

## ROLE PROFILE

# HEAD OF FUNDRAISING AND COMMUNICATIONS GRIMSBY YOUTH ZONE (HORIZON)



**SALARY OFFER:**

£45,000 to £50,000 (dependent upon experience) with 33 days Holiday (inclusive of bank holidays)

**LOCATION:**

Horizon Youth Zone, Grimsby (flexible working while construction is underway)

**REPORTING TO:**

Chief Executive Officer

**CONTRACT:**

Permanent full-time, 37.5 hours per week

**LINE REPORTS:**

Communications & Marketing Coordinator, Philanthropy Manager and Grants and Trusts Officer

**BENEFITS:**

- Workplace pension
- Free gym access (once the Youth Zone opens)
- Access to OnSide's Talent Academy; bespoke training and mentoring

## OUR COMMITMENT TO EQUITY, DIVERSITY & INCLUSION

*As an equal opportunities employer, we welcome applications from under-represented groups; in particular from Black, Asian, Mixed Race & other ethnically diverse individuals, people with disabilities, and members of LGBTQ+ communities. Our dedicated ED&I Group, with support from the Senior Leadership Team, is actively promoting and advancing diversity and inclusion at OnSide, ensuring a culture where everyone can be themselves and thrive.*



### ABOUT HORIZON YOUTH ZONE

Grimsby Youth Zone, named “Horizon” by local young people is a brand-new locally run youth charity, set to provide thousands of young people with the opportunity to have fun, make new friends, try something new and feel safe.

With community centric values and located in the heart of Grimsby, it will be an inspiring place for young people aged 8 – 19, and up to 25 for those with additional needs, to enjoy their leisure. The building is due to be completed in 2025.

Representing an area where 23.5 % of young people come from low income families and two of the Youth Zone’s neighbouring wards, have a shocking 47% of children living in poverty it will change the lives of thousands of young people each year – delivering social impact on an incredible scale. State-of-the-art facilities will offer over 20 activities— including sports, arts, culture, and recreation—available every evening, weekend, and school holiday, showcasing our commitment to providing the best for young people.

Horizon is based on a proven model of youth service and youth work provision that is aligned to community needs and supported by cross-sector funding. Horizon will give young people affordable access to services designed to empower them to lead healthier, positive and more active lives, raising their own aspirations and their community.

Watch here you see the power of Youth Work and the impact attending a Youth Zone has had on young people and see the support Horizon will provide to young people.

[Archie’s story #ButWhenImHere - YouTube](#)

[Mala’s story #ButWhenImHere \(youtube.com\)](#)

<https://www.horizonyouthzone.org/whats-on/>

### ABOUT ONSIDE

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.

OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose to find what they’ve got and where it could take them.

OnSide funds and builds 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 where they can learn and grow, share their stories, and celebrate their success together.

This is passionate, properly funded youth provision, with no ifs or buts. It’s about giving young people a chance to shine in an environment where they can be themselves.

It’s about opportunity.

[OnSide - But when I’m here \(youtube.com\)](#)

<https://www.onsideyouthzones.org/>

## THE ROLE

Are you ready to be part of something truly exciting and play a key role in shaping the future of young people across North East Lincolnshire?

As Head of Fundraising and Communications at Horizon Youth Zone, you'll play a vital senior leadership role, working with the Chief Executive, Board of Trustees, and Executive Team to deliver £1.4m of income and establish a strong financial foundation for our new Youth Zone.

You'll develop and drive our income strategy, lead a high-performing Fundraising and Communications team, and personally manage relationships with key major donors, including local individuals and businesses supporting our Founder Patron campaign and fundraising strategy. Founder Patrons pledge a minimum of 4 years financial support, through this they ensure that Horizon is in a strong financial position transforming the lives of thousands of young people across our borough.

This is a unique opportunity to combine strategic vision with hands-on fundraising expertise in a role that's as inspiring as it is impactful.

