

Director of Fundraising and Communications

£75,000

Job Pack
January 2024





Working together for young Londoners for 135 years.

We are London Youth: a charity on a mission to champion and strengthen London's youth organisations so young people have the opportunities and skills they need to succeed.

We do this with and through our members – a network of 600 youth organisations – and at our two outdoor residential centres, Hindleap Warren and Woodrow High House. Last year alone, we supported more than 600,000 young people.

Throughout our 135-year history, community youth organisations have provided a constant lifeline and a vital safe space outside the family and formal education, where young people can develop confidence, resilience and skills.

Young people need opportunities outside school to have fun with their friends, to make a positive change in their communities and to shape the city they live in.

We look to work with all young people, focusing particularly on those who wouldn't otherwise have access to the kind of opportunities we offer.

Our Vision Our vision is that all young Londoners grow up healthy, able to express themselves, navigate a fulfilling career and make a positive contribution in their communities.

Because good youth work works.



Introduction from Pauline Daniyan, CEO



This is an exciting opportunity to lead a newly formed directorate which combines our fundraising and communications functions. Over the past three years, we have invested in our fundraising department which is making a significant contribution to our mission. We are now merging our communications function into this directorate.

It is a pivotal and demanding time for young Londoners. The aspirations of young people are higher than ever, yet our current shared reality means words like ‘permacrisis’ are coined to describe how our context seems to be lurching from challenge to challenge; from fragile mental health to skyrocketing cost of living. Crises are experienced most intensely by those with least material resources. And this is true of many young Londoners, especially those from low-income families. At the same time, the youth workers who are in the best position to support them often lack the necessary resources to do so.

The Director of Fundraising and Communications is a crucial, strategic role, leading a fundraising team that will secure £4.5m this year. With a solid financial base and trust and foundation income, we now need someone who can help us sustain and build on these strong foundations.

We are looking for a values led, collaborative leader, skilled at working with a team to realise potential and drive improvement and growth. You will be joining a team at London Youth that is highly committed to our work. We know that our achievements come through supporting each other to achieve our best, just as we challenge young people to become the best they can be.

If you see the importance of our mission and think this role could be the right one for you, please get in touch.



Values

We're ambitious

We constantly challenge ourselves to find better ways to support young Londoners, our members and colleagues.

We're inclusive

We're friendly, approachable and welcoming. We value the diversity of each other's knowledge and experiences, and apply this to our work, discussions and decision-making.

We're collaborative

We take pride in working together, listening to one another and combining our expertise to take our work further.

We're accountable

We take ownership of our decisions and make sure our members, colleagues and partners understand the reasons behind them, so we are trusted and relied upon.



The opportunity

It is an exciting period of change for London Youth. Following the internal [appointment of a new CEO](#), Pauline Daniyan, who has extensive experience in our programmes, external engagement, and strategic development, a broadened Director role has been created to merge and lead our fundraising and communications, and play a key role in delivering the new organisational strategy.

Reporting to the CEO, you will lead three team heads and strategically lead a fundraising programme focused primarily on trust, statutory, corporate and HNWI donors.

The director role also has personal responsibility for a portfolio of high value relationships and will empower the Head of Communications and Policy to deliver organisational communication and policy goals.

As a member of the SLT with the CEO and Directors of Programmes, People, Residential Centres, and Finance and Resource, you will shape the delivery of the new organisational strategy, particularly in relation to fundraising and communications, and ensure integrated organisational narratives that drive fundraising and broader internal and external engagement.

It is a crucial time to be raising income for London Youth. In September we launched our new strategy for 2023-2026: Powering the Grassroots. Click on the images below to open the documents.



Role description

Role title: Director of Fundraising and Communications

Salary: £75,000

Contract: Permanent

Hours: Full-time, flexible working requests considered - please discuss

Location: London / Hybrid (2-3 dpw in office)

Reporting to: CEO

Line management: Head of Trusts and Foundations, Head of Corporate Partnerships, Head of Communications and Policy

Leadership

- Provide corporate leadership to London Youth
- Model the organisation's vision and values in leading the organisation
- Provide purposeful, credible and developmental leadership to your team
- Contribute to the development of the charity's medium and long-term vision and strategy
- Work collaboratively with and contribute critical analysis to senior colleagues and senior team discussions
- Ensure consistency of communication and process across the organisation by working closely with fellow Directors and function Heads

Lead and implement London Youth's fundraising strategy

- Personally lead the fundraising strategy and significant investment that London Youth has made to ensure accelerated income growth
- Lead a fundraising team that is targeted to raise £5m by 2025 and ensure the team is well placed to grow our unrestricted income
- Safeguard trusts and foundations as our primary income stream and develop our corporate partnership strand, taking full advantage of opportunities for growth
- Ensure we reach a wider audience of middle and high value individual donors through an injection of senior volunteer leadership
- Ensure the creation of compelling income-specific cases for support which are highly relevant in the funding market, focused on impact and systems change
- Manage our development pipeline to identify and develop new prospects and personally lead the development of some individual opportunities
- Drive progress with the team, developing and delivering new streams of income and activities
- Ensure our systems and processes are developed so that the team is supported to be as effective as possible

Continued overleaf

Lead and implement London Youth's fundraising strategy ctd.

