## ROLE PROFILE

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| **Job title** | Head of Fundraising | **Salary:** | Circa £40,000 |
| **Reporting to:** | Chief Executive | **Holidays:** | 33 days including bank holidays |
| **Location:** | Future Youth Zone, 201-225 Porters Avenue, Dagenham RM9 5YX | **Contract & Hours:** | 40 hours a week (negotiable) – including flexibility to work evenings and weekends as required, maternity cover fixed term contract 11 months |
| **Closing date:** | 23rd July | **Starting:** | 14th September 2020 |
| **Key Relationships:** | Youth Zone Board Chairman and Trustees, Patrons and Supporters, Fundraising and Communications team, Future Youth Zone Team & OnSide team | | |

**MAIN PURPOSE:**

* Leading the Fundraising Team covering the Head of Fundraising maternity leave, taking forward the fundraising strategy.
* Stewarding major givers on our Patron programme (£25k-£100k annual giving) and mid-tier programme and renewing their support.
* Seeking new major givers amongst high net worth individuals and corporates
* Line management of a Community and Corporate Fundraiser and Digital and Communications Fundraiser, supporting them to reach their targets and diversify Future’s income streams.

This role will lead Future’s Fundraising Team through an exciting period of income diversification.

**CONTEXT OF THE POST:**

Barking and Dagenham Youth Zone, named “Future” by local young people, was the first Youth Zone in London opened by the national charity, OnSide in Spring 2019.

Future, like all OnSide Youth Zones, exists to give young people, particularly those who are disadvantaged, somewhere to go, something to do and someone to talk to. Each Youth Zone is open 7 days a week, at weekends and during school holidays, with the purpose of supporting young people to become happy, healthy and successful adults.

Since opening, over 7,000 young people have signed up as members. During lockdown, Future further embedded itself in the community as a partner of Barking & Dagenham’s BD Can emergency response programme where we delivered food and medicine parcels to vulnerable residents.

Funding comes predominantly from Founder Patrons, a mix of philanthropists, foundations and companies giving high value gifts, which this role is responsible for stewarding and growing.

Since June 2020, we have been working with a donor who is supporting us to create stable and long-term income streams and have therefore recently recruited a Corporate and Community Fundraiser and a Digital and Communications Fundraiser. As maternity cover for the Head of Fundraising you will be leading the team at an exciting time, as we grow and develop new income streams.

**Duties and Responsibilities – Detailed**

* Drive the management and stewardship of existing donors and corporate partners to ensure the continuation of strong and meaningful relationships.
* Follow and create strategic donor development plans for individual donors and corporate partners to maximise retention and, where possible, increase level of support.
* Secure major donor income through new Patrons.
* Develop a mid-value giving programme that drives a high return on investment.
* Line management of Community and Corporate Fundraiser and Digital and Communications fundraiser. You will support them to develop; individual giving programme, community fundraising, local corporate support, third party challenge events and schools fundraising.
* Produce high quality written proposals and make verbal presentations/face to face asks to a range of audiences.
* Work closely with the Board, the Chief Executive and existing supporters to identify other prospects within their networks and further potential revenue streams.
* 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.
* Attendance at events and conferences will sometimes be required.

**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 Future Youth Zone and OnSide
* Represent Future 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
* 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 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 the Youth Zone and positively contribute towards increasing Youth Zone membership.

**PERSON SPECIFICATION**

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

**Skills**

* Effective people management and coaching skills
* Strategic approach to fundraising and marketing activity development
* 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 and partners
* Strong interpersonal and networking skills
* Ability to make face to face approaches for funding
* Ability to convey the Youth Zone’s work with confidence and credibility
* Strong organisational skills, with 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**

* Experienced line manager
* Understanding and experience of the principles and practice of corporate and/or major donor fundraising and stewardship
* Knowledge of community or events fundraising is desirable but not essential
* Track record in securing minimum five figure gifts funds.
* Experience of generating income to target.
* Experience in senior relationship management.

**Behavioural qualities**

* Ambitious
* Strategic and creative
* Results-driven
* Ability to build positive personal and organisational relationships
* A team player
* Able to negotiate and balance competing priorities with consideration to ethical implications
* Commitment to the Youth Zone’s mission and values.
* A willingness to work unsociable hours when required and to travel to events both in the region and beyond

# GENERAL

The role is full-time, based at Future Youth Zone, Parsloes Park, Barking and Dagenham.

**Future is committed to safeguarding and promoting the welfare of children, young people and vulnerable groups. This post is subject to a standard DBS check.**

**The strength of the OnSide Network of Youth Zone 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.**

