



Application Pack

Embrace. Empower. Educate.

Role:	Youth Advocacy Manager
Hours:	32 hours per week
Salary:	£34k-£38k
Reports to:	CEO

We are committed to ensuring an accessible and inclusive recruitment process. If you would prefer to apply using an alternative format - such as a video application or another method that better suits your needs, please contact recruit@mermaidsuk.org.uk. We will be happy to support you and make suitable adjustments.

[Mermaidsuk.org.uk](https://mermaidsuk.org.uk)

Recruitment enquiries: recruit@mermaidsuk.org.uk

This job description is in Arial size 12 font. Should you require this description to be sent in a larger size or read out to you, please email info@mermaidsuk.org

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A little bit about us...

'We use 'trans' as an umbrella term for people that are binary trans, non-binary, genderqueer, genderfluid, agender or of other non-cisgender genders, including those of non-Western origin.'

The Charity

Mermaids has been supporting trans children, young people, and their families since 1995. Mermaids has evolved into one of the UK's leading LGBTQ+ charities, empowering thousands of people with its secure online communities, local community groups, helpline services, web resources, events, training, policy and stakeholder engagement and residential weekends.

We also seek to educate and inform wider society on gender identity by helping professionals accommodate and reassure gender diverse young people. Over the years, we've seen many changes in the language and understanding surrounding gender issues, but one thing remains the same: trans children deserve the freedom and confidence to explore their gender identity wherever their journey takes them, free from fear, isolation and discrimination.

What You Can Expect

In supporting our mission to create lasting, positive change for trans people, now and for generations to come, you will receive our full support to thrive in your role. This includes comprehensive training, opportunities for professional development, a contributory pension, generous holiday entitlement, access to external supervision, and a range of additional benefits.

Message from the CEO

Thank you for your interest in the role of Youth Advocacy Manager with Mermaids. This is a truly exciting time to join the charity; there's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for transgender, non-binary, gender diverse children and young people for generations to come. Given the challenges facing young transgender people on numerous fronts, it is more important than ever for the charity to step up.



If you want to be involved in one of the most significant civil rights movements of our time, then this is where you need to be. This role will develop and spearhead opportunities for trans youth to influence systems change and improve societal outcomes for the trans community more broadly.

I joined the organisation as Chief Executive Officer in November 2025, bringing with me a long-standing commitment to youth advocacy and inclusive leadership. Supporting trans, non-binary and gender-diverse young people is central to my work. Throughout my career, I have championed policies that promote safety, dignity and equal access to opportunities, and I continue to listen closely to the communities we serve to ensure their experiences guide our direction. I am dedicated to fostering a culture of respect, belonging, and meaningful change for all young people.

If you have the passion and drive to help us achieve our vision. I look forward to hearing from you and, hopefully, joining us soon.

Yours,
Jo Hardy
CEO

Role Profile

Youth Advocacy Manager

The young people, children and families that we support are at the heart of everything we do at Mermaids. The work that we do is crucial to Mermaids achieving our vision for trans youth and we now need a highly effective and experienced Youth Advocacy Manager to join the organisation. The Youth Advocacy Manager plays a crucial role in empowering trans youth, advocating for their rights and fostering inclusive and supportive communities where they can thrive. This role is a core part of our management team and will drive the organization to ensure that youth voice is centred across all of our work.

Mermaids is an equal opportunity employer. We encourage applications from those with lived experiences (directly or indirectly) and/or close ties to the LGBTQ+ community. We actively support and encourage people from a variety of backgrounds and experiences to join us and shape what we do. We are particularly keen to receive applications from BPOC (black and people of colour) and/or disabled and trans candidates.

Key Objectives

The Youth Advocacy Manager's key objective is to translate what we're hearing from young trans, non-binary and gender diverse people into great quality services and maximise the voice of trans young people throughout our service delivery. You will develop and spearhead opportunities for trans youth to influence systems change and improve societal outcomes for the trans community more broadly.

Key Responsibilities

- The role is a manager's position and Managers are responsible for overseeing people and projects along with project budgets (typically no more than £50,000)
- Oversee and manage a large number of volunteers

- Planning a programme of work or the work of others over an annual cycle to ensure delivery against operational plans with the ability to contribute and collaborate on operational planning in partnership with the CEO/COO.

