



An **OnSide** Youth Zone

ROLE PROFILE

Head of Fundraising and Communications Vault, Preston Youth Zone



SALARY OFFER:

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

LOCATION:

Vault Youth Zone, Preston (once open at the end of 2025). Until then, the team is based at the charity's temporary office space in the city center at Glover's Court.

REPORTING TO:

Chief Executive

CONTRACT:

Permanent full-time, 37.5 hours per week.

BENEFITS:

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

EQUITY, DIVERSITY AND INCLUSION

The strength of the OnSide Network comes from the diversity of our people. We are proud that our Youth Zone teams reflect the communities they serve, and we value people working together from a range of different backgrounds, locally and nationally, and with different experiences, all with a shared passion for boosting the aspirations of young people across the country. 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.



ABOUT VAULT YOUTH ZONE

Preston is a great city but nearly one in four young people live in poverty, with some areas seeing that number rising to one in three in recent years. It's clear that greater support is needed and barriers to leading successful, happier and aspirational lives must be broken down. Vault, Preston Youth Zone will be a vital provision that will make a huge difference to the lives of young people and to the whole city, levelling the playing field for the next generation.

Construction of Preston Youth Zone, named "Vault" by local young people, is due to be completed in the summer of 2025 and will open later in the year. At Vault, we believe all young people in Preston 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 will be staffed by skilled and dedicated youth workers who truly believe in young people in the city – helping them see what they can achieve, and giving them the skills, confidence and ambition to go for it.

Once open, we will deliver life-changing support seven days a week to help thousands of young people from a diverse range of backgrounds to thrive.

Watch the videos below to see the power of youth work and the impact attending a Youth Zone has had on young people, and understand more about the support Vault will provide in Preston:

 [Archie's story #ButWhenImHere](#)

 [Mala's story #ButWhenImHere](#)

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 and find 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.

To hear more about the OnSide Network, watch this video:

 [OnSide - But when I'm here](#)

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 Preston?

As Head of Fundraising and Communications at Vault Youth Zone, you'll play a vital senior leadership role, working with the Chief Executive, Board of Trustees, and Executive Team to deliver c£1.4m pa of income, building on the strong foundations already put in place with our Founder Patron fundraising campaign.

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. Founder Patrons pledge a minimum of four years of financial support, through this they ensure that Vault is in a strong financial position to transform the lives of thousands of young people across our borough.

This is a unique opportunity to combine strategic vision with hands-on fundraising 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 three-year 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. The creation and management of a marketing and communications strategy. Your strategy will drive the growth of brand awareness within Preston and the surrounding area to ensure it becomes more deeply embedded in the community.
4. Recruitment and embedding of the new fundraising & communications team.

If you are ambitious to succeed, have experience in relationship-led fundraising (philanthropy and/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 Preston!



ALL VAULT 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 Vault 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 Vault.
- Comply with all policies, procedures, and codes of conduct, with particular reference to Safeguarding; Health & Safety; and Equity, Diversity & Inclusion.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- *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 uplifted 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.*
- *Oversee the Youth Zone's marketing and communications strategy, managing the Marketing and Communications Coordinator to deliver it.*
- *Be personally responsible for a small but high-level portfolio of prospects to drive a personal annual income target.*
- *Ensure Salesforce is fully utilised to support your and your team's work, reporting to the wider Senior Leadership Team (SLT) and Board.*

STRATEGY AND LEADERSHIP

- *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.*
- *Facilitating discussions with other Youth Zones where there may be potential for working collaboratively, and of for shared learnings.*

MARKETING AND COMMUNICATIONS

- *Manage the Marketing and Communications Coordinator, ensuring a strong and growing external profile and brand awareness of Vault Youth Zone amongst key audiences.*
- *Develop, deliver and monitor a 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.*

GOVERNANCE

- *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.*
- *Provide appropriate reporting to Board and the Finance Committee during business planning, forecasting and reforecasting.*
- *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!

SELECTION CRITERIA

EXPERIENCE

- 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.

SKILLS, KNOWLEDGE AND ATTRIBUTES

- 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.

PERSONAL QUALITIES

- Motivated to improve young people's lives for the better with a commitment to the mission, aims and values of Vault Youth Zone. A knowledge of the youth & voluntary sector in Preston 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

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. Before the Youth Zone opens and during its construction, there will be elements of hybrid working in place.

APPLICATION PROCESS

ANONYMOUS APPLICATIONS:

We recognise as a Network that 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;

1. Email a CV and cover letter (no more than one page) to recruitment@vaultyouthzone.org.
2. Please provide the following information:
 - o Why do you want to work for us?
 - o 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)
 - o How you demonstrate your commitment to fairness, equity and respect.
 - o Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer confirmed).
 - o Any reasonable adjustments we can make to assist you in your application or the selection process.
3. This role will be based in the Youth Zone and in accordance with our Child Protection and Safeguarding procedures, this position requires an **Enhanced DBS check**
 - o Do you have any unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974?
 - o 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 AND INTERVIEWS:

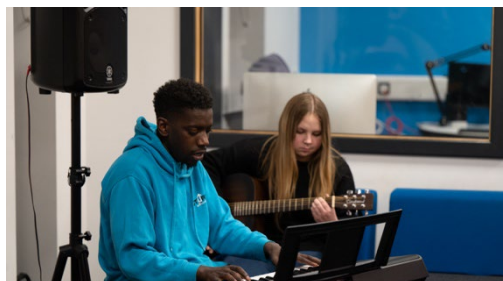
Closing date: Friday 11th April 2025. Should there be a significant amount of applications, this could be brought forward.

Interviews:

Stage 1 interviews will be held at Vault Office, Glover's Court, wc 17th April 2025

Stage 2 interviews will be held at a local OnSide Youth Zone wc 21st April 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.

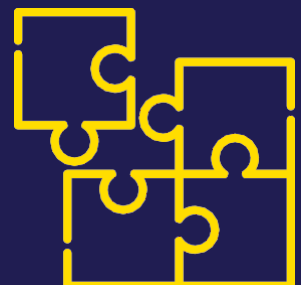
AMBITION

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.

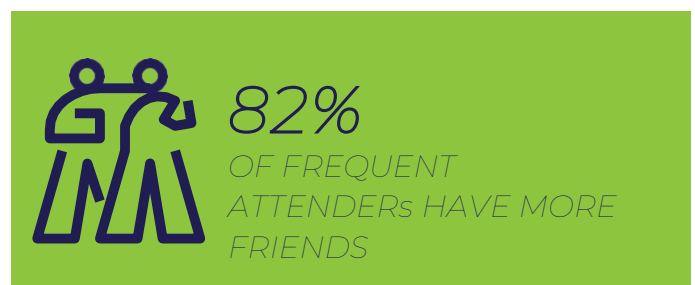
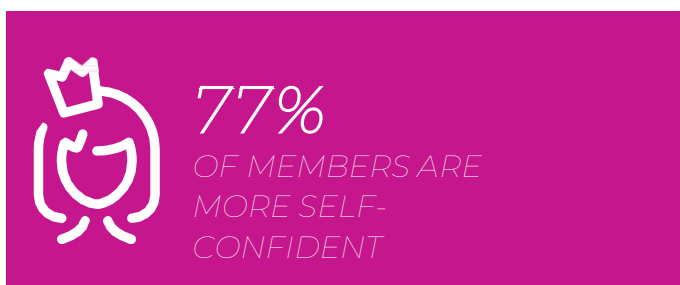


PROVEN IMPACT



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

