Marketing, Communications and Brand Manager

Marketing, communications, media, brand stewardship, digital presence, publications and dissemination

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The Opportunity

The Marketing, Communications and Brand Manager leads how YOUTHOOD is communicated, recognised and understood across the youth-facing landscape. The role stewards our organisational brand, websites and digital channels, marketing, media and public relations, publications and dissemination, working across YOUTHOOD to turn approved specialist content into accurate, accessible and compelling public communication. It also helps build a sustainable communications function that does not depend on the CEO carrying routine execution.

Important: Current Funding Status

YOUTHOOD is currently in its formal founding and pre-funding phase and does not yet have funding available for Core Staff salaries. **This role is therefore currently unpaid.**

The role forms part of YOUTHOOD's intended long-term Core Staff structure and has been designed as a substantive organisational position rather than a permanent voluntary role. Our intention is to transition Core Staff positions to paid employment when sustainable funding enables us to do so. **There is currently no guaranteed date for that transition, and appointment to the role does not guarantee future paid employment.**

Please consider whether you can realistically undertake the stated commitment on this basis before continuing. The Digital Walkthrough Cover Letter will ask you to confirm that you have read and understood the current arrangement before submitting an application.

1. Role at a Glance

Role title	Marketing, Communications and Brand Manager
Status	Part-Time
Workforce group	Core Staff
Reports to	Chief Executive Officer, with delivery coordination through the Chief Delivery Officer where communications readiness, sequencing or deployment affects mission delivery
Employment basis	Currently unpaid Core Staff position, intended to transition to paid employment subject to sufficient and sustainable funding

Hours	Approximately 8 hours per week, worked flexibly around agreed meetings, responsibilities and organisational activity.
Current remuneration	Unpaid during YOUTHOOD's pre-funding phase
Intended status	Paid Core Staff role subject to sustainable organisational funding
Working arrangement	Flexible and primarily remote, with attendance at agreed meetings, activities and in-person commitments as required by the role
Contract / tenure	Permanent / ongoing
Application deadline	Friday 30th October, 15:00
Proposed start	Monday 16th November, 2026

Role purpose: To ensure YOUTHOOD's public identity, organisational voice, channels and communications activity are held as a coherent organisational function and support accurate, accessible and strategically aligned public understanding.

Working Hours During Our Founding Phase

The hours stated in this Job Profile reflect the **current level of activity and organisational capacity expected during YOUTHOOD's founding and pre-funding phase**. They are intended to provide a realistic boundary around the commitment we ask unpaid Core Staff members to make.

Your time will include your portfolio responsibilities alongside participation in YOUTHOOD's wider organisational life. This may include our weekly team meeting, occasional 1:1s, collaborative work with colleagues, outreach and opportunities to support relevant virtual or in-person activity. We do not expect every week to look the same, and involvement in additional activity should be planned reasonably within the overall commitment.

As YOUTHOOD moves into major areas of delivery and Core Staff positions transition into funded employment, **the capacity required by individual roles may change**. Any change to contracted hours would be considered as part of that transition and established through YOUTHOOD's applicable workforce, remuneration and employment arrangements at the time. The current eight-hour commitment should therefore not be interpreted as the predetermined hours of the future paid position.

2. What You'll Be Here to Do

The full Role Portfolio contains the authoritative detail of the role. For recruitment purposes, the work can be understood through the following headline areas:

- Develop and maintain organisation-wide communications and marketing planning aligned with YOUTHOOD's mission and priorities.
- Steward YOUTHOOD's brand, organisational identity, public terminology and communications standards.
- Lead day-to-day stewardship of websites, social channels, newsletters and other approved digital channels.
- Develop audience, marketing, media and public-relations activity that serves strategic purpose rather than visibility alone.
- Coordinate the branding, editorial preparation, publication and dissemination of approved public outputs while preserving substantive portfolio ownership.
- Strengthen communications assurance, reputation, accessibility, youth representation and organisational learning across public-facing work.

3. What We're Looking For

You do not need to meet every desirable criterion. Essential criteria describe the capabilities or requirements we need someone to demonstrate to undertake the role. Desirable criteria help us understand additional experience that may strengthen an application, but they are not prerequisites for applying.

