



**YOUNGROOTS**  
Celebrating 20 years



# Head of Fundraising and Development

£55,000 – £60,000

Job Pack  
April 2024



# About Young Roots



**Supporting young refugees to access their rights, improve their wellbeing and fulfil their potential.**

Young Roots is a London-based charity working with young refugees and asylum seekers aged 11–25, many alone in the UK without their families. Support provided includes intensive one-to-one casework, youth and sporting activities, English language mentoring, and access to specialist therapeutic and legal advice.

Our evidence speaks for itself, with 81% of young people surveyed feeling less lonely and 98% feeling happier, calmer and less stressed since coming to Young Roots. This impact rests on the trusted relationships between our staff and young people, the sense of belonging and community created, and our team’s dedication to achieving the best possible outcome for young people.

***“Without my friends, community and support I have received, my journey would be more difficult. Because of this, I make sure I bring all my friends to the Hub who are in similar situations.”***

***“Being listened to by the staff has helped me a lot. There were so many times, I felt so overwhelmed and needed to someone just to listen to me.”***

***“I’m not scared for life in the UK now. Young Roots help me with my rights, life in the UK in general, my college.”***





# Our Impact

## Our services and outcomes in 2023

**1105**

young people accessed Young Roots' services in Brent, Croydon and Wembley (26% increase)

**889**

young people engaged with our varied Youth Development programme (25% increase)

**541**

young people accessed 1:1 casework, advice and advocacy (46% increase)

**139**

young people took part in English-language sessions

**110**

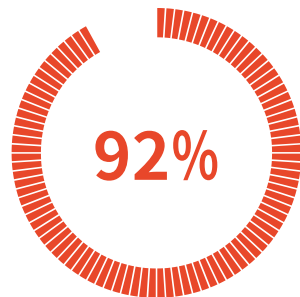
young people accessed our legal & therapeutic support via our partners at our Hubs

**64**

we supported young people from 64 countries last year



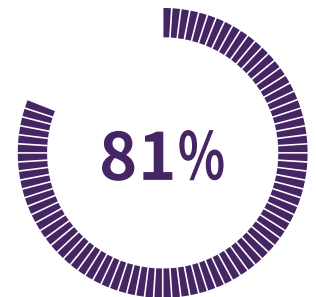
of young people felt calmer, happier and less stressed



of young people felt their English had improved since coming to Young Roots' activities



of young people reported having a better understanding of their rights and entitlements



of young people reported feeling less alone since joining Young Roots





## Our Services

### **Casework**

One-to-one support and advocacy to young people, resolving pressing and complex needs.

### **Advice & Support Hubs**

Our weekly Advice & Support Hubs integrate youth and sporting activities with 1:1 casework, therapeutic support and legal advice.

### **Youth Work**

A wide range of weekly youth and sporting activities, English-language learning, skills development, trips and residential.

### **Youth Welfare Project**

Supports newly arrived young refugees in asylum hotels to access vital services and activities, to reduce isolation and improve mental health.

## Our Plans for 2024-27

### **Legal representation**

We aim to provide a service to make sure no young person faces the asylum system without legal representation.

### **Employability Programme**

We aim to do even more to support young people into work, through volunteering at Young Roots, internships, setting up partnerships with employers and training, advice and support.

### **Sports Opportunity**

Build on our weekly sporting programmes, to provide more formal opportunities.

### **Support with Basic Needs**

Developing a package of support for young people facing destitution.





## Introduction from the CEO

Having recently joined the organisation myself, I can say with a fresh perspective that Young Roots is a truly inspiring place to work, with a highly experienced team absolutely committed to delivering life-changing services for young refugees.

The Head of Fundraising and Development is an absolutely crucial senior leadership role, reporting to the CEO, driving the vision and direction of the organisation as a whole, as well as setting the strategy for the fundraising and communications functions and defining our approach to monitoring and evaluation.

This role offers a rare opportunity to contribute at a big-picture strategic level, whilst maintaining your ability to generate income in a hands-on way.

