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**YOUTH FIRST**

**JOB DESCRIPTION**

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| Designation: | Community and Events Fundraising Officer |
| **Location:** | Based at Bellingham Gateway Youth Centre, 185 Brookehowse Rd, SE6 3TT with ability for remote working where suitable |
| **Reports to** | Deputy CEO |
| **Salary:**  **Contract:** | Starting at £28,000 per annum pro rata  Part time – 14 hours per week – flexible working considered – e.g. school hours |

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**Main Purpose of the job:**

To generate income for Youth First through the development and implementation of a Community and Events Fundraising strategy. The post holder will take the lead on this key strand in the Youth First fundraising team and will involve reviewing, managing, and delivering the current events and community fundraising programme, safeguarding existing income streams and building sustainable growth through events and community fundraising.

The post holder will also be managing delivery and daily running of the charity’s CRM database.

**About Youth First:**

Youth First aims to support young people in the best possible way, with high quality services and activities that are fun, vibrant, and high quality, and contribute towards their learning and life skills. There are three overarching outcomes for young people:

1) Improved life skills; 2) Increased involvement in education, employment or training; and

3) Staying safe and well, and preventing needs from escalating. The key target audience is young people aged 8 to 19 (or up to 25 for those with disabilities). There is a particular focus on ensuring that young people with additional vulnerabilities are supported to access and benefit from the full range of youth provision available, across Lewisham and London. Youth First currently delivers projects of open access, street based and targeted youth work in Lewisham including the management of four youth centres and delivery from five adventure playgrounds. We have however plans to grow provision both in and outside of the borough in the future.

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**Key responsibilities**

**Events**

1. Manage the planning, marketing and delivery of the Youth First’s events programme.
2. Continually review the current calendar of events with a view to add new events, growing income and delivering a dynamic programme of work that recruits new supporters.
3. Ensure a robust stewardship programme is in place which maximises income and develops relationships with event participants, with the aim of converting them to long-term supporter.
4. Review, develop and implement appropriate processes, procedures and guidelines to ensure event supporters receive a high level of support and top-level customer care.
5. Maintain participant and income records; evaluate fundraising event performance to inform future plans.
6. Work with external event stakeholders to maximise opportunities, i.e. event management companies.

**Community**

1. Plan, implement and manage the community fundraising programme that engages with local communities, recruits new donors whilst driving new revenue.
2. Set up a programme that maximizes the community opportunities where the Youth First’s services operate.
3. Create fundraising campaigns, deliver, monitor and evaluate using data insight to inform future community fundraising activities.
4. Ensure a robust stewardship programme is in place which maximises income and develops relationships with local fundraisers, with the aim of converting them to long-term supporters.
5. Review, develop and implement appropriate processes, procedures and guidelines to ensure local fundraisers receive a high level of support and top-level customer care.
6. Maintain participant and income records; evaluate community fundraising performance to inform future plans.
7. Undertake research and propose new opportunities to build year on year income growth.
8. Create a new volunteer-led fundraising group which includes maximising the potential of a wide range of stakeholders such as alumni, parents, our board, community partners and current beneficiaries.

**Database management:**

1. Deliver charity’s first fundraising CRM and manage daily to ensure all fundraising activities are recorded accurately and in a timely manner in line with the charity’s GDPR policies.

**Other duties:**

1. Develop the event and community fundraising budgets; ensuring there is strong financial analysis, alongside quarterly and end of year reporting.
2. Attend evening and weekend events to represent Youth First.
3. Keep abreast of competitor activities, new initiatives and sector trends by reading fundraising and direct marketing press.
4. Keep up to date with best practice in fundraising and comply with relevant legislation.
5. Maintain links, through User Groups, with Event and Community Fundraisers at other organisations and maintain knowledge of new fundraising techniques and trends.
6. Join relevant event and community fundraising forums and explore networking and knowledge sharing opportunities, making recommendations to enhance the fundraising strategy.
7. Undertake other duties as appropriate for the effective operation of Youth First.

Consideration will be given to making reasonable adjustments for a disabled post holder

THIS JOB DESCRIPTION MAY NEED TO BE AMENDED TO MEET THE CHANGING NEEDS OF THE BUSINESS.

**PERSON SPECIFICATION**

**JOB TITLE: Community and Events Fundraising Officer**

Note to Candidates

The Person Specification is a picture of the skills, knowledge and experience needed to carry out the job. It will be used to compile any job advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of short listing.

Those categories marked ‘T’ will be used for the purpose of testing.

Questions can be asked based on other requirements listed during the interview.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

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| **Requirement** | **Shortlist/Test** |
| **Key Skills/Experience** |  |
| At least 2 years’ experience working as a community and events fundraiser | **S** |
| Track record in managing mass participation events and community partnerships | **S** |
| Strong volunteer management skills | **S** |
| Experience in developing marketing plans to promote events and community programmes | **S** |
| Experience in managing communications and social media channels. | **S** |
| Skilled communicator with excellent written and verbal presentation skills | **T** |
| Experience of using a CRM database for managing supporters and generating relevant reports |  |
| Proficient use of IT in Word, Excel, PowerPoint | **T** |
| Experience of setting and working to budgets, meeting financial targets and completing plans |  |
| Experience of working as part of a small team within a charity |  |
| **Knowledge and understanding** |  |
| Knowledge in developing and enhancing donor stewardship content and planning | **S** |
| Understanding of fundraising/knowledge of fundraising practice and standards | **S** |
| Local fundraising marketing and PR experience |  |
| Knowledge of the UK voluntary sector preferably with some understanding of youth charities |  |
| Knowledge of Code of Fundraising |  |
| Knowledge of project management tools |  |
| Experience of the recruitment, management and strategic use of fundraising volunteers |  |
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| **Ability** |  |
| Ability to work accurately and to a high standard while managing multiple deadlines as part of a team or alone |  |
| Collaborate and build effective working relationships, both internally and externally, with a diverse range of people |  |
| Willing to suggest, be creative and adaptable to new ideas |  |
| Ability to interpret and analyse numerical and statistical data |  |
| Ability to work independently and use own initiative |  |
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| **Personal attributes** |  |
| Enthusiastic, driven and motivated towards the achievement of targets |  |
| Excellent interpersonal skills and ability to build relationships internally and externally, to network and engage local audiences. |  |
| Desire to sustain the future of Youth First by reshaping, protecting and diversifying our income streams |  |
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| **Equalities** |  |
| An awareness of and commitment to Equal Opportunities and Youth First ethos |  |
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| **Circumstances** |  |
| Must be able to work flexible hours, i.e. some evenings and weekends as these reflect many of our services’ opening times, and occasional meetings outside normal working hours if required. |  |
| Must be flexible about work location. This role will be based at the Bellingham Gateway Youth Centre, however remote working can also be considered where suitable. The post holder must be prepared to work at any other reasonable Youth First location as directed. |  |
| Completion and approval of a DBS check at Enhanced level |  |