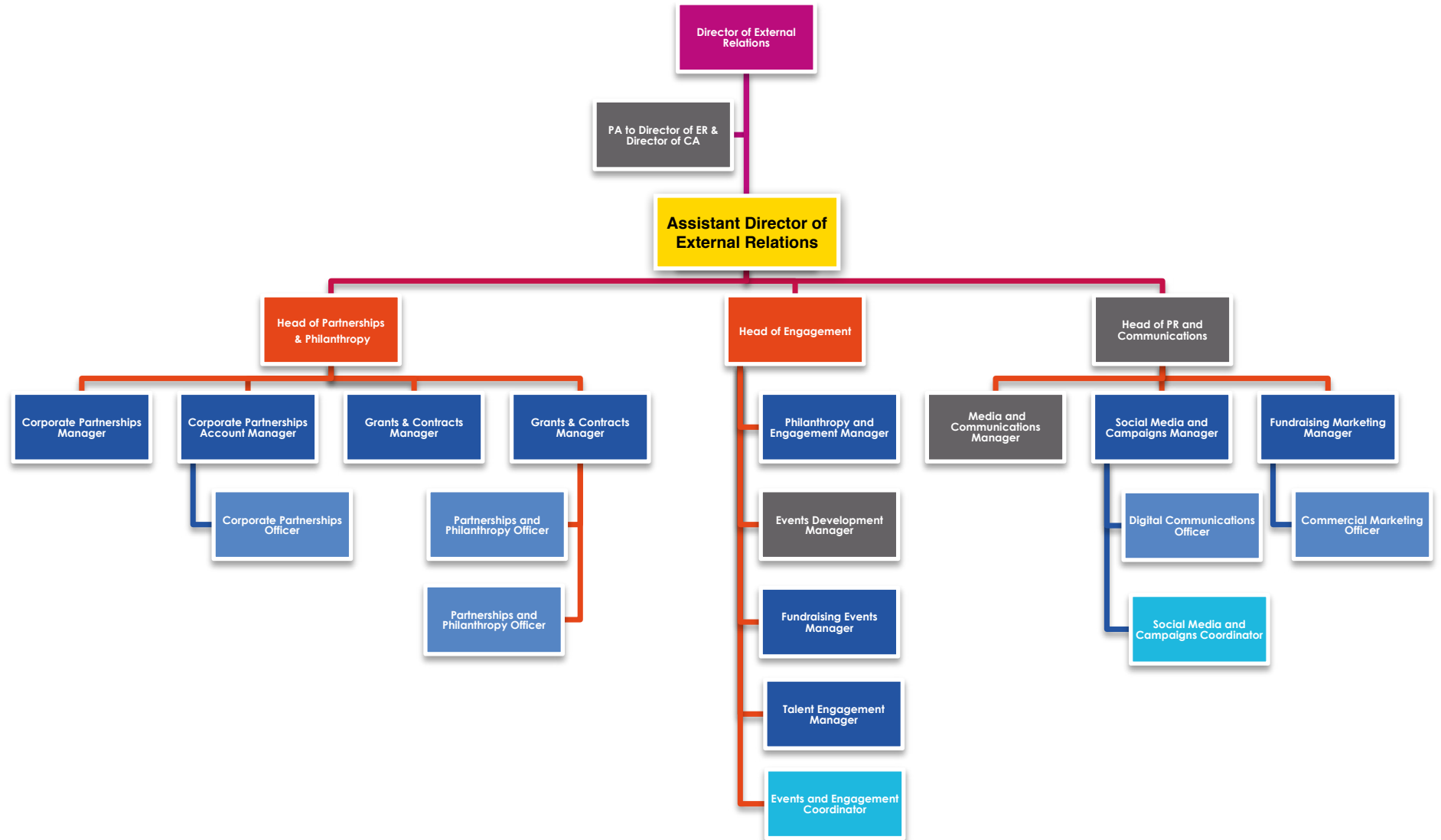
- Youth work programmes
- Avon Tyrrell Outdoor Centre
- Other Movement support
- Advocacy and communication
- Raising income