- Work closely with our Finance and Resources Director to ensure that the Finance Strategy and Fundraising strategy work effectively together and that financial reporting, budget and risk management processes are effective
- Work closely with the Director of Delivery to; build partnerships for significant proposals to funders that meet significant need; co-produce new projects to meet emergent needs and to ensure operational viability of funding proposals
- Ensure compliance with all relevant legislation and best practice in fundraising activity

Oversee corporate communications and policy work

- Ensure that our fundraising and communications strategies and plans align with and optimise each other and create an inspiring experience for supporters and audiences
- Oversee the development of a communications and stakeholder management strategy that raises the profile of London Youth and positions us as a gateway for our members to London influencers, policy makers and funders
- Ensure we develop our marketing capability to research, develop and communicate our offer to our target audiences
- Support the team to raise the profile of the value of quality-assured, community-based youth work with funders, policy-makers and the media
- Ensure the team are supported to identify and build the partnerships and alliances that will help us achieve our aims
- Continue the development of a strong, coherent brand identity that represents the values of London Youth

Corporate responsibilities cutting across tasks set out above

- Supporting our leadership team (your line reports) to draw up annual plans and budgets
- Manage performance within the agreed annual planning and budgeting framework
- Actively promote London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships
- Ensure talented staff with suitable skills and experience, who can demonstrate London Youth values, are recruited and inducted for your department
- Ensure your team is developed, supported, appraised and managed in line with our values and standards of line management and leadership
- Manage any advanced grievance and disciplinary matters
- Take an active approach to your own ongoing professional development
- Ensure your department complies full with our key policies including our Health and Safety, Wellbeing and Safety and Safeguarding policies and procedures

Person specification

It is essential that in your written application you give evidence of examples of proven experience for the selection criteria.

The successful candidate will have the following skills, experience and attributes:

Knowledge and experience

- A proven track record of leading teams to deliver targets and continuously improve performance, developing and implementing new income streams and activities
- Broad experience of fundraising with specialist expertise
- Strong experience of developing fundraising strategy and targets
- Experience of working at a senior organisational level
- Excellent experience of building high level relationships and support, developing funding propositions and securing significant funds
- Demonstrable track record of developing partnerships for need driven proposals to funders
- Experience of working with high profile patrons or ambassadors
- Demonstrable achievements in working with, implementing or improving systems to improve performance, including knowledge and experience of working with CRM systems
- Strong experience of budget setting and forecasting processes
- Significant experience of financial management
- Comprehensive knowledge of regulation, requirements and best practice in Fundraising
- Experience and strong track record of leading communications strategy/function
- Excellent communications ability – written and verbal – and able to establish rapport

Attributes and behaviours

- Highly motivated to achieve with a motivating leadership style
- Values led with a strong interest in improving the lives of young Londoners
- Highly credible with funders, the LY team and our trustees
- Values led with a strong interest in improving the lives of young Londoners
- Collaborative in approach and invests in working with senior colleagues#
- Ability to develop and coach direct reports to become the best they can be
- Personally committed to our anti-racism approach and broader diversity work
- Organised, attentive to detail and committed to improvement
- Flexible and open to change within a growing and developing environment

Our commitment to anti-racism

We know that Young Londoners are facing several significant and connected challenges. A significant challenge they face is racism and the direct and indirect negative impact racism has on their opportunities to live happy, healthy, safe and fulfilled lives. This challenge is a key driver of our commitment to anti-racism as an organisation and as individuals.

Our organisational principle of honesty means that we have taken an honest look at our own internal practices too, our board and employee demographics, our people processes and the outcomes for different groups in London Youth. We know that we also have work to do internally to be an effective anti-racist organisation and a diverse and inclusive employer. We want a London Youth that is inclusive, a London Youth where everyone:

- Feels able to be themselves at work
- Feels like they have a voice
- Feels a sense of belonging
- Feels that there is a desire for shared understanding
- Feels empowered to speak up and bring issues and concerns to the table
- Feels supported to deliver our vision for London's youth

Learn more about our commitment to anti-racism [here](#).

How to apply

We are partnering with **Cristy Gresswell-Nunn** at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please contact Cristy on:

 cristy@quarterfive.co.uk

 07377 937540

The deadline for applications is **Wednesday 7th February 2024**.

Employee benefits

Please contact Cristy for a full list of employee benefits, which include:

- 28 days per year plus bank holidays and 3 closure days in December.
- 4% employer pension contribution (where employees make an additional voluntary contribution, employer contribution increases to 5%)
- Cash Health Plan
- Enhanced maternity and paternity leave
- Employee Assistance Programme (for you and your family)
- Volunteering days

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Cristy by email cristy@quarterfive.co.uk or call 07377 937540.

Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).



This job pack has been created by QuarterFive, in collaboration with London Youth.

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.