

About The Hive:

The Hive Youth Zone is a purpose-built facility for Wirral's young people which opened on 8th April 2017. Our goal is that every young person on the Wirral has somewhere to go, something to do and someone to talk to, and young people made more than 45,000 visits to the building last year. Our state of the art building in Birkenhead is open to all young people aged 8-19, and up to 25 for young people with disabilities or additional needs. It boasts a rooftop football pitch, skate park, garden, training kitchen, climbing wall, training kitchen, cafe, sports hall, arts and media room, music and dance studios, boxing ring and gym – with more than 20 activities on offer six days per week.

All young people using The Hive are supported by a team of qualified youth workers with expertise across a range of issues from mental health and healthy relationships to careers, building skills and gaining experience.

During the school day, The Hive plays host to alternative education and employability work with young people, as well as hosting sports sessions and other activities for schools.

Our team of almost 50+ dedicated professionals are here to make sure every young person who walks through our doors has a fantastic experience – and wants to come back again, and again, and again!



Being part of #TeamHive:

What you'll get:

- An inclusive, fun and welcoming working environment
- The opportunity to make a real impact in young people's lives
- The chance to grow and develop your skills both here at The Hive and via the **Onside Talent Academy**
- Company pension
- Subsidised meals in our cafe
- On-site gym (times vary)
- A chance to work in a vibrant, state-of-the-art facility.

You can take a virtual tour of the site to see more **here**.



An **OnSide** Youth Zone

Job position: Marketing & Communications Manager

Salary: £30,000 Annum

Location: The Hive Youth Zone

Contract: 40 hours per week (part-time considered for the right candidate)

About the role: To raise the profile of Wirral Youth Zone amongst key stakeholders in the region, through the delivery of a communications and marketing strategy. A strong focus on fundraising communications including the management of online fundraising campaigns, the marketing of a new lottery initiative and a direct marketing campaign, will be key to your success. You will support the building of the brand identity as well as developing, managing, and maintaining all communications and marketing activities within the Youth Zone to enhance visibility, build support and increase our effectiveness. In particular you will

- Support the fundraising team with high quality and impactful communications and resources designed to attract financial support.
- Contribute to the fundraising income streams by raising awareness of the Youth Zone amongst the whole community including young people, partners, funders, and potential patrons/ donors.
- Generate donating opportunities through relevant social media platforms such as LinkedIn
- Engage with young people, The Hive team, and different stakeholders to really understand and be able to convey The Hive offer and how this aligns with local priorities.
- Portray a positive image of young people, their achievements, development, voice, contribution etc.
- Produce high quality, creative and modern communications that really captivate the target audience and reflect The Hive's brand value
- Co-ordinate online fundraising activity, a new lottery initiative and direct marketing campaigns.



Responsibilities:

- To deliver the Youth Zone's Communications and Marketing strategy including a digital communications strategy.
- Work closely with the Head of Fundraising to ensure that the Hive's fundraising activity is underpinned and supported by high quality, relevant and accurate comms clearly evidencing the impact and value of The Hive e.g., monthly newsletters, annual report, impact reports.
- Maintain and develop The Hive's online content (website and social media) in liaison with The Hive's staff team, young people, and external stakeholders in an accurate and timely way.
- Use analytics to monitor and improve the effectiveness and reach of The Hive's online presence
- Build positive relationships with key local and regional media to build The Hive's profile and brand identity generating positive coverage and dissemination of key messages
- Develop a comprehensive P.R. service and manage all media enquiries
- Plan and co-ordinate / produce as appropriate a wide range of communications and marketing materials both on- and off-line including the research, content, writing, editing and design.
- Act as the guardian of The Hive's brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity, promoting good practice and training colleagues as appropriate
- Stay abreast of external communications trends, highlighting where new approaches might be beneficial and champion new technology, learn new skills and then train and enthuse others to put these into practice
- Work with colleagues to develop mechanisms to capture content from the young people and ensure communication of a coherent brand
- Contribute to the organisation and management of events to promote and raise funds for the Youth Zone
- Work with Onside's and other Youth Zone Communications Managers to share best practice.



How to apply:

Send your CV and a brief cover letter to:
Laura.Shaw@thehiveyouthzone.org



An **OnSide** Youth Zone