

## ROLE PROFILE

<b>Job title</b>	Fundraising Development Manager	<b>Salary:</b>	Up to £40,000
<b>Reporting to:</b>	Chief Executive	<b>Holidays:</b>	33 days including bank holidays
<b>Location:</b>	Barking and Dagenham Youth Zone (temp offices until building is complete)	<b>Hours:</b>	40 hours (flexibility required, including evenings and weekends)
<b>Key Relationships:</b>	Youth Zone Board Chairman and Trustees, Patrons and Supporters, Fundraising and Communications team, OnSide team		

### Role Purpose

As an experienced and results driven fundraiser you will be responsible for securing and managing partnerships with a value of circa £1,000,000 a year to fund the core activities, programmes and operations of the Youth Zone from companies (including corporate foundations), individuals (including individual and family Trusts) and a range of events.

To proactively manage relationships with existing donors and develop strategies to strengthen and expand fundraising income.

### Context of the post:

Youth Zones are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. Future, which is opening in Spring 2019, will be no exception, and is part of the OnSide network of Youth Zones. Youth Zones are for young people aged 8 to 19, and up to 25 for young people with additional needs.

Many young people, particularly those from socio-economically deprived areas, face an endless maze of boredom, loneliness and temptation, with nowhere to go and a lack of inspiring and productive activities to occupy their leisure time. This can lead to negative impacts on their health, educational attainment and career prospects. These are the young people that will shape the country's future prospects. It is this paradox that lies at the heart of OnSide's drive to establish a national network of Youth Zones; a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. Youth Zones give 8-19 year olds, and up to 25 for those with a disability, affordable access to a broad range of sport, arts and employability services, designed to help them lead active, positive lives and raise their aspirations for themselves and their community.

Future Youth Zone is centrally located, dedicated to young people and makes a bold statement about the importance of giving young people high quality places to go in their leisure time. Open 7 days a week, at weekends and during school holidays, the Youth Zone's purpose is to help young people grow to be happy, healthy and successful adults. The state-of-the-art



£6.5 million building will provide young people with access to a range of activities, all offering young people the opportunity to try new things, meet new friends and gain support from friendly, warm and positive staff and volunteers. The facilities include a 3G pitch, a gym, sports hall and recreation area, and dance, arts, music and media suites.

Each Zone is a separate registered charity and has an annual operating cost of approximately £1.2 million, half of which needs to be raised through fundraising. We have already developed and secured a portfolio of corporate, individual and trust supporters, consequently, you will initially be required to steward these relationships and maximise their potential as well as identifying ongoing new opportunities.

**The Fundraising Development Manager post is part of and supported by a regional fundraising network led by the OnSide Development Team, who are based in Bolton. You will benefit from access to bespoke training and mentoring.**

### **Duties and Responsibilities - General**

- Be a role model for young people and present a positive “can do” attitude
- Take personal responsibility for own actions
- Commit to a culture of continuous improvement
- Work within the performance framework of Barking and Dagenham Youth Zone and OnSide
- Represent the Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
- Comply with all policies and procedures, with particular reference to safeguarding, codes of conduct health and safety and equality and diversity to ensure all activities are accessible
- Represent the Youth Zone positively and effectively in all dealings with internal colleagues, and external partners
- To be alert to issues of safeguarding and child protection, ensuring the welfare and safety of Youth Zone members is promoted and safeguarded, and to report any child protection concerns to the designated Child Protection Officers using the safeguarding policies, procedures and practice (training to be provided)
- To assist with any promotional activities and visits that take place at the Youth Zone
- To actively promote and positively contribute towards increasing Youth Zone membership

### **Duties and Responsibilities – Detailed**

- Lead and co-ordinate the development and implementation of the Youth Zone’s fundraising strategy in collaboration with the Chief Executive.
- Support the management and stewardship of existing donors and corporate partners and develop new partnerships
- Create a strategic donor development plan for individual donors and corporate partners to maximise retention and increase level of support
- Produce high quality written proposals and make verbal presentations/face to face asks tailored specifically to meet a donor’s personal interests.
- Prepare and submit external funding bids to support the activities of the Youth Zone
- Develop and manage the implementation of a programme of activities to approach, request and realise donations from potential major donors, working closely with the Board and existing supporters to identify such supporters.



