

Job Description

Role	Communications Manager	Location	Pitfield Street, London N1
Reports To	Head of Communications and Policy	Responsible For	No line reports
Team	Communications and Policy	Contract Type	Permanent
Salary band	£35,252	Hours of work	37.5 hours

Summary Purpose - what you will be achieving

As Communications Manager, you will play a central role in shaping how London Youth engages with the audiences that matter most. Sitting within the Fundraising and Communications Directorate, you will lead the day-to-day delivery of London Youth's digital communications, ensuring our work, impact and voice reach young people, members, funders, partners and policymakers in compelling and meaningful ways.

You will oversee London Youth's key digital channels, including social media, our website and newsletter marketing, ensuring they are engaging, accessible and aligned with organisational priorities. Through strong editorial judgement, a creative mindset and a clear understanding of our audiences, you will translate programmes, policy work and youth activities into clear, engaging communications that inspire action and strengthen London Youth's profile and influence.

Working closely with colleagues across programmes, membership, policy, fundraising and our outdoor centres, you will help ensure the outcomes and impact of London Youth's work are effectively communicated throughout the year. You will support colleagues to plan and deliver communications activities that strengthen engagement with our network, build awareness of the youth sector, and support fundraising and partnership objectives.

As a key brand guardian for the organisation, you will help embed London Youth's visual identity and tone of voice across the organisation and our network. Through guidance, training and collaboration, you will equip colleagues with the tools and confidence to communicate consistently and effectively on behalf of London Youth.

You will also play a leading role in developing and improving London Youth's digital presence. By analysing performance and staying abreast of emerging digital trends, you will recommend new approaches to content, campaigns and audience engagement that enhance the reach and effectiveness of our communications.

Alongside demonstrating the value and impact of youth work in London, your work will help ensure London Youth remains a trusted, visible and compelling voice for young people and the youth organisations that support them.

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About the role – what you will be doing

In this vital and varied role, you will:

- **Manage the planning and delivery of London Youth’s day-to-day communications activity across our owned digital channels**, including our social media platforms, website and newsletter communications to ensure they remain engaging and aligned with our priorities.
- **Support the development and delivery of London Youth’s organisational communications strategy, helping to plan and coordinate communications activity across the year** – managing the organisation’s communications calendar to ensure key programmes, campaigns, policy activity and partnerships are effectively communicated to the right audiences.
- **Create and commission engaging digital content across formats**, including social media assets, photography, blogs, video and web content. Through thoughtful editorial planning, you will identify opportunities to showcase the voices of young people, showcase our members’ work, and demonstrate the impact of London Youth’s programmes and partnerships.
- **Manage and develop London Youth’s website**, working with colleagues to ensure content remains accurate, accessible, aligned with our priorities, and inspires action. You will oversee improvements to the website’s structure, user experience and performance, working with external agencies to maintain and develop the platform.
- **Own our newsletter marketing and audience engagement activity**, working collaboratively with colleagues to develop targeted communications that build and maintain strong relationships with members, supporters, partners and other stakeholders.
- **Be a brand guardian for London Youth to help ensure consistent, high-quality application of our visual and verbal identity**, providing guidance and training to colleagues across the organisation, including our outdoor learning centres, helping our team communicate effectively and confidently while maintaining brand consistency.
- **Build and manage productive relationships with creative freelancers, agencies and digital partners to deliver high-quality content and campaigns**. You will help identify when external expertise is needed and ensure our partnerships deliver value and impact.
- **Monitor and analyse the performance of our communications activity across digital channels, using data and insights to inform ongoing improvements**, and identify opportunities to strengthen audience engagement and refine our approach to content and campaigns.
- **Support the delivery of communications activity linked to key organisational priorities, events and campaigns**. Working collaboratively with colleagues across

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programmes, membership, fundraising and policy, you will also help identify opportunities for young people and members to contribute to and shape our communications.

- **Contribute to key organisational publications and projects, including our annual impact reporting and flagship events such as our annual general meeting and London Youth Awards**, ensuring communications activity helps strengthen London Youth's profile and engagement with key audiences.

