



ROLE PROFILE

SENIOR PHILANTHROPY MANAGER - HORIZON YOUTH ZONE



ROLE PROFILE

POST

Senior Philanthropy Manager for Horizon Youth Zone (Grimsby)

SALARY

£45,000 to £52,000 (dependent upon experience)

LOCATION

Initially, home-based (while the Youth Zone is being built) with an expectation that at least three days per week are spent meeting contacts in Grimsby and the surrounding area, and/or visiting Youth Zones to take potential donors on tours. This is due to the need to embed into the local community and connect with potential supporters. Home-based working will evolve to being based in the Youth Zone when opened, with the option of hybrid working between home and the Youth Zone.

REPORTING TO

Head of Fundraising & Communications at Horizon after the Founder Patron campaign closes; until then the postholder will be seconded to OnSide and report to OnSide's Head of Philanthropy.

KEY RELATIONSHIPS

Chair of Grimsby Youth Zone and other Trustees, key cabinet members of North East Lincolnshire Council, OnSide Director of Fundraising, CEO of the Youth Zone (to be appointed). For successful tours of operating Youth Zones: Chief Executives and Heads of Fundraising at key operating Youth Zones.

CONTRACT

Permanent, full time: 37.5 hours per week (4 days per week part-time will be considered, salary pro-rata).

BENEFITS

33 days annual leave inclusive of bank holidays; workplace pension; access to OnSide's Talent Academy; bespoke training and mentoring; free gym access (once Horizon has opened).

We are committed to actively promoting and advancing equality, diversity and inclusion across our team at Grimsby Youth Zone, to achieve a culture where everyone can be themselves and thrive.



HORIZON YOUTH ZONE

There are 14 OnSide Youth Zones across the country, each with around 3,500 members. We are now delighted to be able to bring the very first Youth Zone to Grimsby, named Horizon by local young people.

Young people in North East Lincolnshire face particularly stark challenges. In some areas over 40% of children and young people are living in poverty, which significantly reduces the choices and opportunities available to them and their families in all areas of life. Others may be more fortunate financially, but still they experience the challenge of loneliness, anxiety, boredom or social isolation.

Horizon Youth Zone, with its army of local youth workers and volunteers, will play an important role as a community asset, giving young people an environment where they are backed to be their best selves.

Horizon Youth Zone will be built based upon OnSide's successful model, where for only 50p per visit and £5 annual membership, thousands of young people will be able to access at least 20 different activities each day, in a space filled with energy and inspiration.

The Horizon Youth Zone fundraising campaign follows the proven OnSide fundraising model. This began

with a capital campaign run by OnSide, which is now complete, creating a new local independent charity which becomes part of the federated OnSide Network. The capital build is half funded by Local Authority investment and half funded by philanthropy.

OnSide also fundraises for the first four years of annual revenue expenditure, typically £1.5million per annum with approximately £400,000 per annum coming from Local Authority investment and the remainder from Founder Patrons who pledge £25,000 per annum or more each year, for four years. Once a Youth Zone opens, their fundraising team takes over from OnSide and begins to diversify income streams with other types of fundraising activity.

THE CONTEXT OF THE ROLE

The Horizon Founder Patron campaign has already begun, with a number of donors already committed and building work about to begin on site. We are looking for an exceptional fundraiser to take on this role, to drive forward and close the revenue campaign over the coming years, growing the pipeline and generating gifts from high-net-worth local individuals and companies, and securing the

first four years of operational costs for Horizon Youth Zone. This will be via a family of 34 Founder Patrons (with 13 already raised), who each commit to four years of donations at £25,000 per annum or higher.

Once the Founder Patron campaign is successfully closed, you will play an integral role in the permanent fundraising team at Horizon, working to diversify the major gifts programme, continuing to raise new gifts as well as stewarding and uplifting existing Founder Patrons.

THE ROLE

As a successful, face-to-face major donor fundraiser, or as someone with strong transferable skills and experience, you will be able to demonstrate that you are self-motivated and action orientated, and able to create and grow your own pool of potential donors in the region. You must thrive on 'making the ask' and be motivated by progress and success, rather than planning.