Key functions of the role in the first year will be:

1. The stewardship and renewal of existing Founder Patrons who have made major gifts during the construction phase of the building.
2. The creation of a fundraising and communications strategy to diversify income beyond the Founder Patron programme, including the launch of a grants and trusts programme, and mid value major & corporate giving programme.
3. Recruitment and embedding of the new fundraising & communications team.

If you are ambitious to succeed, have experience in relationship-led fundraising (philanthropy or corporate giving) and are a great communicator then this role is the perfect platform to make a real-life difference to the young people of North East Lincolnshire!

### ALL HORIZON YOUTH ZONE EMPLOYEES ARE EXPECTED TO:

- Be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for your own actions.
- Work within the performance framework of the charity and live the values of Horizon Youth Zone and the OnSide Network, contributing to a culture of high performance, continuous improvement and a young person first, team always ethos.
- 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 Horizon.

<b>JOB DESCRIPTION</b>
<b>KEY RESPONSIBILITIES</b>
<b>INCOME GENERATION</b>
Generate the requisite income (c£1.4m pa) to ensure the Youth Zone operates as per the OnSide DNA.
Lead an effective stewardship programme to ensure the Founder Patrons, and any donors, thereafter, are retained and uplift as far as possible.
Build and lead a team of fundraisers who each have personal income targets and a clear but small set of Key Performance Indicators that guide their work.
Be personally responsible for a small but high level portfolio of prospects to drive a personal annual income target, c15-20 annually.
<b>STRATEGY AND LEADERSHIP</b>
Develop, deliver and monitor an ambitious three-year fundraising strategy, aligned to the charity's strategy, that diversifies the income portfolio beyond the initial Founder Patron programme. The strategy will lay the platform for sustainable growth into the future.
Ensure the Board of Trustees, CEO, Head of Youth Work and your team are appropriately involved in strategy setting.
Thereafter, maintain appropriate CEO, Board, SLT and Team awareness of and involvement in activity aligned to the strategy, highlighting risks and mitigations as appropriate.
Develop and deliver an annual operational plan and budget aligned to the Fundraising Strategy. Monitor appropriately and report successes and risks to the CEO, SLT and Board.
Provide inspiring leadership to your team and develop a culture of high performance fundraising, allowing them to flourish in their roles.
Ensure Salesforce is fully utilised to support your fundraising, overseeing your team's activities, reporting to the wider Senior Leadership Team (SLT) and Board, and facilitating discussions with other Youth Zones where there may be potential for working collaboratively.
<b>MARKETING AND COMMUNICATIONS</b>

Manage the Marketing and Communications Manager, ensuring a strong and growing external profile and brand awareness of Horizon Youth Zone amongst key audiences.
Develop with the M&C Manager a clear Communications and Marketing Strategy which is tailored to stakeholders: children and young people, families, supporters and potential supporters, and the wider community.
Set clear goals for the team member, with KPIs and targets and a clear process of monitoring these.
<b>GOVERNANCE</b>
Ensure adherence to relevant charity and data protection legislation, and the Institute of Fundraising's Codes of Fundraising Practice.
Agree with the Board and follow appropriate due diligence processes in relation to gift acceptance.
Generate written and financial reports for management and Board, as required.
Carry out other reasonable duties, as requested by the Chief Executive, including attendance at events and conferences, as and when required.
Ensure you follow procedures for accurate and timely acknowledgement, recording and banking of donations.
Comply with all policies, procedures, and codes of conduct, with particular reference to Safeguarding, Health & Safety, and Equality, Diversity & Inclusion

### PERSON SPECIFICATION

Applicants will be expected to demonstrate the experience, skills, knowledge and aptitudes listed below throughout the recruitment process. However, if you don't meet every single requirement but feel you have strong and relevant transferrable skills or lived experience to draw from, we encourage you to apply anyway. Why?

