



**Ambitious  
about Autism**

# Online Communities Manager

Job description, May 2025

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# Job description

<b>Job title</b>	Online Communities Manager	<b>Team</b>	National Services
<b>Job band</b>	Band 5 - £37,673 - £45,019 (Depending on skills and experience)	<b>Reporting to</b>	Head of Participation
<b>Hours</b>	Full time: 35 hours per week, 9am-5pm (including some evenings and weekends). Hybrid working.	<b>Line manages</b>	Line management of 1 permanent staff member and freelancers/sessional workers

**Approved by:** Deputy Director National Services

**Updated:** April 2025

## Ambitious about Autism

We work together with children and young people, parents and carers, and our partners to create a future where every autistic child and young person can be themselves and realise their ambitions. Our online communities are a key part of this ambition enabling autistic young people to understand their autistic identity, build connections, and get involved with projects and campaigns. We provide a safe space for parents and carers to speak with like-minded people, and access support and information.

You will be joining us at an exciting time when we seek to significantly expand our reach and impact, increase diversity and develop engaging digital content. We believe that young people's voices are the most powerful tool to making positive change so you will work closely with the participation team and marketing and communications to deliver the National Services strategy.

The links to our online communities are below

[Online Youth Network](#)  
[Online community for parents and carers](#)

## Role purpose

The Online Communities Manager is responsible for maintaining and improving our online communities for autistic young people, parents and carers as well as managing our resource/content bank across National Services. Utilising audience insight, the postholder will be skilled at using creative digital solutions and identifying opportunities which will enable us to reach more people from across the UK, particularly those from underserved communities. You will be experienced in user engagement, using digital platforms and will be skilled at building strong relationships internally and externally.

- To have overall responsibility for the Ambitious Youth Network, our online

community for autistic young people.

- Have overall responsibility for ‘Talk and Autism’, our online community for parents and carers
- Create engaging and informative content for webinars, social media, digital resources and any other opportunities for information dissemination.
- Develop partnerships with new networks, organisations and influencers to drive the growth, diversity and reach of our online communities.
- Work with internal stakeholders to increase engagement, amplify user voices, identify opportunities for participation and influencing as well as maintain brand consistency.
- Monitor and report against KPIs, gather insights and report on trends to improve engagement.
- Act as the content owner and manager for National Services content.

## Key accountabilities and dimensions

### Management and delivery

- Lead on the ongoing development and management of our online communities including moderation and delegation of administrative tasks as required.
- Manage technical issues related to our platforms as they arise and work as point of contact for any challenges or required development
- Work with the Head of Participation to manage the strategic growth and expansion of the networks, ensuring national reach and increased diversity.
- Utilising audience insight and research, you will expand the reach and impact of existing platforms to reach underserved communities.
- Manage the Youth Network and Talk About Autism platforms including webinar series with guest speakers.
- Ensure appropriate moderation and support is available to ensure safe spaces are created for our users, promoting inclusion and accessibility.
- Work collaboratively with the marketing and communications team to promote engaging content that aligns with the organisation’s brand, tone and values.
- Owner of existing and new digital content to be managed, coordinated and developed through AaA website, Hivebrite platforms and social media
- Line manage permanent or freelance staff, ensuring objectives are aligned to the operational plan and that regular supervisions are undertaken
- Work collaboratively with the participation and policy team to actively engage audiences to enable influencing.
- Attend events (online or in person, where applicable). This may include evening and weekend hours.
- Maintain good working relationships across the organisation and represent Ambitious about Autism at external meetings and events.
- Develop strong relationships with new and existing stakeholders, creating partnership opportunities which boost engagement using targeted marketing and collaboration.
- Strive to improve practice continuously through promoting and monitoring the continuous professional development of your team, empowering and motivating high performers
- Manage any employee issues with guidance from the people team

### Finance and reporting

- Monitor data and insights of the online communities, reporting impact in line with KPIs and organisational objectives and strategies.

- Utilise data to analyse trends and identify areas for continuous improvement including technical functions, customer journey and user experience.
- Report relevant data and insights to the fundraising team and grant holders.
- Provide case studies as required by funders or internal stakeholders.

### **Safeguarding and Safety**

- Ensure all activities are appropriately risk assessed, and evaluation processes are in place to promote continuous improvement and compliance.
- Safeguarding incidents; medication errors; other incidents and accidents errors are appropriately reported.
- Complete regular Designated Safeguarding Lead (DSL) training and act as Lead Safeguarding Officer (LSO) for online communities, working closely with the DSL and deputy DSL.
- Follow safe and effective processes and procedures for the recruitment of young autistic people in participation work.

### **Additional duties**

- Demonstrate a continual commitment to safeguarding and promoting the welfare of children and young people.
- To uphold Ambitious about Autism policies to protect and safeguard pupils in order to secure their health, safety and wellbeing.
- Demonstrate a continual commitment to the promotion of diversity initiatives and the sharing of best practice in line with Ambitious about Autisms Equality, Diversity and Inclusion policy and procedures.
- Ensure the highest degree of confidentiality and data protection of all materials
- Demonstrate the vision and values of Ambitious about Autism in everyday work and practice, upholding the ethos of challenge and support where all pupils/learners can reach their full potential and maximise their engagement in learning.

