



## Marketing and Communications Manager

**Job Title:** Marketing and Communications Manager

**Salary:** £35,500 – £37,000 subject to experience (OY Band 11)

Benefits include:

- Generous annual leave allowance
- Paid sick leave
- Enhanced family-friendly leave
- Compassionate and emergency leave
- Pension scheme
- Life insurance policy
- Employment Assistance Program
- Access to vouchers and discounts
- Monthly wellbeing allowance

**Reports to:** CEO

**Location:** Oxford – Minimum 3 days per week to be office based  
Some flexible and home working is possible, subject to agreement. Travel throughout Oxfordshire and further afield may be required.

**Hours of work:** 37.5 hours per week

**Please read our accompanying recruitment pack for more information about working at Oxfordshire Youth, including our approach to diversity and inclusion through recruitment**

To apply, please send a copy of your CV accompanied by a completed application form to our [recruitment team](#).

Alternatively, [visit our website](#) or [email](#) us for more information.

## **Role purpose**

Oxfordshire Youth is the county's preeminent youth work charity. We have experienced a period of dramatic growth - in 2022 our staff team grew from 28 to 56; turnover doubled from £1.4m to £2.2m; our reach expanded, and we are currently supporting more young people and youth organisations than ever before. Oxfordshire Youth is stronger today than at any point in its history, making this an exciting time to join our marketing and communications team.

Key stakeholders include young people, youth organisations, Thames Valley Police, Oxfordshire City and County Council, Oxfordshire Safeguarding Children's Board, the business sector, the education sector, a range of charities and social enterprises, Oxfordshire CAMHS, and Children's Social Care, and our incredible supporters who make our work possible.

You will be joining our Marketing and Communications team which celebrates authenticity, respects individuality, takes pride in excellent work and appreciates fun and collaboration. We are proud to support each other, and ourselves, to prioritise health, happiness and a great work-life balance.

If you are a natural at building relationships with a diverse range of people and audiences and your emotional intelligence and empathy colours the way you communicate, then this role will be a good fit for you. We are a small team, offering you ample scope to shape how objectives are delivered and contribute to our work in a variety of ways.

You will feel enthusiastic and excited by the opportunity for autonomous working. You will have professional experience of designing communication assets in step with current trends and be highly motivated, relish a challenge and keen to collaborate with the rest of the team. You present information visually with precision, skill, and energy.

This is an excellent opportunity to develop your communications career by taking the lead on our Relationship-driven and impact-led communications and marketing, whilst being fully supported by the Senior Leadership team.

## **Duties and responsibilities**

- Proactive campaign creation and implementation that supports the 12-month global comms plan.
- Managing the day to day activity of the marcomms content team and engagement with all key internal and external stakeholders to ensure that our communications are up-to-date with current news and research from a wide range of youth-related bodies and partners.
- Collaborate with internal and external stakeholders to create and deliver all communications across the organisation ensuring deadlines are met within manageable and sustainable lead times.
- Work with Oxfordshire Youth Voice Network to ensure quality and authentic youth participation is shaping our communications, enabling and enhancing platforms for young people to have a voice.
- Manage the marketing and communications delivery within the agreed marketing budget and provide monthly reports to the SLT.
- Working with SLT, team managers and heads of service to ensure that Oxfordshire Youth's

diverse range of projects and services are evenly promoted across PR, newsletters, social media, websites, blogs and printed marketing material, ensuring our branding is upheld in all aspects of external communication.

- Supporting the SLT to implement key partnership comms that ensure OY leverages brand association and aligned values to engage new audiences.
- Day to day management of the marcomms content team ensuring that our communications are up-to-date with current news and research from a wide range of youth-related bodies and partners.
- Ensure our material is reaching our youth sector member organisations via digital presence and within their venues and spaces, thereby increasing signposting for young people across Oxfordshire to Oxfordshire Youth opportunities.
- Ensure that the website [www.oxfordshireyouth.org](http://www.oxfordshireyouth.org) is maintained, updated and continually developed.
- Implementing and driving the social media strategy, achieving growth in engagement and increasing diversity of audiences.
- Creating publicity for our services that is of a high quality and communicates an effective and positive message, including preparing all material for events such as Oxfordshire Youth Awards and Youth in Mind conference.
- Provide clear and detailed updates about our marketing and comms activity, including our impact to the SLT in the form of monthly marketing reports.
- Analyse and report back to the wider team what is and isn't working and your recommendations for improving performance.
- Ensure our impact communicated clearly across newsletters, social media, website updates and annual impact reports.

## **Our Culture**

Everyone at Oxfordshire Youth agrees to:

- Have an unwavering commitment to Oxfordshire Youth's vision, mission and values · Attend meetings reliably and participate fully, including being an active listener
- Ensure that all work is carried out in accordance with Oxfordshire Youth's guidelines, policies, and procedures
- Undergo training that will enable personal and professional development
- Undertake any other relevant duty related to the further development, promotion, and sustainability of the organisation as set forth by your Line Manager and/or Senior Leadership Team
- Represent Oxfordshire Youth in a professional and appropriate manner at all times including considering punctuality, personal appearance and boundaries, and equity, diversity, and inclusion of all opportunities.

## **Safeguarding**

- Understanding that safeguarding children, young people and adults is everyone's

business and accessing training and supervision appropriate to the role.

- Ensuring concerns are responded to appropriately, in line with OY's Safeguarding Adults Policy and the Child Protection Policy and inter-agency safeguarding procedures.
- Complying with recruitment checks and other checks as requested by the organisation, including a DBS check.

## **What we are looking for**

- Five years or more relevant experience working in senior communications and/or marketing roles, or equivalent.
- Strong interpersonal skills including working with sensitivity and diplomacy.
- Curious and creative, with a growth mindset, enjoying challenges and leading on projects.
- Knowledge of the not-for-profit sector is welcome, but a passion for social equity and an understanding of some of the barriers faced by young people is essential.
- Marketing degree or equivalent, by qualification or experience.
- Experience of creating and delivering marketing projects, on time and in budget.
- Experience of managing direct reports.
- Experience of co-marketing, with external key stakeholders.
- Experience of organising events and conferences.
- Proven track record of successfully planning and executing marketing campaigns that drive business results.
- Strong analytical skills with the ability to interpret data insights into actionable strategies.
- Excellent standard of written English and verbal communication skills
- Experience of implementing communications plans
- Professional experience of developing content for social media and digital channels including TikTok, Twitter, Instagram and LinkedIn
- Proficient in Microsoft Office 365 and Hootsuite or equivalent, Canva (or similar software), Mail Chimp, Google Suite, WordPress
- Established local press contacts
- A good understanding of Google Analytics and SEO
- Experience in conflict resolution and dealing with negative PR
- An unwavering commitment to Oxfordshire Youth's vision, mission and values
- A commitment to treating people equally, being aware of unconscious bias and working proactively and openly to challenge it within your own and within others practice
- A positive, enthusiastic and can-do approach that demonstrates the attributes of a growth mind set, including a commitment to improving your knowledge and skills

**Closing date for applications: 12pm, Thursday the 12<sup>th</sup> of December 2024**

**Interviews to be held: Week commencing 16<sup>th</sup> of December**

*We reserve the right to close the application window early, should we receive a large volume of applications. We therefore encourage you to submit your application as early as possible if you are interested in the position.*