You will demonstrate the ability to be an enthusiastic ambassador for the work of the charity and be able to communicate this in an inspiring and tailored way for

each individual donor. You will be comfortable seeking donations in excess of £25,000, focussing on multi-year gifts of circa £100,000.

You will be confident and successful at negotiating with senior businesspeople, able to successfully navigate local senior networks. You must be a self-starter, able to seize the moment and be creative in your approaches, with a demonstrable passion for working with the local community and encouraging donors to give at levels they may not have previously considered. OnSide and Horizon will provide all the resources to get the job done.

If you are interested in this outstanding opportunity, then we look forward to hearing from you. If you would like a confidential conversation to learn more then please do contact Catherine Havers, Head of Philanthropy, via catherine.havers@onsideyouthzones.org.



ABOUT ONSIDE

It's about opportunity.

Potential is everywhere. But while some young people get every opportunity to explore theirs, others don't.

We're OnSide, a national charity determined to make sure that all young people have the opportunity to shine. The chance to discover their passion and their purpose.

We fund, build, launch and support a network of state-of-the-art, multimillion-pound Youth Zones in the UK's most disadvantaged areas. These are incredible spaces filled with energy, inspiration and highly skilled youth workers who truly believe in young people.

This is passionate, properly funded youth provision. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters. Together, we believe that all young people need is a chance to discover what they've got and where it could take them.

MORE THAN JUST A BUILDING

But opportunity is about more than bricks and mortar, sports courts, and sound studios. The amazing equipment in our Youth Zones is important. But their real impact comes from the life-changing youth work that is at the heart of every Youth Zone. That's why we don't just create state-of-the-art spaces, we train and support skilled and dedicated youth workers to run them. People who understand where young people are coming from,

truly believe in where they're going and give them the tools to get there.

They find confidence to aim high and the determination to become who they want to be. They build positive relationships based on being given the space to talk, an understanding of their own self-worth, and a sense of belonging to something bigger. That's why our Horizon Youth Zone won't just be a place to go - it's a place to grow. That's the power of exceptional youth work.

Horizon will give 8-19-year-olds, and up to 25 for young people with additional needs, affordable access to a broad range of services. Containing state-of-the-art facilities, giving young Grimbarians the opportunity to take part in over 20 sporting, artistic, cultural and recreational activities every evening and weekend throughout the year plus all through the school holidays. Facilities include an indoor sports hall; music room and recording studio; training kitchen; boxing gym and mixed martial arts studio; enterprise and employability room; outdoor 4G sports MUGA; wellbeing room; climbing wall; café; media room and more. Employing high ratios of exceptional youth workers and volunteers, Horizon will change the lives of hundreds of young people each month, delivering social impact on an incredible scale.

Horizon Youth Zone will transform the lives of thousands of young people for the better, making them happier, healthier, and better equipped to carve out a positive future for themselves.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- To generate a multimillion-pound target of pledged revenue income for Horizon Youth Zone ahead of the building opening, via circa 34 Founder Patrons.
- After the Youth Zone opens, you will diversify the major gift programme, focussing on any gifts above £10,000 per annum.
- To identify individual and corporate supporters using research tools and public information to create an accurate picture of potential donors, particularly those with an interest in supporting young people across Grimsby, undertaking due diligence on each potential donor.
- To achieve a small but defined set of key performance indicators including activity targets relating to engaging, cultivating and asking donors for support.
- To gain an excellent understanding of the Youth Zone offer, including how and when to involve Board members, the CEO, existing Youth Zones and young people in fundraising.
- To work collaboratively with the wider OnSide Fundraising Team, and thereafter with the Horizon Fundraising & Communications Team, sharing ideas, avoiding overlap, and focusing on best outcomes.
- To provide a high quality stewardship programme to maximise donor retention for the future; to renew and uplift these donors when their gift period ends.
- To maintain, develop and leverage existing relationships with Horizon Youth Zone project supporters, including board members.
- To ensure that all records are kept up to date on our CRM (Salesforce), maximising its value in the management of your donor pool.
- To organise suitable events and activities to enable development of relationships with potential supporters.
- To ensure accurate and timely acknowledgement, recording and banking of pledges and donations.
- To utilise the support of Chief Executives and Heads of Fundraising at key operating Youth Zones in regions of likely travelling distance for prospective donors, until Horizon is open.
- To live the values of Horizon Youth Zone and OnSide, contributing to a culture of high performance and continuous improvement.