Essential

- Experience developing and delivering communications, marketing, brand or public-engagement activity.
- Strong written communication and the ability to make complex information clear and accessible without distorting its meaning.
- Ability to plan communications across different audiences, channels and organisational priorities.
- Strong understanding of brand consistency and the judgement to apply an organisational identity across different forms of work.
- Experience creating or coordinating digital content and confidence working with websites, social media or other public channels.
- Ability to work collaboratively with subject specialists, distinguishing communications expertise from ownership of the underlying content.
- Strong attention to accuracy, tone, accessibility and reputational implications.
- Ability to prioritise competing communications demands rather than treating every request as equally urgent.
- Creative judgement combined with willingness to work within organisational standards and approval boundaries.
- Alignment with YOUTHOOD's mission and willingness to develop strong organisational literacy across its work.

Desirable

- Experience with media relations, public relations, press releases or spokesperson preparation.
- Experience producing publications, reports, briefings or public resources.
- Experience with website management, newsletters, content-management systems or digital analytics.
- Experience developing communications or dissemination strategies.
- Experience within a charity, social enterprise, public service, youth-facing or other mission-led organisation.
- Understanding of accessible and inclusive communications.
- Experience communicating research, policy, campaigns or complex social issues.
- Basic design, photography, video or creative-production capability.

4. How We Understand Experience

Experience does not have one shape. Relevant evidence may have developed through employment, education, professional training, placements, apprenticeships, volunteering, community activity, student leadership, campaigns, lived experience or creating and leading something yourself.

Some roles require particular qualifications, technical expertise or established professional experience. Where that is necessary, we will say so. We are interested in evidence of capability, not simply the names of roles you have previously held.

5. Working at YOUTHOOD

Core Staff form YOUTHOOD's continuing organisational workforce. Roles are organised around the capabilities the organisation needs across its mission rather than around individual projects. Core Staff are therefore expected to develop strong organisational literacy, work collaboratively across portfolios and contribute proportionately to shared organisational delivery while retaining clear substantive responsibilities.

People joining YOUTHOOD should expect clarity about their role and authority, appropriate preparation and support, respect for their time and contribution, opportunities to learn, and clear routes for accountability when something needs to be raised or challenged.

6. Understanding the Role Portfolio

The Job Profile and Role Portfolio serve different purposes. This Job Profile gives you the condensed information needed to decide whether to apply and explains what we are looking for from candidates. The Role Portfolio is a detailed

organisational document explaining how the role fits within YOUTHOOD, what it stewards, how it relates to other portfolios and where its authority begins and ends.

A Role Portfolio is not an extended list of duties. Section 5 sets out the role's specific duties. The accompanying sections provide the organisational context, relationships, boundaries, authority and further information needed to understand those duties properly.

7. How to Apply

YOUTHOOD does not ask applicants for a CV as the primary application method. CVs can place disproportionate emphasis on previous job titles, employers and conventional career progression while requiring candidates to guess which parts of their history matter most to us.

Instead, Core Staff applicants complete our standard Digital Walkthrough Cover Letter. It works as a guided cover letter: every applicant receives the same starting structure and is prompted to explain their interest in the opportunity and the experience, capabilities and perspectives they would bring. This gives us a more consistent basis for considering applications while leaving candidates room to evidence suitability through the experiences most relevant to them.

Application route: Core Staff Digital Walkthrough Cover Letter

8. Recruitment Process & Key Dates

The exact stages and dates for this recruitment round will be confirmed in the published vacancy information. Core Staff recruitment will ordinarily begin with the Digital Walkthrough Cover Letter before progressing through proportionate assessment, conversation and interview stages.

- Applications open: Wednesday 7th October
- Applications close: Friday 30th October, 15:00
- Shortlisting / next-stage contact: Friday 30th October
- Interview or assessment stage: From Monday 2nd November
- Indicative appointment / start: Monday 16th November

9. Safer Recruitment, Accessibility & Adjustments

YOUTHOOD works with and around young people, organisations and public systems. Depending on the role, appointment may therefore be subject to identity and right-to-work verification, references, safeguarding requirements, DBS checks, training or other role-appropriate pre-appointment requirements. Any requirements will be confirmed before appointment.

We want candidates to be able to participate properly in our recruitment process. If you need a reasonable adjustment, an alternative format or support accessing the Digital Walkthrough Cover Letter, use the contact route provided with the live vacancy.

Before You Apply

Job Profile tells you what we're recruiting for. **Role Portfolio** helps you understand the role you're applying to join. **Digital Walkthrough Cover Letter** is how you apply.

Complete the Walkthrough Cover Letter HERE