# External Relations Organisation Chart

## EXTERNAL RELATIONS

- Director/Chief
- Head of
- Manager
- Officer
- Coordinator/Apprentice
- Vacant



**Base:** London SW1P, with hybrid working

**Salary:** £56,916

**Nature of contract:** Permanent

### **Working at UK Youth:**

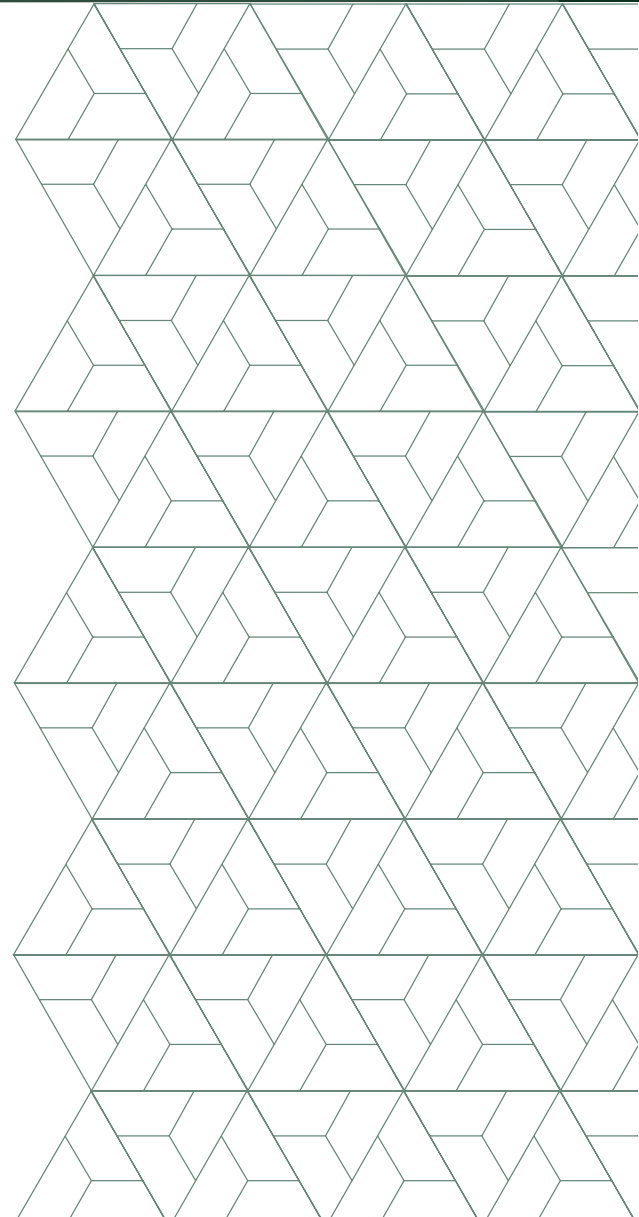
We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising (even whilst we are all working remotely!) from lunch and learn sessions, staff quizzes to virtual coffee meet ups. UK Youth prides itself on being an Equal Opportunity employer and we would particularly welcome applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment.

We strongly welcome applications from groups currently under-represented in our organisation including Black, Asian, minority ethnic groups, LGBTQ+ and persons with disabilities. We are also currently underrepresented by men, and so are seeking applications from different backgrounds, cultures, age, experience and identity to bring a wide range of experience, ideas, views and insights to UK Youth.

### **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



Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter, not exceeding two pages, highlighting your suitability for the position and why you are interested, by clicking this link.

All applications will be treated in the strictest confidence.

If you require an informal conversation prior to applying to this role, please contact Suzie Spooner via [talent@aawpartnership.com](mailto:talent@aawpartnership.com).

**Closing date:** Monday 13th June, 9am GMT.

Please note – this opportunity is likely to attract a large amount of interest and we will be longlisting throughout the campaign. **Please do apply early to register your interest.**

## PLEASE NOTE THE FOLLOWING INFORMATION:

Longlisted candidates will be invited to attend an AAW Assessment Meeting on Monday 20th or Tuesday 21st June. From these meetings, the final shortlist will be confirmed.

Shortlist: If you reach the final shortlist, all candidates will be invited to attend an interview with UK Youth in the week commencing Monday 27th June.

Note, if you would prefer a more accessible version of this pack in Microsoft Word, please send a request to [talent@aawpartnership.com](mailto:talent@aawpartnership.com)



# Find out more about our charities

UK Youth is a leading charity with a vision that all young people are equipped to thrive and empowered to contribute at every stage of their lives.

For more on our vital work visit :  
[www.ukyouth.org](http://www.ukyouth.org)



UK YOUTH

Thank you

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