About you – what you bring to the role

Knowledge and experience:

- Proven experience managing digital communications channels, including social media platforms, websites and newsletter marketing.
- Experience developing, designing and delivering engaging digital content and campaigns that reach and resonate with diverse audiences.
- Experience producing high-quality written content across formats including social media, blogs, newsletters and websites.
- Deep understanding of digital communications trends, audience engagement and best practice across social and web platforms.
- Experience managing website content and structure, ideally using content management systems such as WordPress.
- Experience analysing communications performance and using insights to improve reach, engagement and impact.
- Experience working collaboratively across teams to translate organisational priorities, programmes or policy work into engaging communications.
- Experience working with external agencies, creative freelancers or digital partners to deliver communications projects alongside in-house creative projects.
- Experience supporting or embedding organisational brand guidelines and communications standards.
- Experience producing high-quality digital and print assets and templates using tools such as Adobe Creative Suite, Canva, and Adobe Express.
- Experience working in the charity, youth or voluntary sector, or an understanding of mission-led organisations.

Attributes and behaviours:

- Understanding and supporting the vision, mission and aims of London Youth.
- Demonstrate living our values of being ambitious, collaborative, inclusive and accountable.
- Excellent written and verbal communication skills, with the ability to communicate clearly and engagingly for different audiences.
- Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines.
- Confident building collaborative working relationships with colleagues, partners and external stakeholders.
- Sound editorial judgement and attention to detail.
- Ability to work on your own initiative and as part of a team in a fast-moving environment.
- Curiosity about digital trends and a willingness to innovate and test new approaches.
- Commitment to ensuring young people's voices are reflected authentically.

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- Commitment to strengthening London's youth sector and the organisations that support young people..
- Willingness to work occasional evenings and weekends when required.

Benefits include:

- Generous holiday allowance - 39 days paid holiday each year (including bank holidays and closure days). If you work part-time, your holiday allowance will be proportional based on your working hours.
- Employer 4% pension contribution.
- Additional leave granted to support voluntary activity.
- Free Health Care Cash Plan.
- Free access for you and your family to the Employee Assistance Programme.
- Free access to the 'Headspace' app for you and your family.
- Free access to the Charity Mentoring Network, as a mentor or mentee.
- Flexible working opportunities considered.
- You will be working with a fantastic team of passionate colleagues across London Youth.
- You will be making a difference to the lives of young people.

About London Youth

London's children and young people matter; their voices, experiences, and futures. Yet in a city of extremes, where wealth and opportunity can feel out of reach, too many young Londoners are being left behind. One in three lives in poverty. The cost-of-living crisis, combined with limited opportunity, is pushing young people to the margins, taking a growing toll on their mental health and wellbeing.

Encouragement from someone they know, trust and look up to can change a young person's life – and that's where youth work comes in. It offers a safe space to belong, be heard and discover talents that open doors to the future. Every day, we see the difference it makes: confidence, self-belief and a sense of what's possible. Right now, that matters more than ever.

We are a charity on a mission to champion and strengthen London's youth organisations, so young people have the opportunities and skills they need to succeed. We do this with and through our members – a network of 600 youth organisations – and at our two outdoor learning centres, Hindleap Warren and Woodrow High House.

Throughout our 139-year history, community youth organisations have been a vital lifeline, offering safe spaces beyond home and school where young people can build confidence, resilience and skills. Young people need opportunities outside school to have fun with friends, make a positive difference in their communities and shape the city they live in.

We work with all young people but focus on those too often overlooked – the ones facing barriers to opportunity who, with the right support, have the power to shape their own future.

In 2023-2024, we worked with 591 members who supported 710k+ young Londoners. 28,676 young people took part in our programmes, events and activities, with nearly 18,000 enjoying our

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outdoor learning centres. 2,000 youth professionals benefitted from 184 training and network sessions we delivered.

Our vision is that all young Londoners grow up healthy, able to express themselves, build fulfilling careers and make a positive contribution to their communities.

Discover more at londonyouth.org

If this is the role for you, please submit your application through London Youth's careers page. It is essential that in your written application you give evidence of examples of proven experience/skills for 'what you will bring to the role' criteria.

If you have questions regarding the role or the recruitment process, please contact: London Youth's HR team at HR@Londonyouth.org

