

SOMEWHERE TO GO
SOMETHING TO DO
SOMEONE TO TALK TO



CANDIDATE INFORMATION PACK

HEAD OF FUNDRAISING





DEAR **APPLICANT,**

At HideOut Youth Zone we believe that young people deserve a chance to reach their potential with no societal or economic barriers impeding their progress. They need access to a safe and secure environment for them to use in their leisure time where their interests can be nurtured, and they can grow as individuals.

HideOut Youth Zone is a stone's throw away from where I grew up, making me incredibly motivated to give young people from the area better opportunities and I have experienced first-hand how youth work can bring about change in a young person's life.

HideOut Youth Zone is set to make a real difference in East Manchester. Opening this Spring, our state-of-the-art centre will offer thousands of young people a space of their own to enjoy in their leisure time.

In Manchester we are trying to create something that the whole community can be proud of, and you can be part of that journey.

Young People in Manchester have great aspirations and huge potential, some just don't have equal opportunity to realise that full potential. That's where we come in, by providing opportunities that help them to grow personally and socially, so they can live safe, healthy and successful lives.

We have already had significant support from the local community, with a strong start to the fundraising campaign under our belts.

The business community in particular has been a huge support of HideOut Youth Zone with local organisations and philanthropists having pledged and gifted significant amounts of money for the capital to build the Youth Zone and towards the ongoing running costs.

We are fortunate enough to already have the support of local champions such as Fred Done, GCA Altium, Theo Paphitis Charitable Trust and Bruntwood. But this is just the start of our fundraising endeavours.

The successful candidate who will work in tandem with me, the Senior Leadership Team and the Board of Trustees to help us achieve our goal of bringing somewhere to go, something to do and someone to talk to in East Manchester.

This role is for a key member of our senior leadership team with ambition and experience in fundraising. The successful candidate will have a huge amount of autonomy to shape a fundraising programme at the point of the Youth Zone opening.

If you are looking for a role that requires creativity, that will enable you to flourish, be ambitious and drive success then this is the position for you. I would be happy to discuss the role in more detail and can be contacted on 07732 603068.

Best wishes,
Adam Farricker
CEO HideOut Youth Zone

ROLE PROFILE

POST

Head of Fundraising

SALARY

Up to £50,000

LOCATION

Manchester

REPORTING TO

Chief Executive

CONTRACT

Permanent: 40 hours per week (flexibility required including some evenings & weekends)

BENEFITS

33 days including bank holidays; bespoke training and mentoring; membership of OnSide's regional fundraising network

KEY RELATIONSHIPS

Chair & Trustees of Youth Zone Board; Patrons & Supporters; OnSide Fundraising & Communications Team

MAIN PURPOSE

A truly exciting post, working alongside the Chief Executive and key members of the Trustee Board, to deliver circa £1.3 million of philanthropy for Manchester's newest Youth Zone, HideOut.

This is a senior leadership role, where you will steward and renew Patrons & Supporters who have made major gifts during the construction of the new building, and lead on the strategic development and implementation of new, diverse income streams (notably trusts & grants, a mid-level giving programme, and events & community fundraising).

This new role has responsibility;

1. To generate income to target by:
 - a. driving a programme of high impact, donor-centric stewardship of existing donors (HNWIs and corporate partners), involving the Chief Executive and Trustee Board as appropriate, in order to maximise retention and, where possible, increase levels of support over time;
 - b. developing new, sustainable major donor relationships, both through cold prospecting and working closely with the Trustee Board, the Chief Executive and existing supporters, to identify other prospects within their networks;
 - c. overseeing the Trusts & Grants Fundraiser (0.3FTE), to deliver high quality bids that support the universal offer to young people (core income);
 - d. diversifying income generation activities to include events and community fundraising, at the appropriate stage, whilst not losing sight of major giving – the key driver of income generation.

2. To produce high-quality, written proposals and make verbal presentations / face-to-face asks to a range of audiences.
3. To manage the production of fundraising, communications and promotional materials for relevant stakeholders.
4. To work alongside marketing colleagues to ensure the HideOut's brand awareness among potential supporters is strong.
5. At the end of Year One, to lead the development and implementation of the Youth Zone's three-year fundraising strategy, in collaboration with the Chief Executive.
6. To ensure adherence to relevant charity legislation and the Institute of Fundraising's Codes of Fundraising Practice.
7. To generate written and financial reports for management and Board, as required.
8. To carry out other, reasonable duties, as requested by the Chief Executive, including attendance at events and conferences, as and when required.

All HideOut Youth Zone employees are expected to

- be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for their own actions;
- work within the performance framework of HideOut Youth Zone and OnSide and commit to a culture of continuous performance;
- represent and promote HideOut 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 HideOut, and actively contribute towards increasing young people's membership of HideOut.
- Comply with all policies, procedures and codes of conduct, with particular reference to safeguarding, health & safety, and equality & diversity; be alert to any safeguarding & child protection issues, ensuring the welfare & safety of Youth Zone members is paramount, and reporting any child protection concerns to the designated Child Protection Officers (training will be provided).

