

Legacy

An **OnSide** Youth Zone

ROLE PROFILE

HEAD OF FUNDRAISING & COMMUNICATIONS – LEGACY YOUTH ZONE



ROLE PROFILE

POST:

Head of Fundraising & Communications for Legacy Youth Zone, Croydon

SALARY:

£50,000 to £55,000 (dependent upon experience)

LOCATION:

Hybrid (3 days in Croydon Office)

REPORTING TO:

Chief Executive

LINE REPORTS:

Corporate Partnerships Manager; Grants & Trusts Manager 0.2 FTE, Communications & Digital Fundraising Manager.

CONTRACT:

Permanent, full time 40 hours per week

BENEFITS:

25 days annual leave plus bank holidays; free gym access; access to OnSide's Talent Academy; bespoke training and mentoring.

KEY RELATIONSHIPS Chair & Trustees of Legacy Youth Zone, CEO, Executive Leadership Team, Patrons & Supporters, OnSide Fundraising & Communications Network.

MAIN PURPOSE

A truly exciting post, working alongside the Chief Executive and key members of the Board of Trustees and Executive Team, to deliver the necessary annual revenue income for Legacy Youth Zone, Croydon.

This is a senior leadership role, which is both strategic and operational, you will be responsible for developing and shaping the income strategy for the charity and leading the operational fundraising team. A key function of the role will be the stewardship and renewal of Legacy's Founder Patrons, a group of supporters who have committed at least £25,000 pa for three years to provide a solid baseline of income for the Youth Zone. You will also be responsible for a programme of acquisition, most notably the recruitment of new major donors, local corporates and charitable trusts to meet the ongoing revenue demands of the Youth Zone.

CORE RESPONSIBILITIES

1: Income Generation

- a. Lead an effective stewardship programme which is



donor-led and focused on the existing family of supporters of Legacy Youth Zone, minimising attrition.

- b. Develop a diversified programme of major donor support, adding to the existing Founder Patron programme.
- c. In addition to successfully overseeing the Fundraising Team's acquisition and retention targets, drive a personal annual income target by managing a small but high value portfolio of c15-20 donors and prospects.
- d. Recruit and lead a highly experienced Grants & Trusts Fundraiser, to develop high quality funding applications and tenders for relevant contracts which will support the universal offer and the targeted programmes. Oversee the effective stewardship of Grants and Trust donors.
- e. Develop a locally focused corporate income generation programme.
- f. Initiate community fundraising as and when appropriate, maintaining a focus on ROI.

2: Strategy

- e. To develop, deliver and monitor an ambitious three-year fundraising strategy, seeking opportunity for sustainable growth. To inspire the Fundraising team to deliver against the strategy, setting annual income targets and a bespoke set of KPIs, and monitoring achievement of these.

3: Marketing and Communications

- f. To manage the Communications & Digital Fundraising Manager, ensuring a strong external profile and brand awareness of Legacy Youth Zone.

To support the Communications & Digital Fundraising Manager to develop a clear Communications and Marketing Strategy which is tailored to two broad audiences: funders and potential funders, and those who will use the Youth Zone or benefit from its presence, including children and young people, their families, and the wider community.

4: Governance

- g. Ensure adherence to relevant charity and data protection legislation, and the Institute of Fundraising's Codes of Fundraising Practice.
- h. To produce progress reports with both financial

information and KPIs etc relating to progress of the fundraising strategy, risks and mitigations.

- i. To carry out other reasonable duties as requested by the Chief Executive, including attendance at events and conferences, as required.

All Legacy Youth Zone employees are expected to:

- Be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for your own actions.
- Work within the performance framework of the charity and live the values of Legacy Youth Zone and the OnSide Network, contributing to a culture of high performance and continuous improvement.
- Represent and promote the Youth Zone positively and effectively in all dealings with internal colleagues and external partners, assist with any promotional activities and visits that take place at Legacy.
- Comply with all policies, procedures, and codes of conduct, with reference to Safeguarding, Health & Safety, and Equality and Diversity.

ABOUT LEGACY YOUTH ZONE

Croydon Youth Zone, named “Legacy” by local young people, was the third Youth Zone in London opened by the national charity, OnSide in September 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.

