



YOUTH LEADS UK

COMMUNICATIONS & ENGAGEMENT LEAD

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB DETAILS

Job Title	Communications & Engagement Lead
Responsible to	Chief Executive Officer
Salary	£23,000 actual (based on £31,500 full time)
Contract	<p>Part-Time (28 hours per week) - From time to time, you may be required to work some evenings and weekends. These are usually communicated well in advance and the time will be given back to you in lieu.</p> <p>We expect team members to work in-person 60% of the time whether that's at our office in MediaCity or at our delivery locations in Greater Manchester.</p> <p>This is a one-year fixed-term contract, with the likelihood of renewal subject to funding availability.</p>
Important dates	<ul style="list-style-type: none">• 5 July 2026 - Applications to be received by 11pm• 9 July 2026 - Video Screening to be complete by 11pm• 20 & 21 July 2026 - Interviews held in MediaCity

ABOUT YOUTH LEADS UK

Youth Leads UK is an award-winning charity that believes young people matter. We support young people furthest from opportunity to build skills, create change, and shape the decisions that affect their lives – from classrooms to communities to boardrooms. We run leadership programmes, deliver social action projects, and publish Youth Leads Magazine – a platform for youth voice and creativity.

Working with thousands of young people across Greater Manchester for over a decade, we are experts in enabling young people to step outside their comfort zones, build real-world skills and grow in confidence. We back young people to lead, in our programmes, in policy spaces and in shaping Britain's future.

Please see our website 'About Us' page for more information about our vision, mission and values.

WHY WORK WITH US?

At Youth Leads UK, we believe in creating an environment that helps you thrive both personally and professionally. We offer 30 days of annual leave (including bank holidays) and a part-closure over Christmas and New Year. Our wellbeing programme includes regular socials and time for mental health initiatives, and our base at MediaCity, one of Greater Manchester's most vibrant and sustainable locations, ensures a positive and connected working environment.

We are deeply committed to diversity, equality, and inclusion. That's why we are a Living Wage Employer, signed up to the Greater Manchester Good Employer's Charter, and the #ShowTheSalary campaign. It's important to us that our staff team reflects the communities we serve. We guarantee interviews for our Youth Leads UK alumni, care experienced or disabled individuals, so please let us know in your application if you meet this criteria. We promote equal opportunities and we value the unique perspectives of diverse team members.

As a youth-led organisation, we prioritise employing individuals under 30, aligning with our mission to foster strong connections and relatability with the young people we support. This is in accordance with the Equality Act and reflects our belief in empowering young voices to shape our work.

ROLE SUMMARY

This is the lead communications role at Youth Leads UK - the person who holds our voice, shapes our stories, and makes sure the world hears what our young people are doing and why it matters.

Working closely with the CEO and eventually supported by two Youth Content Creators, you will own the communications and engagement function across all channels and audiences. You will set the tone, maintain the brand, lead our campaigns, and ensure everything we put out reflects who we are and what we stand for.

WHAT YOU'LL BE DOING

Strategy and brand

- Own the Youth Leads UK communications strategy, ensuring our channels, campaigns, and content are coherent, consistent, and purposeful
- Act as the guardian of our brand — maintaining voice, tone, and visual identity across everything we produce
- Work closely with the CEO to align communications activity with organisational priorities and the Generation:NOW strategy
- Analyse performance across channels and use insight to inform what we do next

Campaigns and content

- Lead the development and delivery of youth-led campaigns on issues that matter to our communities - from mental health and civic participation to cost of living and representation
- Oversee the planning and production of Youth Leads Magazine - three editions per year, created by and for young people
- Lead on long-form and strategic content including press releases, impact reports, website articles, and stakeholder communications
- Set the brief for social media content and oversee delivery by the Youth Content Creators, ensuring quality, consistency, and brand alignment
- Manage email communications including newsletters and stakeholder updates

Media and public profile

- Build and maintain relationships with journalists, editors, and media contacts across local, regional, and national outlets
- Draft and issue press releases, media statements, and reactive comments
- Identify and pursue opportunities to place youth voice in public debate - through opinion pieces, broadcast appearances, panel contributions, and more

- Support the CEO and young people to prepare for media appearances and public-facing engagements