The role description is not an exhaustive list. The post holder may be required to undertake other duties commensurate with the role as requested and agreed with their line manager.

# Person specification

Role and band competencies	Essential
<b>Specific knowledge, experience and technical skills</b>	
Experience using website content management systems, online community platforms and/or social media platforms	x
Experienced in user engagement/participation methodologies	x
Ability to manage online community engagement, manage safeguarding and foster inclusive environments	x
Excellent written and verbal communication skills to create compelling content suitable for a diverse range of audiences and communication styles	x
Strong knowledge of online engagement strategies and ability to implement data driven solutions to drive growth and continuous improvement	x
Experience of project management or proven skills and ability to plan, prioritise and deliver results within tight deadlines.	x
Excellent attention to detail and accuracy	x
Skilled at working in cross functional teams including reporting according to differing objectives across directorates.	x
Experience of working with, or passion to work with diverse audiences, including those from marginalised communities	x
Educated to degree level or with equivalent work experience within relevant roles e.g. content, online communities, participation, user experience	x
Understanding of autism and/or learning disabilities and the support needs young people may present with	x
Excellent IT and digital skills including Microsoft Office	x
Experience in using Customer Relationship Management (CRM) platforms or equivalent	x
Demonstrable understanding of safeguarding children, young people and vulnerable adults, including evidence of reflective practice	x
Understanding of relevant legal and statutory requirements ie GDPR	x
<b>Personal attributes</b>	
Demonstrate an understanding of autism/neurodiversity and/or a passion and interest to learn	x
Ambitious about Autism is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment	x
Demonstrate a creative and solution focused approach	x
Ability to work effectively in cross functional teams and with relevant external stakeholders including customers, external partners and funders	x
Committed to equity, diversity, and inclusion and understands how this is critical to the role of online communities' manager	x
The ability to be emotionally resilient, adapting in the face of challenging	x

circumstances whilst maintaining wellbeing	
Aware of professional boundaries in responding appropriately to difficult experiences and disclosures	x
Good appreciation of health and safety in the workplace, data protection principles and equal opportunities.	x
Ability to work on own initiative whilst liaising closely with managers and colleagues	x
Ability to work flexible hours including evenings and weekends, online or in person, where applicable	x
Ability to work as part of a team, including line management	x

# How to apply

Stage	Timescale
Closing date for applications	<b>Sunday 18th May 2025</b>
Candidates informed of outcome of application	<b>Wednesday 21st May 2025</b>
Interviews (these will be conducted online via Teams)	<b>1<sup>st</sup> stage: Wednesday 28 &amp; Thursday 29th May 2025</b>
Interviews (in person)	<b>2<sup>nd</sup> Stage: Thursday 5th June 2025</b>

If you would like to find out more about this exciting opportunity, need any further information or wish to have an informal discussion please contact James Axford, **Recruitment Officer** – 020 8815 5149, [jaxford@ambitiousaboutautism.org.uk](mailto:jaxford@ambitiousaboutautism.org.uk)

## Equal opportunities monitoring

*Ambitious about Autism is fully committed to equality of opportunity and diversity and we warmly welcome applications from all suitably-qualified candidates. We welcome applications regardless of race, colour, nationality, ethnic or national origins, religion or belief, sex, sexual orientation, gender reassignment, marital or civil partner status, pregnancy or maternity, disability, or age. All applications will be considered solely on merit.*

*Ambitious about Autism is committed to safeguarding and promoting the welfare of children and young people and successful candidates will be subject to an Enhanced DBS check. As part of our Safer Recruitment checks, an online search may be carried out in line with Keeping Children Safe in Education.*

*The Safeguarding responsibilities of the post as per the job description and personal specification.*

*Whether the post is exempt from the Rehabilitation of Offenders Act 1974 and the amendment to the Exceptions Order 1975, 2013 and 2021. This means that when applying for certain jobs and activities certain spent convictions and cautions are 'protected', so they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Further information about filtering offences can be found in the DBS Filter Guidance.*



# We are Ambitious about Autism

Ambitious about Autism is the national charity standing with autistic children and young people.

We believe every autistic child and young person has the right to be themselves and realise their ambitions.

We started as one school and have become a movement for change. We champion rights, campaign for change and create opportunities.

## Contact us

The Pears National Centre for Autism Education  
Woodside Avenue, London N10 3JA

☎ 020 8815 5444

✉ [info@ambitiousaboutautism.org.uk](mailto:info@ambitiousaboutautism.org.uk)

🌐 [ambitiousaboutautism.org.uk](http://ambitiousaboutautism.org.uk)

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Ambitious about Autism is a registered charity in England and Wales: 1063184 and a registered company: 03375255.

Ambitious about Autism Schools Trust is an exempt charity in England and Wales and a registered company: 08335297.