- In line with the development of the Youth Zone's journey, to support the production of fundraising, communications and promotional materials for private sector partners and events.
- Develop and manage a programme of fundraising and awareness raising events, including supporting and promoting Youth Zone sessions and events.
- Make best use of the Youth Zone staff, Board and Patrons to strengthen private sector relationships and identify prospects within their networks
- Generate written and financial reports for management and the Board as required.
- Ensure adherence to relevant charity legislation and the Institute of Fundraising's Codes of Fundraising Practice.
- Carry out other reasonable duties as requested by the Chief Executive

The job holder will be required to adhere to the Youth Zone's policies at all times, with particular emphasis on Equal Opportunities and Safeguarding. Attendance at events and conferences will sometimes be required.

### **PERSON SPECIFICATION**

Good candidates for this role will be high achievers, with the following skills, knowledge, experience and personality.

#### **Skills**

- Strategic approach to private sector fundraising
- Outstanding influencing and client facing skills with an ability to communicate with the most senior managers and decision makers
- Proven proposal writing, pitching, presenting and negotiation skills, combined with the ability to build and maintain relationships with prospective donors
- Strong interpersonal and networking skills
- Ability to make face to face approaches for funding
- Ability to convey the Youth Zone's work with confidence, credibility and passion
- Strong organisational skills, with a structured and methodical approach to work and a clear focus on results
- Ability to work to multiple deadlines
- Able to think conceptually and creatively to develop profitable fundraising products and proposals for supporters
- IT literate and confident user of databases

#### **Knowledge and experience**

- Understanding and experience of the principles and practice of corporate and/or major donor fundraising
- A track record in securing significant funds and meeting challenging financial targets
- Experience/understanding of account management and key donor relationship management
- Understanding of issues affecting young people and disadvantaged communities would be desirable
- A professional fundraising qualification is desirable

#### **Behavioural qualities**

- Strategic and creative
- Results-driven, determined and resilient



- Tenacious and confident
- Ability to build positive personal and organisational relationships
- Able to negotiate and balance competing priorities with consideration to ethical implications
- Commitment to the Youth Zone's mission
- A willingness to work unsociable hours when required and to travel to events both in the region and beyond

**The role will initially be based in temporary offices at Coventry University, Dagenham, until the opening of the Youth Zone in early 2019.**

#### **Remuneration package**

Salary: Up to £40,000 per annum dependent on experience  
Holidays: 33 days per annum (inclusive of bank holidays)

**The strength of the OnSide Network of Youth Zones is the diversity of its people, we place huge value on different people doing things in different ways and we welcome applications from what might be considered none traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country. Future Youth Zone is also committed to the safeguarding of young people. This post is subject to a DBS check.**



As a Youth Zone community our values provide us with cohesion as a group. We celebrate our differences; however these values help ensure our actions, behaviour and motivations as colleagues and volunteers reflect our shared vision.

### **1. Serving Young People**

- Focus on serving young people
- Continuous improvement in the service we offer
- Building relationships

We are dedicated to the development of young people and shall always strive to provide them with an environment and activities that will best inspire and develop them; that can deliver the 'wow' factor and leave a lasting impression. We shall work to high standards and go the extra mile to build strong, positive relationships with young people. We welcome all young people as they are, and support them to make good decisions, ensuring their changing needs remain at the heart of our services.

### **2. Can-Do Approach**

- Getting results
- Motivating others
- Determination

We shall deliver exceptional results through our passion and energy, pushing the bar higher. We will encourage ourselves and others to take on new challenges, whilst offering support and seeking advice at times, with a real pride in what we do. We must be resilient and determined to achieve our goals. We all understand that sometimes we will not get there but often we will achieve spectacular success.

### **3. Teamwork**

- Openness
- Supporting others
- Valuing and respecting others

In our network every job and volunteer role is important. We value each person and his or her job as much as we value our own. We recognise the efforts of others, whether seen or unseen. We strive to be a team of high quality coaches; sharing our experience and best practice across the network and in turn benefiting from the experience of others.

We should encourage different views to our own, and support colleagues in their decisions irrespective of their outcome. We should be able to challenge colleagues openly, speaking up on controversial issues without fear. Therefore, our relationships will develop with each other based on trust, respect and dignity.

### **4. Doing it Right**

- Acting with integrity
- Constant personal improvement
- Developing others

We are passionate about doing it right and are happy to seek specialist help when needed. We will train and be trained. We encourage learning and development and will achieve ever-increasing personal competence resulting in a culture of constant improvement and professionalism.

### **5. Innovation Friendly**

- Innovative environment
- Individual creativity

We want to provide an environment that generates innovative ideas and solutions; we are trailblazers. We wish to encourage employees, volunteers and young people to experiment with process