## ROLE PROFILE

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| **Job title** | Head of Fundraising | **Salary:** | Up to £50,000 |
| **Reporting to:** | Chief Executive | **Holidays:** | 33 days including bank holidays |
| **Location:** | HideOut Youth Zone, Manchester | **Hours:** | 40 hours – (flexibility required, including evenings and weekends) |
| **Key Relationships:** | Youth Zone Board Chairman and Trustees, Patrons and Supporters, Fundraising and Communications team, OnSide team | | |

**MAIN PURPOSE:**

* A truly exciting post working alongside the Chief Executive and key members of the Board of Trustees to deliver c£1.3m a year of philanthropy for Manchester’s newest Youth Zone. Stewarding and renewing those who have made major gifts during the construction of the new building, this is a senior leadership role where you will lead the strategic development and implementation of new, diverse income streams (notably trusts & grants, a mid-level giving programme, and events & community fundraising)

**CONTEXT OF THE POST:**

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 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.

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 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, a gym, sports hall and recreation area, and dance, arts, music and media suites.

**Manchester**

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 rising disproportionate child poverty rates when compared nationally, children and young people need universal services that empower them, aid their personal and social development and provide positive opportunities more than ever. Manchester is bringing 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.

**Duties and Responsibilities – Fundraising**

* Generating income to target by:
  + Driving a programme of high impact, donor centric stewardship of existing major donors (HNWIs and corporate partners), involving the CEO and Board as appropriate in order to maximise retention and, where possible, increase level of support over time
  + Developing new, sustainable major donor relationships both through cold prospecting and working closely with the Board, the Chief Executive and existing supporters to identify other and prospects within their networks
  + Overseeing the Trusts & Grants Fundraiser (0.3FTE) to deliver high quality bids that support the ‘universal offer’ (core income)
  + Diversifying income generation activities to include events & community fundraising at the appropriate moment, whilst not losing sight of the key driver of income generation – major giving
* Producing high quality written proposals and making verbal presentations/face to face asks to a range of audiences.
* Managing the production of fundraising, communications and promotional materials for relevant stakeholders.
* Working alongside Marketing colleagues to ensure the HideOut’s brand awareness amongst potential supporters is strong
* 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.
* Generating written and financial reports for management and the Board as required.
* Ensuring 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 HideOut Youth Zone and OnSide
* Represent HideOut 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 Head of Fundraising post will be 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.

**Knowledge and experience**

* Proven experience in generating income from major donors (corporate and/or high net worth individuals). Impressive track record in securing significant funds and meeting challenging financial targets, including both new business and account management
* Proven experience in generating income from event and community fundraising is desirable
* Experience of supporting senior colleagues and/or Trustees to learn the art, craft and science of major donor fundraising
* Understanding of issues affecting young people and disadvantaged communities
* Management experience is desirable

**Skills**

* Ability to make face to face approaches for funding from major donors and negotiate the ask
* Experience of aligning donors’ interests with a charity’s needs in order to maximise the gift level
* Strategic, target driven approach to fundraising and marketing activity development
* Outstanding influencing and client facing skills with an ability to communicate confidently with the most senior individuals and decision makers
* Strong interpersonal and networking skills
* 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
* IT literate and confident user of databases

**Behavioural qualities**

* Ambitious
* Results-driven
* Ability to build positive personal and organisational relationships
* Strategic and creative
* 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 HideOut Youth Zone (when the building is complete). Before that you will be located at 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.**

**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.**