*Studies have shown that women and Black, Asian, Mixed Race & other ethnically diverse people are less likely to apply for jobs unless they meet every single criteria/ competency. OnSide and the Network are dedicated to driving change and to building diverse, inclusive, and authentic workplaces, so if you're excited about this role but your past experience doesn't align perfectly, please tell us how your experience is transferable.*

**You may be just the right candidate!**

<b>SELECTION CRITERIA</b>
<b>EXPERIENCE</b>
Demonstrable track record of income generation through personally securing at least five figure major donor gifts from high net worth individual (HNWIs) and/or corporates, with an impressive track record in securing significant funds and meeting challenging financial targets, including both new business and account management
Experience of developing a new pipeline of HNWIs and/or corporate prospects and being pro-active in converting these to active donors.
Experience of developing and delivering successful fundraising strategies and aligned annual plans, with income and expenditure budgets, and associated fundraiser key performance indicators.
Experience of stewarding HNWIs and/or corporate donors, or key senior external stakeholders to maintain the highest levels of engagement.
Experience of managing and motivating team members to achieve their personal and collective goals.
Experience of working with and influencing senior leaders and peers within an organisation.
Experience of working to and achieving personal targets and KPIs.
<b>SKILLS, KNOWLEDGE AND ATTRIBUTES</b>
An ability to think and act strategically to move forward HNWI or corporate relationships, understanding their needs and motivations, and an ability to share these skills and knowledge with team members.
Outstanding ability to build rapport with new contacts, both internal and external and at all levels of seniority, quickly and effortlessly. Strong and persuasive written and verbal communication skills, and an ability to listen.
Strong teamwork and collaborative skills.
Ability to make presentations at Board level and to donor audiences.
Ability to ensure all data is correctly stored on a CRM database, and that you follow data protection rules and guidelines. Proficient in the use of MS Office applications.
<b>PERSONAL QUALITIES</b>
Motivated to improve young people's lives for the better with a commitment to the mission, aims and values of Horizon Youth Zone. A knowledge of the youth & voluntary sector in North East Lincolnshire and what it has to offer to the wider community would be advantageous.
High level of determination and resilience that, through innovative approaches, delivers exceptional fundraising results.
Target driven and motivated to grow new income streams.
Ability to work at pace, but calmly under pressure. Excellent organisational skills and an ability to manage competing priorities.

## GENERAL INFORMATION

The normal hours of work are 37.5 per week, or those necessary to fulfil the requirements of the position. There will be a requirement to work outside the normal 9 to 5, Monday to Friday, working week, including frequent evenings and weekends. This will mean working flexibly across the week, to suit the needs of both the role and the individual. Pre-opening and before the Youth Zone is built there will be elements of flexible working.

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

## APPLICATION PROCESS

### ANONYMOUS APPLICATIONS:

We recognise our workforce is under-represented in certain areas and are committed to addressing this. We strongly encourage applicants to submit anonymous applications; in practice this means removing your name & email address from your CV & cover letter. Only these documents will be shared with the selection panel.

To apply, please email a CV and cover letter (no more than one page) in response to the person specification and questions below to: [hr@onsideyouthzones.org](mailto:hr@onsideyouthzones.org)

1. Why do you want to work for us?
2. Looking at the person specification, briefly describe how your skills and experience (including any lived experience) make you a good candidate for this role. (200 words max)
3. How you demonstrate your commitment to fairness, equity and respect.
4. Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer confirmed).
5. Any reasonable adjustments we can make to assist you in your application or the selection process.
6. This role will be based in the Youth Zone and therefore require an Enhanced DBS.
  - Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
  - Do you have any adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020

### CLOSING DATE FOR APPLICATIONS:

**February 10, 2025**

For information on how OnSide processes your data, go to [OnSide Youth Zones Job Applicant Privacy Notice - OnSide Youth Zones](#)



# THE ONSIDE 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.

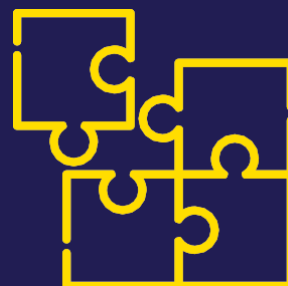
## AMBITION

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



OVER **55K**  
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