Communicating our impact

- Work with the wider team to translate programme outcomes, data, and young people's stories into compelling content for a range of audiences
- Produce materials that communicate Youth Leads UK's impact clearly and powerfully to partners, funders, and the public
- Ensure our digital presence - website, social channels, email - reflects the quality and ambition of our work

Developing young people

- Provide day-to-day communications direction to two Youth Content Creators – setting briefs, reviewing content, and ensuring brand consistency
- Actively mentor and develop the Youth Content Creators, helping them build skills, confidence, and understanding of professional communications practice. The youth content creators will be line managed by the Head of Programmes, who you will work closely with
- Champion youth voice across all communications output, ensuring young people are authentically represented and genuinely involved in how we tell our story

OTHER AREAS OF RESPONSIBILITY

- Ensure young people play a strong leadership role across our work
- Keep up to date on new developments and trends within the youth sector
- Administrative duties as required, such as minute-taking, arranging travel and booking venues
- Representing Youth Leads UK at conferences and events
- Act as an ambassador for the organisation
- Ensure Youth Leads UK's Health and Safety and Safeguarding and any other appropriate policies are adhered to where necessary
- Take reasonable care of your own health and safety and that of others who might be affected by your work as required by law and described in the relevant operating policies and procedures
- 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 equality, diversity, and an inclusive culture
- Able to take personal accountability for key work areas

KNOWLEDGE AND SKILLS REQUIRED

ESSENTIAL

- Strong writing skills - able to produce compelling content across formats, from social media captions to press releases to long-form articles
- Experience developing and delivering communications strategies or campaigns
- Solid understanding of brand, voice, and audience - and how to maintain consistency across channels
- Experience managing or overseeing social media channels for an organisation or campaign
- Ability to use analytics to evaluate performance and make informed decisions about future activity
- Experience writing press releases or supporting media and press engagement
- Confidence building relationships with journalists, media contacts, or external stakeholders
- Excellent organisational skills - able to manage multiple priorities, meet deadlines, and maintain quality under pressure
- Genuine commitment to youth empowerment, social justice, and amplifying underrepresented voices
- Experience with video content production or editing
- Understanding of safeguarding principles when working with young people (training provided)

DESIRABLE

- Proficiency in Canva for creating and adapting branded content
- Experience with email marketing tools and understanding of what makes an effective newsletter or stakeholder communication
- Experience using Adobe Lightroom, Photoshop, or similar tools (training available)
- Experience working in or with the charity, public, or youth sector
- Understanding of civic leadership, social action, or community engagement
- Experience directing, briefing, or supporting others to deliver communications work
- Familiarity with website content management systems
- Experience mentoring or developing junior colleagues or young people

We recruit based on potential, not polish - so don't worry if one or two of the above are missing - most things can be taught!

ORGANISATIONAL INFORMATION

Youth Leads UK has a small yet mighty team, so you may be required to take on other duties and responsibilities from time to time.

All staff are expected to:

- Adhere to the policies and procedures in the Youth Leads UK staff policy handbook.
- Maintain confidentiality at all times in line with organisational policies.
- Successfully complete an enhanced DBS check and provide two independent references before appointment.
- Actively promote an inclusive and diverse culture within the organisation.

The post holder must have confirmation of eligibility to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed).

HOW TO APPLY

There is one route to apply and several stages of the process as explained below:

Stage 1 - Application (by 5 July 2026 - 11pm)

- You can apply via 'Charity Jobs', submitting a CV (no more than two sides of A4) and a covering letter explaining why you're the ideal candidate.

Stage 2 - Video Screening (by 9 July 2026 - 11pm)

- If we think there's a match based on your application, we'll invite you to a short video interview consisting of up to three questions, with a two-minute limit for each answer.
- Please note that we'll be screening applications as they come in, which means the earlier you apply, the more time you'll have to prepare for each stage.

Stage 3 - Final Interview (Monday 20 and Tuesday 21 July 2026)

- If we think there's a match following your application and video screening, we'll invite you to an in-person interview at our offices in MediaCity, Salford.
- **Interviews are currently scheduled for 20 & 21 July 2026. If these dates are difficult for you, please let us know by emailing info@youthleads.uk**

The closing date for Stage 1 applications is 23:00 on 5 July 2026.

TO APPLY: Submit your CV and cover letter through our entry on the CharityJob portal [here](#).