PERSON SPECIFICATION

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

SELECTION CRITERIA	REQUIREMENT
EXPERIENCE	
Proven experience and track record of personally securing five figure gifts from donors through face-to-face meetings (or strong transferable experience, including but not limited to, business development, senior account management or sales)	Essential
Experience of developing a new pipeline of prospective donors/clients/customers and being pro-active in successfully converting these to achieve targets	Essential
Experience of delivering effective and practical engagement and cultivation strategies for major donors/clients	Essential
Experience of successful negotiation at a senior level with a wide range of individuals to drive your success	Essential
SKILLS, KNOWLEDGE AND ATTRIBUTES	
An understanding of what motivates people to give and an ability to tailor communications and 'asks' effectively	Essential
Strong and persuasive written and verbal communications skills with an ability to listen	Essential
Resilient and resourceful with the ability to work proactively and independently whilst comfortable with adapting to change	Essential
Ability to communicate with, and enthuse, a wide variety of people in an approachable and professional manner, whilst demonstrating a passion for the work of OnSide	Essential
Strong teamwork and collaborative skills	Essential
Excellent organisational skills and an ability to manage competing priorities, with an ability to prioritise the tasks which will enable the project to succeed	Essential
Proficient in the use of MS Office applications and an ability to ensure the database is kept up to date as a priority (training will be given on Salesforce)	Essential
Ability to make presentations at board level and to other senior, or large, audiences	Essential

Ability to work flexibly, including some evenings and occasional nights away from home, as required	Essential
Ability to understand the importance of, and implement due diligence processes in relation to one's work	Essential
An interest in the issues affecting young people in general and less advantaged young people in particular	Essential

GENERAL INFORMATION

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APPLICATION PROCESS

To apply, please go to [Senior Philanthropy Manager - Grimsby - Charity People](#).

A CV and cover letter will be required. In addition, please provide the following information:

- Confirmation you are eligible to work in the UK (documentary evidence will be required before a job offer is confirmed)
- Any reasonable adjustments we can make to assist you in your application or the selection process
- How you demonstrate your commitment to equality, diversity & inclusion

In accordance with our Child Protection and Safeguarding procedures, this position requires a basic DBS check.



CLOSING DATE FOR APPLICATIONS:

9am, Friday 26 May 2023

FIRST STAGE INTERVIEWS:

Tuesday 6 or Wednesday 7 June 2023 (virtual)

SECOND STAGE INTERVIEWS:

Thursday 15 June 2023 (in-person interview)

There will also be a virtual, short values-based phone interview around the first stage.

OnSide is managing the recruitment process on behalf of Grimsby Youth Zone; for information on how OnSide processes your data, go to [OnSide Youth Zones Job Applicant Privacy Notice - OnSide Youth Zones](#)

OUR 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.



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.

COLLABORATION

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





PROVEN IMPACT



50K

MEMBERS ACROSS
THE ONSIDE NETWORK



MEMBERS MAKE OVER

650K

VISITS EVERY YEAR



£187M

INVESTED IN YOUNG PEOPLE
THROUGH OUR NETWORK

GIVE YOUNG PEOPLE A SAFE EXCITING PLACE TO GO TO HAVE FUN,
BUILD THEIR SOCIAL NETWORKS AND SUPPORT THEIR PERSONAL DEVELOPMENT



77%

OF MEMBERS ARE MORE
SELF-CONFIDENT



82%

OF FREQUENT ATTENDERS
HAVE MORE FRIENDS

HELP YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES



1 IN 10

OF YOUNG PEOPLE
HAVE A DISABILITY OR
ADDITIONAL NEED



70%

OF MEMBERS
BELIEVE THAT THEY
ARE HEALTHIER



75%

FEEL BETTER
IN THEMSELVES



64%

OF PARENTS THOUGHT
THEIR CHILDREN HAD
BETTER MENTAL HEALTH

