

ROLE PROFILE

Job title	Fundraising Development Manager	Salary:	Up to £40,000
Reporting to:	Chief Executive	Holidays:	33 days including bank holidays
Location:	Unitas Youth Zone Burnt Oak, Barnet	Hours:	40 hours – (flexibility required, including evenings and weekends)
Key Relationships:	Youth Zone Board Chairman and Trustees, Patrons and Supporters, Fundraising and Communications team, Unitas Youth Zone Team & OnSide team		

MAIN PURPOSE:

- The post holder will focus on stewarding the Youth Zone’s Founder Patrons – an impressive group of high net worth individuals, corporates and trusts & foundations who have committed to give at least £25k p.a. for three years, and on renewing their support
- New business is also an element of the role - the post holder will seek further new Founder Patrons amongst high net worth individuals and corporates
- The post holder will also seek to diversify funding streams by developing a mid-value giving programme and a community fundraising programme.

This is an exciting role which will benefit from specialist fundraising training through OnSide’s Talent Academy, and which has the potential for excellent career development; with growth and success in fundraising, the Youth Zone will seek to invest further in its philanthropic endeavours, allowing for role progression.

CONTEXT OF THE POST:

OnSide Youth Zones

OnSide Youth Zones, established in 2008, has been growing rapidly and has ambitious plans to create 100 Youth Zones in towns and cities, giving young people somewhere safe and inspiring to go in their leisure time. 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. Unitas, opening in June 2019, will be no exception, and is an independent local charity, which is part of the OnSide network of Youth Zones.

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 young people 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.

Unitas Youth Zone is dedicated to young people, easily accessible to those living in Barnet, 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 including 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.

The post

For each new Youth Zone, OnSide's Major Donor Development (MDD) Manager is responsible for generating the first three years of revenue funding from Founder Patrons. During 2019, this campaign will be in the final stages. The Fundraising Development Manager at Unitas will work alongside OnSide's MDD Manager, to meet the Founder Patrons that this individual generates, take responsibility for a successful stewardship programme, and also for attracting new Patrons. At the same time this post holder will have sole responsibility for developing a new community fundraising programme to provide further revenue funding.

Duties and Responsibilities – Detailed

- Drive the management and stewardship of existing donors and corporate partners to secure sustainable partnerships.
- Create strategic donor development plans for individual donors and corporate partners to maximise retention and, where possible, increase level of support.
- Work closely with the OnSide Major Donor Development Manager to successfully transition Founder Patron stewardship across to the post holder.
- Secure major donor income through new Patrons.
- Develop a mid-value giving programme that drives a high return on investment.
- Develop a small, efficient community fundraising programme that focuses on partnerships that require minimal effort from the post holder but deliver high income returns.
- 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.
- Manage the production of fundraising, communications and promotional materials for donors, events and community fundraising.
- Develop and manage a programme of fundraising and awareness-raising events, including supporting and promoting Youth Zone sessions and events.
- At the end of Year One, to lead and co-ordinate the development and implementation of the Youth Zone's fundraising strategy in collaboration with the Chief Executive.
- 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 Unitas Youth Zone and OnSide

- Represent Unitas 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.

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 London and Bolton. You will benefit from access to bespoke training and mentoring.

PERSON SPECIFICATION

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

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
- Effective people management and coaching skills
- 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 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
- 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 Unitas Youth Zone, Burnt Oak, Barnet (when the building is complete). Before that, you will be located at temporary premises at Redrow, Colindale.

Unitas 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.

ON SIDE YOUTH ZONES NETWORK VALUES



YOUNG PEOPLE FIRST

Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

EXCELLENCE

We encourage ourselves and each other to be best we can be through continuous learning and improvement, and a focus on finding solutions.



RESPECT

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



AMBITIOUS

We are passionate and driven in taking on new challenges, embracing new ideas, and exceeding our ambitions for young people, the Youth Zones and our local communities.

COLLABORATIVE

We will create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