General Responsibilities

- Be responsible for the service delivery of our Youth programmes. This includes supporting and managing our Youth Advisory Panel (YAP), which acts as our youth advisory group to ensure the Mermaids is youth centred in all our work. Alongside this, ensure that our YAP are embedded into the organisation's decision-making structures.
- Support service leads and their teams with moderation and development of our Forum, online youth groups and other platforms.
- Act as an on-call Duty Safeguarding Officer and share responsibility for covering our safeguarding rota with colleagues.
- Keep abreast of developments and best practice in youth advocacy and work with relevant colleagues to innovate new service offers which are relevant to the changing needs of trans youth.
- Lead on the development of quality assurances processes to ensure best practice in our youth advocacy work along with working with the Monitoring & Evaluation Officer on the data collection processes with clear monitoring against agreed KPIs and targets.
- Work with partners across a range of sectors to understand the range of services available to trans young people. Map provision across the UK for trans youth and their families and develop robust signposting, cross referral and partnership delivery arrangements.
- Work with the fundraising team and funders to support the development of and reporting on fundable projects.

This role will involve evening and weekend working.

Person Specification

Youth Advocacy Manager

You should be able to demonstrate that you meet the following criteria:

E = Essential

D = Desirable

Measured by:

A = Application Form

I = Interview

QUALIFICATIONS & RELEVANT EXPERIENCE		
E	Experience developing and implementing youth-focused programs or campaigns.	
E	Proven track record of working directly with young people in various capacities.	
E	Experience in monitoring and evaluation and impact; CRM management and data/ evidence gathering, delivery of KPIs and reporting to funders	
E	Experience and understanding of safeguarding policy and procedures in a youth setting	
E	Sensitivity to cultural diversity and inclusivity, with experience in working with diverse youth populations.	
D	Formal youth work qualification at level 4 or above	
D	Experience in organising events, workshops, or training sessions for youth.	

KNOWLEDGE & SKILLS		
E	Strong written and verbal communication skills, with the ability to engage and inspire young people.	
E	Genuine passion for youth advocacy and engagement, with a commitment to empowering young people.	
E	Ability to facilitate workshops, discussions, and training sessions effectively.	
E	Awareness of issues affecting LGBTQ+ communities, particularly trans, non-binary, and gender-diverse people.	
D	Proficiency in using digital communication tools and social media platforms to reach and engage youth audiences.	

Key terms

Place of Work: Remote

Contract Type: Subject to 6 months' probation, this is a full-time permanent position, 32 hours per week, 4 days a week (we operate a 4-day working week arrangement).

We are happy to discuss and explore flexible options and job share opportunities.

Salary: £34,000 to £38,000 depending on experience

Annual Leave: The full-time core holiday entitlement is 26.5 working days.

Pension: Mermaids will contribute 6% of salary to the Mermaids pension scheme, 2% will be automatically taken from your salary as the employee contribution.

Benefits: All staff members receive the following benefits:

- 4-day week (32 hours)
- Remote working
- Increased annual leave based on length of service (an additional 1 day per year up to a maximum of 4 days)
- Bank holiday flexibility (can be worked if preferred)
- Christmas closure
- Birthday leave
- Access to a GP 24/7, an employee assistance programme and external supervisors
- Health cash plan (the ability to claim back medical and dental costs)

Probation & notice: The post is subject to a six-month probationary period. During this period, you will be entitled to receive, and are required to give, at least one weeks' notice of termination, which must be in writing. After successful completion of your probationary period, you are entitled to receive one month's notice and are required to give three months' notice of termination, which must be in writing.

The selection process

How to apply

Send your completed application form and CV to recruit@mermaidsuk.org.uk with Youth Advocacy Manager in the subject title.

Please include hyperlinks in the letter to relevant material and add all social media accounts to the body of the email.

Deadline for applications: The final day for applications to be sent to us is 9pm Thursday 10th September. Please note that the charity reserves the right to offer the position to an individual before the deadline has lapsed, so we would recommend that you do not wait for the deadline to apply if you are interested in this role.

Interview date: Round 1 – 18th September and Round 2 – 25th September TBC

Start date for the role: subject to when you can start.

Safeguarding

Mermaids is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and this is a responsibility that is shared by all members of staff and volunteers across the Charity. The successful candidate will be subject to reference requests, safer recruitment checks and will be required to pass a Basic or an Enhanced Disclosure and Barring Service (criminal records) check.

Data Collection and Protection

We treat personal data collected during the recruitment process in accordance with Data Protection legislation.