I am absolutely delighted that you are interested in finding out more about Young Roots and this role, and really look forward to receiving your application.

**Paola Uccellari**  
CEO





## The role

It's an exciting time to join us as we launch our new strategic plan, which envisages development of our services to meet young people's more complex needs, significant growth in our policy and campaigns team, and a step change in our internal operations to reflect our new stage of maturity.

As part of this, the Head of Fundraising and Development will play a pivotal role by developing a fundraising strategy to support our growth and diversify our income, growing the reach and impact of our communications and ensuring we are able to evidence our impact in a compelling way to different audiences.

## Role details

**Salary:** £55,000–£60,000

**Hours:** 35 hours per week, flexible working considered

**Holiday:** 25 days per year, rising one day per year up to 28 days, plus bank holidays. We also give an additional 3 days' leave between Christmas and New Year and a day off for each employee's birthday.

**Pension:** 5% pension contribution

**Location:** Head office in Croydon and homeworking, with regular visits to our Brent Office

**Direct reports:** Senior Philanthropy & Partnerships Manager, Communications and Impact Manager, Trusts & Foundations Fundraising Manager, Community & Events Officer





# Role description

## Leadership and Management

- Act as a proactive and collaborative member of the Senior Leadership Team, supporting the CEO to develop the vision and strategy for the organisation, drive its implementation and make decisions about the running of the organisation, role modelling and embedding our values.
- Act as an inspiring and supportive leader for the team, motivating, coaching and overseeing their delivery and development, supporting them to achieve their potential.
- Prepare and manage the team's budget, allocating resources efficiently to maximise returns.

## Fundraising

- Develop and deliver a new ambitious fundraising strategy aligned to our 2024-27 organisational strategy to grow and diversify our funding, setting, monitoring and delivering targets and managing risks as appropriate.
- Work with the senior leadership team to set annual budgets and fundraising targets and monitor income and expenditure to ensure funding targets are being met.
- Close working with the Head of Finance and Internal Operations on financial planning, forecasting and reporting.
- Set up and implement appropriate fundraising systems to support effective and efficient management of our income and funder relationships.
- Oversee, build and maintain relationships with donors and funders and ensure that key members of the team, such as the CEO and Trustees, are equipped to manage relationships.
- Work collaboratively across the organisation and with the head of programmes and quality and heads of service to support the design of programmes for proposal to funders.
- Actively identify, engage and apply for new fundraising leads, to ensure a steady stream of income.
- Oversee trusts and foundations prospects, applications, grant management and reporting.





# Role description

## Fundraising continued

- Oversee development and stewardship of corporate partnerships and relationships with major donors.
- Develop and implement a supporter engagement strategy, ensuring all supporters have a positive and impactful supporter journey.
- Ensure that our fundraising efforts align with the values of Young Roots and adhere to the highest ethical standards.

## Communications

- Work collaboratively with policy, campaigns and communications colleagues to develop and deliver a new communications strategy to build our profile, deliver income, grow and engage supporters and advance campaigning objectives, setting, monitoring and delivering targets and managing risks as appropriate.
- Drive, manage and evaluate the strategic development of our website and digital channels to achieve organisational objectives.
- Develop and oversee delivery of content plans to deliver against fundraising and influencing objectives and oversee the production of creative and impactful content, including by ensuring robust sign-off processes, comprehensive policies and quality systems to ensure content is consistent with brand, coherent in tone and messages, high quality and high impact.
- Develop and deliver dissemination strategies for all outputs, using different media and messages to reach and engage different target audiences.
- Act as the guardian of our brand and identity, liaising with policy, campaigns and communications colleagues to ensure effective and consistent positioning, tone of voice across all channels.
- Develop and deliver a programme of events to promote our brand, image and impact, build relationships and grow our income.
- Lead the coordination and production of corporate content, such as annual reports, strategies and impact reports.







