



OnSide Youth Zone  
**Wakefield**

\*Image of Barnet Youth Zone

# CANDIDATE INFORMATION PACK

**HEAD OF FUNDRAISING & COMMUNICATIONS  
ON-SIDE YOUTH ZONE: WAKEFIELD**



## Welcome from Jamie Masraff, Chief Executive OnSide Youth Zones

This is a rare opportunity to join a charity at the very start of its journey.

Wakefield Youth Zone will be the newest member of OnSide's growing network of state-of-the-art youth centres, giving young people somewhere to go, something to do and someone to talk to when school is out. Each Youth Zone is an independent local charity, rooted in its community and supported by the national OnSide network and 18 (and growing) Youth Zones across the country.

I am delighted that the capital campaign has been successfully completed. With funding secured for construction we are on the cusp of seeing the building rise from the ground. Soon, a powerful vision will become a reality in the heart of Wakefield.

The next critical phase is revenue fundraising. To open and thrive, Wakefield Youth Zone must raise approximately £1.5 million per annum to deliver outstanding, life-changing youth work from day one. That is why this role is pivotal.

This is not simply a fundraising leadership role. It is an opportunity to build the fundraising function from the birth of a new charity.

In the first 18-24 months, you will be an active, relationship-led fundraiser, securing four-year gifts of £25k per annum from local and regional philanthropists and corporate partners. As construction completes, you will design and grow your own fundraising and communications team, establishing the culture, systems and strategy that will sustain the Youth Zone long term, as well as retaining a portfolio of prospects.

Relationship-based fundraising is at the heart of every successful Youth Zone. We are seeking an exceptional relationship manager: credible with major donors and corporate leaders, confident in making the ask, and motivated by transforming young lives. You will combine strategic thinking with hands-on delivery, bringing both drive and warmth to your partnerships.

As the first employee of this new charity, you will need to be a self-starting, entrepreneurial leader, comfortable working independently in the early stages. At the same time, you will be a collaborative team player, motivated by shaping a future senior leadership team and leading a high-performing fundraising function as the organisation grows.

But you will not be building this alone. OnSide provides national expertise, shared learning, a peer network, a CRM and other systems to support your work, and a proven model behind thriving Youth Zones nationwide. The CEO will be recruited within the first year and thereafter the full Senior Leadership Team (of which you will be a part) will be brought on board.

In addition, Barnsley Youth Zone, which opened in January 2026, offers a valuable regional partnership, creating the opportunity for a strong Yorkshire voice to inspire collective and collaborative fundraising beyond Wakefield alone.

The timing makes this role special. You will help create something that serves generations of young people in Wakefield. When the doors open, you will know you played a foundational role in making it happen.

If you are an ambitious fundraiser with major donor and/or corporate partnership experience, excited by building something from the ground up, I encourage you to apply. This is a career-defining opportunity to create lasting impact in Wakefield.

Best wishes,  
Jamie Masraff  
Chief Executive, OnSide

## ROLE PROFILE

### POST

Head of Fundraising & Communications

### REMUNERATION AND BENEFITS PACKAGE

£60,000 - £68,000 per annum; automatic enrolment 3% (employer)/5% (employee) defined contribution pension; 33 days holiday inclusive of bank holidays, or pro rata; access to OnSide Talent Academy and ongoing professional development. Other enhanced T&Cs will be agreed by the Board of Trustees in due course.

### LOCATION

Ings Road, Wakefield, WF1 1TY

### REPORTING TO

Until the Chief Executive is appointed, the role will report into the Director of Fundraising at OnSide, [Alison Benjamin](#).

### LINE REPORTS

Close to the opening date for the Youth Zone, the postholder will appoint their team. Typical shape of the team for opening Youth Zones is: Corporate & Philanthropy Manager (1.0 FTE), a Grants and Trusts Fundraiser (0.6 FTE) and a Marketing and Communications Manager (1 FTE).

### CONTRACT

Permanent. Normal hours are 37.5 per week. Some hybrid working is supported (1-2 days a week away from the Youth Zone, once constructed). A temporary office in Wakefield will be sought during construction. The contract will be home based until the temporary office is secured, at which point the place of work will move to there, and then to the Youth Zone once open.

You will be expected to meet prospects/donors regularly as per the needs of the role, including taking prospects for tours (Barnsley Youth Zone is nearby, other Youth Zones may be more suitable for some prospects) typically between 4.30-6.30pm on weekdays.

Occasional weekend work may be required, such as at the Christmas and Summer Community Open Days after opening.

The Youth Zone seeks a flexible and family-friendly workplace and the needs of your life outside of work will of course be taken into account.

### THE ROLE

This is an exciting role that sits on the Senior

Leadership Team with a significant amount of autonomy for an outstanding fundraiser and leader who is interested in further developing a fundraising function to eventually deliver c. £1.5m fundraising income per annum.

The initial 18-24 months will be focused on driving major donor income (HNWIs and corporates), securing gifts of £25k pa for 4 years. We look to secure 30-34 Founder Patrons for the campaign.