CONTEXT OF THE ROLE

Manchester is a growing, global city with a population of circa 550,000 people including an estimated 50,000 children and young people, aged 8-19 years old.

The city has faced significant cuts to its youth and play services over the past decade and with disproportionate rising child poverty rates when compared nationally, children and young people need, more than ever, universal services that empower them, aid their personal and social development, and provide positive opportunities more than ever.

Manchester is bring key cross-sector stakeholders together, including business, public and third sector leaders, to develop and sustain a new world class Youth Zone in East Manchester.

HideOut Youth Zone is centrally located, dedicated to young people 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 to grow to be happy, healthy and successful adults.

The state-of-the-art £6.6 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, sports hall & recreation area, and dance, arts, music & media suites.



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.

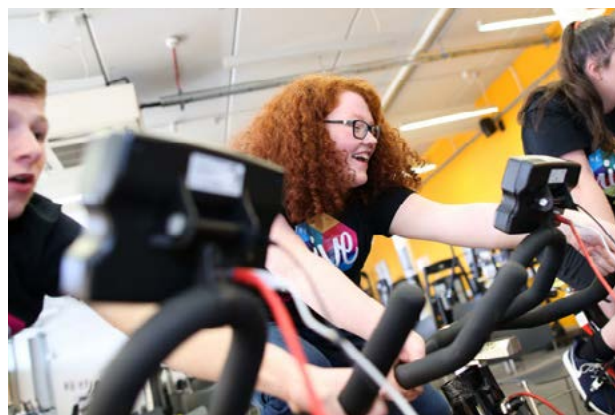
Youth Zones are amazing places: accessible, vibrant, welcoming, fun and caring are just some of the words used by young people to describe their Youth Zone. HideOut, opening in Spring 2020, will be no exception and is part of the OnSide network of Youth Zones.

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 impact on their health, educational attainment and career prospects.

These are the young people that will shape the country's future prospects. It is a 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.



PERSON SPECIFICATION

Good candidates for this role will be ambitious, high achievers, and expected to demonstrate the experience, skills, abilities and attributes listed.

SELECTION CRITERIA	REQUIREMENT
KNOWLEDGE AND EXPERIENCE	
Proven and substantial experience in generating income from major donors (corporate and/or 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 managing a pipeline of potential supporters / donors and aligning their interests with a charity's needs, in order to maximise the gift level	Essential
Experience of supporting senior colleagues and/or Trustees to learn the art, craft and science of major donor fundraising	Essential
Understanding of issues effecting young people and disadvantaged communities	Essential
Proven experience in generating income from event & community fundraising	Desirable
Management experience	Desirable
SKILLS	
Ability to make face-to-face approaches for funding from major donors and negotiate the ask	Essential
Strategic, target-driven approach to fundraising and marketing activity development	Essential
Outstanding influencing and client facing skills, with an ability to communicate confidently with high level individuals and decision makers	Essential
Strong interpersonal and networking skills, so as to build positive personal & organisational relationships and convey the Youth Zone's work with confidence and credibility	Essential
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals for supporters	Essential
Strong organisational skills, with a structured & methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines	Essential
IT literate and confident user of databases	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 unsociable hours when required, and to travel to events in the region and beyond	Essential

GENERAL INFORMATION

The role will be based at HideOut Youth Zone when the building is complete, at 1 Queen's Avenue, Manchester M12 5PX. Prior to completion, the role will be located in temporary premises at Gorton Library, Garrett Way, Manchester M18 8HE.

HideOut is committed to safeguarding and promoting the welfare of children, young people and vulnerable groups. This post is subject to a standard DBS check and pre-employment checks.

The strength of the OnSide network of Youth Zones is the diversity of its people; we place huge value on equal opportunities and encourage applications from candidates of diverse backgrounds, communities and abilities.

APPLICATION PROCESS

To apply, please email a CV and cover letter to Dami.Akinfolarin@onsideyouthzones.org; the cover letter should not exceed one page in length and explain clearly your reasons for applying for this position.

Please note that CVs without a cover letter will not be considered. In addition, please provide the following information:

1. Details of your current or most recent remuneration package and your notice period;
2. If you have at any time been convicted of a criminal offence, please provide the details to Dami Akinfolarin, HR Advisor, in strict confidence;
3. Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed);
4. Any reasonable adjustments we can make to assist you in your application or selection process.

Closing date for applications: 9am, 26th February 2020
First stage interviews: Video interviews: 4th March 2020
Interviews: W/C 9th March 2020



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 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.



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.

