

## Role Profile: Corporate & Community Fundraiser

<b>Job title</b>	Corporate & Community Fundraiser	<b>Salary</b>	£28,000-£30,000
<b>Reporting to</b>	Head of Fundraising	<b>Holidays</b>	33 days including bank holidays
<b>Location</b>	Unitas Youth Zone, 76 Montrose Avenue, Edgware, HA8 0DT	<b>Contract &amp; Hours</b>	Full time, permanent - 40 hours per week, including flexibility to work evenings and weekends as required

### The Person

You must have a passion for community fundraising, and a commitment to supporting young people. Using your skills, you will develop and deliver our community and corporate fundraising programme with a target of raising £50,000 within the first 12 months. You will focus on growing income from SME's, third party events, community groups, schools, and individual giving fundraising streams. You will be excellent at building relationships, have experience in digital fundraising, be creative in your approach and excited by the opportunity to manage several fundraising programmes at the same time. You will be a self-motivated individual, able to work independently and also well in a team.

### Key relationships

Senior Leadership team, Youth Work Delivery Team, Head of Youth Work, the wider Unitas Team, OnSide employees, Trustees, Stakeholders, Local Businesses, Community Groups, Young People and Parents.

**Closing date: 18<sup>th</sup> August 2020**

### Key Dates & information

Interviews are scheduled for week commencing 24<sup>th</sup> August 2020

To apply please send your CV and a cover letter explaining why you would be suitable for this role, together with a declaration of any convictions (this information will not be shared with the selection panel) and whether you know any young people who attend Unitas, to [recruitment@unitasyouthzone.org](mailto:recruitment@unitasyouthzone.org)

**Unitas Youth Zone is committed to safeguarding and promoting the welfare of children, young people and vulnerable groups. This post is subject to an enhanced DBS check which is funded by Unitas Youth Zone. Pre-employment checks will be required for this role.**

### Job Purpose

This new post will play a leading role in Unitas' Fundraising Strategy to diversify income. As part of our plan to ensure that Unitas is embedded into the community, you will be building a new fundraising stream to capitalise on opportunities including; local corporate partnerships (e.g. charity of the year and corporate events), community fundraising (challenge events, school fundraising, third party events), digital fundraising (with a focus on regular gifts).

As well as raising vital funds, you will help raise awareness that Unitas is a charity within the local community. Through creating successful fundraising campaigns and building strong and meaningful relationship with community groups and local businesses in Barnet, you will make a key contribution to ensuring young people have a safe, affordable and inspiring place to go in their leisure time. You will be innovative and forward thinking in your approach and encouraged to test out new ideas.

### Context of the Post

You will be given ample scope to test your creative ideas and drive forward new streams of income generation, supported by the Head of Fundraising, the Chief Executive and a forward-thinking and engaged Board of Trustees.

This post represents the Trustees' commitment to growing the fundraising function at Unitas. Unitas has already raised the £6.5m capital costs, as well as securing 30+ significant gifts from corporate partners, trusts, foundations and HNWIs. This exciting new role is being put in place to complement our fundraising to date and to launch a community fundraising programme.

### **Context of the Youth Zone**

Barnet Youth Zone, named "Unitas" by local young people, was the second of three Youth Zones in London opened by the national charity, OnSide in 2019. This is an exciting and unique opportunity to join a small but growing, impactful fundraising team and play a critical part in shaping opportunities for London's young people and supporting a grass roots, committed universal youth service.

Unitas, 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.

Unitas' state-of-the-art £6.5 million building on Montrose Avenue, provides young people with access to a range of activities, offering them 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, recreation area and dance, arts, music and media suites, with facilities equipped for a wide range of sporting, artistic, cultural and general recreational activities and targeted services. To access a Youth Zone, young people aged 8 – 19 (or 25 with additional needs) simply pay 50p per visit and £5 per year membership.

### **Key Duties and Responsibilities**

- Take an active role in contributing to the fundraising plans and strategy for Unitas Youth Zone, being supported by and communicating with your manager.
- Achieve agreed fundraising targets for new and existing income streams.
- Develop partnerships and relationships with community groups and local businesses that generate sustainable income for Unitas.
- Design, implement, test and launch individual giving campaigns, engaging individuals across the community.
- Identify and promote new fundraising opportunities, such as third-party challenge events that could fundraise on behalf of Unitas.
- Reduce expenditure for the charity by seeking appropriate in-kind donations.
- Work closely with Unitas' Communications and Marketing team to develop key messages and choose appropriate channels to maximise opportunities to communicate with stakeholders and ensure that Unitas is well recognised locally as a high impact, independent charity in need of funding.
- Utilise Salesforce to record all fundraising activity accurately and ensure that records are kept up to date.
- Plan, deliver, support and evaluate fundraising events.
- Maximise opportunity to communicate with various community stakeholders.
- Work flexibly and inclusively (including evening and weekends as needed) to ensure you can successfully delivery the agreed objectives of this role.
- Represent Unitas Youth Zone at fundraising events, networking opportunities and external meetings.
- Comply with all policies and procedures, with particular reference to safeguarding, fundraising regulation, codes of conduct, health and safety, and equality and diversity and ensure we comply with GDPR standards.
- Be an active member of the team, carrying out any other reasonable duties as requested by the management team, and operating in line with the values and principles of the Youth Zone.


### Person Specification

Applicants must demonstrate in their application form that they currently have the experience and use the skills outlined below or have used them previously in employment, education, training, volunteering, etc.

<b>Selection Criteria</b> A = Application Form I = Interview AS = Assessment	<b>Essential or Desirable</b>	<b>Method of Assessment</b>
<b>Experience</b>		
Proven community or digital fundraising experience.	Essential	A, I & AS
Experience of building relationships and partnerships with individuals, businesses and other groups that have resulted in sustainable income.	Essential	A, I & AS
Experience of planning and managing income generating events – including monitoring budgets and expenditure.	Essential	A & I
Experience of using a CRM system for logging and tracking fundraising activity.	Essential	A & I
<b>Qualifications</b>		
GCSE literacy & numeracy or equivalent	Essential	A
Degree level qualification	Desirable	A
<b>Skills</b>		
Good numeracy skills and ability to analyse and report on your own financial performance.	Essential	A, I & AS
Great at building and developing relationships that are meaningful and long lasting.	Essential	A, I & AS
Excellent presentation skills	Essential	A, I & AS
Able to work flexibly and under own initiative to ensure deadlines are met and tasks are prioritised.	Essential	A, I & AS
Able to communicate effectively with a range of stakeholders.	Essential	A & I
Able to manage volunteers or teams at events.	Desirable	A & I
<b>Knowledge</b>		
Knowledge of how to optimise fundraising messaging to raise awareness among different stakeholders and generate return on investment.	Essential	A & I
Willing to develop knowledge of fundraising best practice, legal requirements and health and safety related to community fundraising and events.	Essential	A & I
Good working knowledge of MS Office.	Essential	A & I
<b>Aptitude</b>		
Commitment to the values of Unitas Youth Zone.	Essential	I & AS
Initiative and commitment to continuous improvement and ongoing development opportunities.	Essential	I & AS
<b>Special Requirements</b>		
Passion for raising money for a charity working with children and young people	Essential	A & I
A willingness to work unsociable hours as required	Essential	A & I
Ability and willingness to travel to events in the borough and beyond	Essential	A & I
DBS clearance and committed to Safeguarding children	Essential	A & I

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 non-traditional backgrounds. The one thing we all have in common is our desire to raise the aspirations of young people across the country.

## ONSIDE 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.