As we come to opening time, you will build the team and initiate income diversification. Whilst holding overall responsibility for team meeting the annual fundraising target, the post holder will be expected to personally manage a portfolio of major donor and corporate prospects and generate income towards the overall target.

The role will work closely with the Head of Fundraising & Communications at Barnsley Youth Zone, building a Yorkshire-wide case for support and seeking mutually beneficial relationships that further increase income to the two Youth Zones.

If you are looking for a leadership position that requires creativity, that will enable you to flourish, be ambitious, operate both strategically and operationally, and drive success, then this is the position for you.



### KEY RESPONSIBILITIES

- 1) *To generate requisite income to meet the annual target c£1.4m pa*
  - Pre-opening be personally responsible for driving a successful Founder Patron fundraising campaign
  - Post opening, maintain a small but high-level portfolio of prospects to drive a personal annual income target
  - Drive high-impact, donor-centric stewardship of existing donors (HNWIs and corporate partners), involving the Chief Executive and Board of Trustees as appropriate
  - ensuring that a programme of fundraising events drives suitable return on investment
- 2) *Close to and post-opening build and lead the*

*fundraising department to deliver sustained income growth*

- ensuring that the department is high-performing, supportive, works closely with other departments and that CPD and upskilling is an important element of all staff members' journeys
- setting/monitoring individual KPIs and income targets
- diversifying income generation activities at the appropriate stage, whilst never losing sight of major donor giving

3) *To develop and execute a fundraising strategy that aligns with the broader organisational strategy*

- immediately pre-opening develop a three year integrated Fundraising & Coms strategy, aligned to the organisational strategy, that completes the Founder Patron campaign and initiates income diversification phased appropriately over the first years of the Youth Zone's operation
- develop annual operational and budget plans to deliver the fundraising strategy, with key KPIs, aligned to the organisational strategy and agreed with the CEO and Board. Monitor appropriately and report successes, risks and mitigations to the CEO, SLT, Board of Trustees and relevant colleagues
- ensure that marketing and coms also supports Delivery strategy
- appropriately involved peers and members of the wider charity in the development, execution and monitoring of the FR & Coms strategy

4) *To ensure adherence to relevant charity legislation*

- including the Institute of Fundraising's Code of Fundraising Practice. Keeping up to date with any relevant changes. Following appropriate due diligence processes in relation to gift acceptance

5) *To be accountable to the Board of Trustees for the fundraising function*

- to prepare reporting for, attend and present at Board meetings and any Committee meetings created over time (eg Finance and/or Fundraising)

6) *To work with peers across the OnSide*

*Network*

- to share ideas, experiences and best practice
- to work collaboratively with Base71, Barnsley Youth Zone, notably the Head of Fundraising & Coms, to develop and sustain Yorkshire-wide mutually beneficial fundraising

7) *To be a member of the Senior Leadership Team*

- role-model the highest professional standards and to live Wakefield's values
- work with the rest of the SLT, when in place, to be senior managers within the office day-to-day
- when appropriate, occasionally lead a cross-organisational initiatives outside of fundraising that requires an SLT presence

8) *To carry out any other reasonable duties as requested by the Chief Executive or a Trustee*

- Or by OnSide's Director of Fundraising ahead of CEO's recruitment.

**ALL COLLEAGUES 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 our values and contribute positively to the work culture
- Work within the performance framework of Wakefield Youth Zone and OnSide and commit to a culture of continuous performance
- Represent and promote Wakefield Youth Zone in all dealings internally and with external partners
- Comply with all policies, procedures, and codes of conduct, with particular reference to safeguarding, health and safety, and equality and diversity
- To be willing to step in and step up, and not see the above set of duties and responsibilities as exhaustive



## ABOUT WAKEFIELD YOUTH ZONE

We believe that all young people in Wakefield should have the opportunity to discover their passion and their purpose, to find out what they've got and where it could take them. Our Youth Zone will be a purpose-built space fizzing with energy and crammed with incredible facilities. It is 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 achieve their potential.

When opened, we will deliver life-changing support to annually help over 3,000 young people aged 8-19 (and up to 25 for young people with additional needs) from a diverse range of backgrounds to thrive.

We will be open at least six days a week, with an aspiration to be open seven days a week, while schools are closed - that's evenings and weekends, plus all through the school holidays. We will offer a safe and active space for young people to flourish in their leisure time, where their interests can be nurtured, and they can grow as individuals. Averaging 1,000 visits per week, this will be a charity that the whole community can be proud of, and you can be part of that journey.

Entry will be just 50p each time with an annual membership of just £5, which will give a young person access to over 20 activities per night. In addition to our open-access provision, we will run targeted projects that bring specific outcomes to some of those most in need of additional support and interventions.

Youth Zones are a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. We will offer affordable access to a broad range of sport, arts and employability services, designed to empower young people to lead healthier, positive and more active lives – raising their aspirations for themselves and their community.

The facilities will be second to none, delivering sporting, artistic, cultural and general recreational activities each session. The outstanding quality of the facilities is a concrete demonstration of the belief that young people deserve the best.

## ABOUT ONSIDE, OUR NATIONAL NETWORK

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.

Wakefield Youth Zone will be a part of the OnSide Network.

OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them. OnSide funds and build state-of-the-art, multimillion- pound Youth Zones in the country's most economically disadvantaged areas. They train the amazing people that run them, and they offer continuing support via the nationwide OnSide Network of 18 Youth Zones (and growing), where colleagues can learn and grow, share their stories, and celebrate their success together.

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

Applicants will be expected to demonstrate the experience, skills, abilities and attributes listed.

SELECTION CRITERIA
<b>KNOWLEDGE AND EXPERIENCE</b>
Experience in generating six-figure commitments 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
Experience of managing a pipeline of potential supporters and donors, and aligning their interests with a charity's needs in order to maximise the gift level
Experience of working closely with Trustees or other senior volunteers on fundraising
Experience of working to and achieving personal targets and KPIs.
Experience of leading a fundraising team, supporting and motivating individuals to succeed and driving a successful culture
Experience of working with peers to collaborate towards individual and shared goals
Experience of setting, monitoring and reporting on a fundraising strategy
Understanding of issues affecting young people and disadvantaged communities
<b>SKILLS</b>
Ability to make face-to-face approaches for funding from major donors and to negotiate the ask
Strategic, target-driven approach to fundraising and marketing activity development, knowing how best to deploy resource to maximise income generation
Outstanding communication skills – written, verbal and presentational – to a range of audiences (prospective and existing donors, Trustees, colleagues etc)
Strong interpersonal and networking skills, to enable building positive personal and organisational relationships and convey Unitas' work with confidence and credibility
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals for supporters
Strong organisational skills, with a structured and methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines
IT literate and basic competence with the Microsoft Office suite
Experience of use of a fundraising database/CRM to underpin successful fundraising
Ability to ensure all data is correctly stored and that you follow data protection and other necessary regulatory rules and guidelines
<b>PERSONAL QUALITIES</b>
High level of determination and resilience. Target driven and motivated to grow new income streams. Ability to work at pace, but calmly under pressure.

## APPLICATION PROCESS

To apply, please contact our recruitment partner Ellen Drummond [ellen@charitypeople.co.uk](mailto:ellen@charitypeople.co.uk).

Closing date for applications: Thursday 9 April

First-round interviews in-person at Base71, Barnsley Youth Zone): Monday 13 or Tuesday 14 April

Second round interview: Likely online the following week

*In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check.*

*The strength of the OnSide community comes from the diversity of the people within our vibrant network. Our team will reflect the communities we serve, and we value people working together from a range of different backgrounds and with different experiences, all with a shared passion for boosting the aspirations of young people in Wakefield. Diversity brings innovation, fresh ideas, and creativity, and we actively strive to create a culture that is truly inclusive and fair for all and where everyone in the team can be themselves and thrive.*

## CASE STUDY: HANNAH AND FAWZIYA'S STORY AT UNITAS, BARNET YOUTH ZONE

*We firmly believe that Youth Zones are places that change lives, but don't take our word for it - our young people tell us this all the time!*

Two examples are best friends Hannah (17) and Fawziya (16). Hannah and Fawziya didn't know each other before they came to Unitas. They both attended a session in the Music Room and it is this session that they credit with being the start of their friendship.

Both avid film and media enthusiasts, they told us that "the Media Room has changed our lives" and when asked about how Unitas has impacted their lives outside of the Youth Zone, Fawziya said, "I found my passion for film at Unitas. I wouldn't have applied for the BRIT School and be studying film and media there if I hadn't been coming here."

Similarly, Hannah told us that Unitas showed her that she could make a career out of something that previously had just been an interest. The facilities that Unitas offers are vital to both Hannah and Fawziya. "The big impact is that there are creative spaces here ... I think it's really important to have these creative spaces where we can nurture the talents that we have ... I think you don't really realise that until you enter a place like this where you can really open your eyes."

Hannah now attends the London Screen Academy in Islington, and Fawziya attends the BRIT School in Croydon. Fawziya continues to come to Unitas after college because "I didn't have anything to do before coming here ... it's engaging here and the engagement is what pulls people in, and it's what makes you want to do things."

They continue to create new projects such as 'CHATBOX', a series of video blogs where they discussed issues that affected them and their peers and Fawziya was even selected as one of the winners of last year's Show and Tell photography competition. Selected from over 22,000 submissions, her submission was featured on over a hundred billboards around the UK! Meanwhile, Hannah has put her film skills into practice in Unitas' Media Squad, doing all the videography for our recent amateur boxing events.

When asked about how Unitas' youth workers support them, Fawziya said "to have someone who believes in you is one thing but to have someone to tell you that you are capable of more than you think and are yet to discover is really important." Hannah echoed these sentiments "The youth workers really push us to become what we can truly be and reach our full potential."

We asked them to sum up Unitas. "It's like a second home. It doesn't feel like you come here into another school environment, it feels like I'm going home, just with more people! ... it's an environment with a different meaning and a different purpose. Even though it's got this incredibly homely vibe, it's still somewhere we are pushed to be our best, and to do whatever we think is possible."



**OnSide**  
Here for young people

# PROVEN IMPACT



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



**HELP YOUNG PEOPLE** LEAD HEALTHIER, HAPPIER LIVES

