



CANDIDATE INFORMATION PACK

HEAD OF FUNDRAISING





Dear Applicant,

At Warrington Youth Zone we believe that 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.

For over 70 years we have been supporting young people in our community as Warrington Youth Club. As a Club we deliver a range of evening, weekend, and holiday club activities. But we want to do more for young people, to help more in our community. That's why, in recent years, we began discussions with OnSide to join their Youth Zone Network.

In Spring 2022 we're set to open Warrington Youth Zone, our very own state-of-the-art, purpose-built centre fizzing with energy, and crammed with incredible facilities. It will be staffed by skilled and dedicated youth workers who truly believe in young people – helping them see what they could achieve, and giving them the skills, confidence, and ambition to go for it. This is life-changing support that will help over 3,500 local young people from a diverse range of backgrounds to thrive each and every year.

In Warrington we're trying to create something that the whole community can be proud of, and you could be a part of that journey.

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

The business community has been a huge support of Warrington 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 for the first four years.

We are fortunate enough to already have the support of local champions such as Vimto, The Steve Morgan Foundation, Sellafeld, Ted Todd Flooring Trust, Assura and many more corporates in addition to private individuals and families. 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 on the next stage of our journey – diversifying our income across a range of fundraising streams and embedding us as a new and significant charity within the community.

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

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 07590 987 882.

Best wishes,

Dave McNicholl

Chief Executive, Warrington Youth Zone

ROLE PROFILE

POST

Head of Fundraising

SALARY

£45,000 - £55,000

LOCATION

Warrington

REPORTING TO

Chief Executive

DIRECT REPORTS

Grants and Trusts Manager (x2)
Corporate Partnerships Manager
Marketing & Communications Officer

CONTRACT

Permanent: 40 hours per week (we operate a flexible working arrangement, including evenings & weekends).

BENEFITS

33 days annual leave including bank holidays; bespoke training and mentoring; membership of OnSide's regional fundraising ~~role~~ ^{club}; business expenses covered; free gym access; private health care plan, pension.

KEY RELATIONSHIPS

Chair & Trustees of Warrington Youth Zone, CEO, Senior 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 Exec Team, to deliver circa £2m of income for OnSide's newest Youth Zone, Warrington.

This is a senior leadership role, which is both strategic and operational, you will be responsible for developing and shaping the income strategy and leading the operational fundraising team. A key function of the role will be the stewardship and renewal of existing Patrons & Supporters who have made major gifts during the construction of the new building.

You will also be responsible for the recruitment of new major donors to meet the ongoing revenue demands.

CORE RESPONSIBILITIES

1: Income Generation

- a. Lead an effective stewardship programme which is donor led and focused on the existing family of supporters of Warrington Youth Zone.
- b. In addition to overseeing the Fundraising Team income, drive a personal annual income target by managing a small but high value portfolio of donors and prospects c15-20 annually.
- c. Lead two highly experienced Grants and Trusts Fundraisers, to develop high quality funding applications and tenders for relevant contracts which will support the universal offer and the targeted programmes. Whilst ensuring the effective stewardship of existing Grants and Trust providers.

d: Develop a corporate and community income generation programme, with the support of the wider OnSide Network, which includes a mid-value giving programme.

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 Marketing and Communications Manager, ensuring a strong external profile and brand awareness of WYZ.

g: There is clear Communications and Marketing Strategy which is tailored to stakeholders

- children and young people
- families
- supporters and wider community

4: Governance

h: Ensure adherence to relevant charity and data protection legislation, and the Institute of Fundraising's Codes of Fundraising Practice.

i: To generate written and financial reports for management and Board, as required.

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

All Warrington 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 the and live the values of Warrington Youth Zone and OnSide and commit 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 Warrington.
- Comply with all policies, procedures, and codes of conduct, with particular reference to Safeguarding, Health & Safety, and Equality and Diversity;

CONTEXT OF THE ROLE

Warrington Youth Club was established in 1952 and was initially known as the Warrington Boys Club. To date we have inspired many thousands of young people aged from 7 to 25 from Warrington and the surrounding areas, and we currently deliver a range of evening, weekend and holiday time projects.

The need for youth services is acute. Twenty neighbourhoods, concentrated around the town centre, are home to around 35,600 residents and some of most deprived areas in the UK. Within these wards over 5,000 children live in poverty. Warrington Youth Club has been delivering excellent services to these young people for generations, and the Youth Zone offers the chance to significantly expand our provision.

Warrington Youth Zone 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 the town.

Warrington 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 £7 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

OnSide, established in 2008, has been growing rapidly and has ambitious plans to create Youth Zones in towns and cities across the country, 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. Warrington Youth Zone, opening in Spring 2022, will be no exception and is part of the OnSide Network.

Youth Zones offer life-changing support that helps tens of thousands of young people across the country from a diverse range of backgrounds to thrive.

It's inspiring. It's empowering. And it works.

We know it works because OnSide has been doing it for over a decade and they're in this for the long term. Every new Youth Zone is built on the know-how of the last. Every success story writes the first chapter of the next.

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

The right candidate for this role will be ambitious, high achieving, and expected to demonstrate the experience, skills, abilities and attributes listed.

SELECTION CRITERIA	REQUIREMENT
KNOWLEDGE AND EXPERIENCE	
Proven experience in personally generating income 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 managing people in a target driven environment.	Essential
Experience of developing and implementing comprehensive multi stand fundraising strategies	Essential
Awareness and empathy of issues affecting young people and disadvantaged communities	Essential
Proven experience in generating income from mid value, individual giving and/or event & community fundraising	Desirable
Experience of managing Marketing/Communications activity	Desirable
SKILLS	
Ability to make face-to-face approaches for funding from major donors and corporate supporters and negotiate 'the ask'.	Essential
Strategic, target-driven approach to fundraising and marketing activity development	Essential
Outstanding influencing skills, with an ability to communicate confidently and effectively with high level decision makers.	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
Managing team members to develop, achieve and exceed their own KPI's and targets	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 flexibly including evening and weekends when required, and to travel to events in the region and beyond	Essential

GENERAL INFORMATION

The role will be based at Warrington Youth Zone, Dallam Lane, when the building is complete. Prior to completion, the role will be located in temporary premises at The Base, Dallam Lane, Warrington WA2 7NG.

As Warrington 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.

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. The cover letter should not exceed one page in length and clearly explain your reasons for applying for this position.

Please note that CVs without a cover letter will not be considered.

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 at Dami.Akinfolarin@onsideyouthzones.org
3. 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);
4. Any reasonable adjustments we can make to assist you in your application or the selection process.

Closing date for applications:	9am, 31 st January 2022
Informal telephone discussions	As required
First stage interviews:	Video interviews: 3 rd February 2022
Second stage	In person interviews: 8 th Feb 2022



ONLINE 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.

