

Legacy

An OnSide Youth Zone

ROLE PROFILE

PHILANTHROPY MANAGER - LEGACY YOUTH ZONE



ROLE PROFILE

POST: Philanthropy Manager

SALARY: £38,000 - £42,000 (depending on experience)

LOCATION: Legacy Youth Zone, Croydon

REPORTING TO: Head of Fundraising and Communications

LINE REPORTS: None



CONTRACT: Permanent, full time, 40 hours per week, usually Monday to Friday (flexibility required including evenings and weekend events) Hybrid working up to 2 days per week

BENEFITS: 33 days annual leave including bank holidays; free gym access; access to OnSide's Talent Academy; Employee Assistance Programme; free staff meals during sessions; discounted holiday club for dependants on working days

KEY RELATIONSHIPS - Volunteers, Core Management team, OnSide, External Stakeholders, Young People, CEO, Board members

MAIN PURPOSE

An exciting opportunity has arisen at Legacy Youth Zone for an experienced fundraiser with a proven track record of securing funds from major donors.

Working alongside the Head of Fundraising and Communications, and within a small fundraising team, you will make a significant contribution to securing a legacy for thousands of local young people through the generation of new income.

You will have responsibility for sourcing significant new major donor income. At the same time you will support the Head of Fundraising and Communications by effectively stewarding and developing relationships with existing Patrons and Supporters, ensuring donations are renewed.

You'll be responsible for generating new revenue income for Legacy Youth Zone by creating a Patrons programme that encourages individuals to support us at various levels.

CORE RESPONSIBILITIES

- Reporting to the Head of Fundraising and Communications, you will be set targets to secure new patrons for the Youth Zone.
- To generate income to target by supporting a programme of high impact, donor-focused stewardship of existing donors (major donors) involving the Executive Team and Trustee Board as appropriate, to maximise retention, and increase levels of support over time.
- To deliver an agreed income target, with significant growth year on year. This will need the determination and self-motivation to drive the campaign with a sense of immediacy.
- You will be targeted to bring over £75k worth of new income for the charity in year one, rising to £150k thereafter, from philanthropic donations, every year.
- To develop new, sustainable major donor relationships, through cold prospecting

your existing networks and working closely with the Head of Fundraising and Communications, Trustee Board, CEO and existing supporters, to identify new prospects within their networks.

- To produce high quality written proposals and make verbal presentations and/or face to face asks to a range of audiences.
- To deliver cultivation and stewardship events.
- To work alongside communications colleagues to ensure awareness of Legacy Youth Zone across the community, and potential supporters, is strong.

- To ensure you are continuously fully appraised as to Legacy's delivery and impact.
- To ensure adherence to the relevant charity legislation and the Institute of Fundraising's Codes of Fundraising Practice.
- To generate written and financial reports for management as required.
- To carry out any other duty within the fundraising team and within the competencies of the post holder, as directed by your line manager or a senior manager.

GENERAL RESPONSIBILITIES

- 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 Legacy 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.
- To be alert to issues of safeguarding and child protection, ensuring the welfare and safety of Youth Zone members is promoted and safeguarded (training to be provided).
- To assist with any promotional activities and visits that take place at the Youth Zone.

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

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.

PERSON SPECIFICATION

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

Selection Criteria*	Essential or Desirable	Method of Assessment
A = Application Form I = Interview T = Test/Personality Profile		
Experience		
Proven track record of generating significant income from Major Donors	Essential	A & I
Experience of meeting challenging financial targets for both new business and stewardship	Essential	A & I
Experience of managing a pipeline of potential supporters/donors	Essential	A & I
Ability to support young people achieve their fitness goals and aspirations	Desirable	A & I
Experience supporting young people into positive destinations	Desirable	A & I
Skills		
Ability to make face-to-face approaches for funding from major donors and negotiate the ask	Essential	A & I
Strong interpersonal and networking skills, to build positive, personal and organisational relationships and convey the Youth Zone's work with confidence and credibility.	Essential	A & I
Strong organisational skills, with a structures and methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines	Essential	A & I
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals for supporters	Essential	A & I
Knowledge		
Knowledge and awareness of issues affecting young people	Desirable	A & I
Understanding and knowledge of the Croydon/South London community	Desirable	A & I
Special Requirements		
A willingness to work unsociable hours when required	Essential	A & I
Demonstrate a commitment to the goals and drivers behind The Youth Zone/OnSide	Essential	A & I
Enthusiasm and ability to contribute to the successful development of The Youth Zone.	Essential	A & I
Enhanced DBS clearance and commitment to Safeguarding children	Essential	A & I

APPLICATION PROCESS

To apply, please send your CV to Nick Rose,
nick.rose@legacyyouthzone.org

- 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 upon being offered the post.

Closing date for applications:

Interviews: TBC

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 Manager 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

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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.

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COLLABORATION

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



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