Legacy, like all OnSide Youth Zones, exists to give young people somewhere to go, something to do and someone to talk to.

Legacy’s state-of-the-art £6.5 million building on Whitehorse Road, 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.

To find out more, please watch this video: <https://www.youtube.com/watch?v=usPODSRw7nw>

ABOUT ONSIDE

Potential is everywhere. In every home on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don’t.

It’s about opportunity.

OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they’ve got and where it could take them.

OnSide funds and builds state-of-the-art, multimillion- pound Youth Zones in the country’s most economically disadvantaged areas. They train the amazing people that run them. And they offer continuing support via the nationwide OnSide Network of 14 Youth Zones (and growing), where colleagues can learn and grow, share their stories, and celebrate their success together.

This is passionate, properly funded youth provision, with no ifs or buts. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters who believe that how we treat the next generation defines who we are as a society.

Because when we really invest in young people, we all benefit – from who they are now, everything they might become and achieve, and everyone they might touch and inspire.

All they need is the chance to shine – an environment where they can be their best selves –and you just watch them go.

It’s about opportunity.

PERSON SPECIFICATION

Applicants will be expected to demonstrate the following experience, skills, knowledge, and attributes.

SELECTION CRITERIA	REQUIREMENT
EXPERIENCE	
Proven experience in personally generating income (£25,000+) from major donors (corporate and high net worth individuals) with an impressive track record in securing significant funds and meeting challenging financial targets, including both new business and account management.	Essential
Experience of supporting senior colleagues and/or trustees to be actively involved in fundraising.	Essential
Experience of developing and implementing comprehensive multi-strand fundraising strategies.	Essential
Experience of successful negotiation at a senior level with a wide range of individuals internally and externally.	Essential
Experience of managing people in a target driven environment, helping team members to develop, achieve and exceed their own KPI's and targets.	Essential
SKILLS, KNOWLEDGE AND ATTRIBUTES	
Ability to make face-to-face approaches for funding from major donors and corporate supporters and negotiate 'the ask', understanding how to tailor appropriately.	Essential
Strong and persuasive written and verbal communications skills with an ability to listen.	Essential
Strategic, target-driven approach to fundraising activity development.	Essential
Ability to implement and oversee a Communications strategy, particularly in relation to engaging potential donors in the charity's brand.	Essential
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals.	Essential
Strong organisational skills, with a structured and methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines and targets.	Essential
IT literate, a confident user of databases to drive high performance fundraising.	Essential
An understanding of relevant data protection regulation, the fundraising Code of Practise, and the importance of due diligence in relation to fundraising.	Essential
Awareness and empathy of issues affecting young people and disadvantaged communities.	Essential
PERSONAL QUALITIES	
Ambitious, results-driven, strategic, creative and a team player.	Essential
Commitment to the Youth Zone's mission and values.	Essential
Able to negotiate and balance competing priorities with consideration to ethical implications.	Essential
Willingness to work flexibly including evening and weekends when required, and to travel to events in the region and beyond.	Essential

APPLICATION PROCESS

To apply, please complete an application form, which can be found and submitted through our website.

Please provide the following information:

- Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before an offer of employment is made);
- Any reasonable adjustments we can make to assist you in your application or the selection process.



This role will be based in the Youth Zone and therefore require an Enhanced DBS. Please provide the details to Jasmine Roffey in the strictest confidence.

- Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
- Do you have any adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020?

Should you be invited for interview you will be asked to complete a self-disclosure form.

Closing date for applications: 9am on Monday 15th May Informal telephone discussions as required

- First stage interviews: Week beginning 22nd May
- Second stage: Week beginning 29th May

Anonymous Applications: We recognise our workforce is under-represented in certain areas and are committed to addressing this. Therefore, we actively encourage applicants to submit anonymous applications; this means removing names & email addresses from CVs and cover letters. The HR Lead will have this information from submissions, but this will not be available to the selection panel when they are considering applications.

For information on how Legacy processes your data, go to

<https://legacyyouthzone.org/privacy-policy/>

OUR VALUES

Legacy

An **OnSide** Youth Zone



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 the 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.



AMBITION

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.

COLLABORATION

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