# Role description

## Monitoring and Evaluation

- Develop a framework to describe and measure Young Roots' results across delivery, intermediate outcomes and long-term impact aligned with our new Theory of Change.
- Oversee the development and implementation of systems and processes to collect and analyse monitoring and evaluation data, including qualitative and quantitative data
- Oversee and produce delivery and impact reports for internal and external audiences, particularly for reports to trusts and foundations, SLT and the Board.
- Commission external evaluations to support independent impact analysis

## Other Responsibilities

- To read, understand and agree to Young Roots child protection/safeguarding policy.
- To read, understand and implement the Young Roots Equal Opportunities and Youth Participation policies.
- Provide regular reports to the CEO, Senior Leadership Team and Trustees as required.
- Ensure Young Roots is compliant with relevant regulations, particularly so far as they relate to fundraising and communications.





# Person Specification

## Essential

- Previous success of developing a fundraising strategy in the charity sector to achieve growth targets across multiple income streams and particularly trusts and foundations, individual giving and corporates.
- Significant experience in a senior fundraising role, with a strong background in trusts and foundations and digital fundraising strategies and campaigns and experience of successfully managing a large number of restricted grants.
- Strategic thinker with an understanding of the interface between communication and influencing and communication and fundraising and a data-driven approach to shaping how we engage different audiences to create mutual value across fundraising and influencing objectives.
- Experience of successfully building and maintaining strong relationships with a diverse range of internal and external stakeholders at a senior level, particularly with trusts and foundations and corporates.
- Experience of staff management and development and successfully supporting them to achieve their potential.
- Experience of developing and monitoring budgets and an understanding of the financial concepts used in fundraising analysis, planning, and management reporting.
- Experience of designing and applying monitoring and evaluation frameworks and supporting teams to appropriately design, collect and analyse quantitative and qualitative data to measure delivery and impact.
- Excellent organisational and planning skills and confidence in planning multiple workstreams, working to timelines and juggling deadlines.
- Highly effective at persuasive, engaging, and creative writing.
- Commitment to Young Roots' values and ability to embed those values across the organisation.
- Commitment to comply with Young Roots safeguarding policy
- Proactive and solution-oriented attitude.





# Person Specification

## Desirable

- Experience of operating at a strategic level in a senior leadership position with transferrable or similar job function areas in the not for profit or charity sector
- Experience developing a creative high-impact communications strategy to advance the strategic objectives of an organization, particularly as they relate to policy, campaigns and fundraising and of monitoring and assessing communications' reach and impact.
- Experience across a range of communications functions, including content creation, marketing, digital, social media and events and a good understanding of UK media and how to work with it.
- Experience of growing growth in reach, engagement and impact across multiple channels.
- A good understanding of analytics and impact measurement and experience of utilising data analytics to drive fundraising strategies, optimise digital campaigns for maximum impact.

## How to apply

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



**[emily@quarterfive.co.uk](mailto:emily@quarterfive.co.uk)**



**07851 879269**

The deadline for applications is **Wednesday 24 April 2024**.

First interviews will take place online **towards the end of w/c 29 April**.

Second interviews **w/c 6 May**.





## Employee benefits

We have a range of generous employment policies intended to support staff wellbeing and promote diversity, equity and inclusion, including a sabbatical policy allowing employees to take extended periods of leave after completing a minimum period in post and generous sick leave and special leave policies.

Please contact Emily for a full list of employee benefits.

## Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Emily by email [emily@quarterfive.co.uk](mailto:emily@quarterfive.co.uk) or call 07851 879269.

## Equality, Diversity and Inclusion

Young Roots recognises the positive value of diversity, promotes equity and challenges discrimination. We welcome and encourage applications from people of all backgrounds, particularly those who can face disadvantage in employment, such as people from Black, Asian and minority ethnic backgrounds, LGBTQ+ individuals and people with disabilities. As an organisation that supports refugees, asylum seekers and migrants, we particularly welcome applications from people within these communities.

Young Roots is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. We operate a system of safer recruitment and employment is subject to receipt of satisfactory references, pre-employment checks and a DBS check.





# YOUNG ROOTS

Helping young refugees to  
realise their potential



**This job pack has been created by QuarterFive, in collaboration with Young Roots.**

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.