

Appointment of

# Fundraising Team



*Youthscape*



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# Youthscape

**We are Christians passionate about seeing positive transformation for all young people.**

We are building on a 25 year investment in one place to see real change in the lives of teenagers. We are part of a wider movement of churches and faith organisations working for the good of young people and believe that a renewed local church is key to a better future for teenagers of every background and belief.

At the heart of our work is Bute Mills, our pioneering Luton hub where we meet young people in schools, churches and the community. Research and innovation are core values as we seek to understand youth culture, enabling us to develop new resources and models of youth work and refine established approaches because a rapidly changing culture demands innovative thinking and practice.

We then share what works nationally through events, training, consultancy and resources. Our resources for youth work include our conference the National Youth Ministry Weekend; a weekly podcast hosted by Rachel Gardner and Martin Saunders; the Open Me series of devotionals for youth workers; a comprehensive annual programme of training and a range of innovative resources, all of which are available in the Youthscape store.

Our vision is to see the landscape change for every young person in the UK beginning with those in Luton. Ultimately we want to see all churches inspired and equipped with everything they need to see transformation in the lives of the young people in their community.



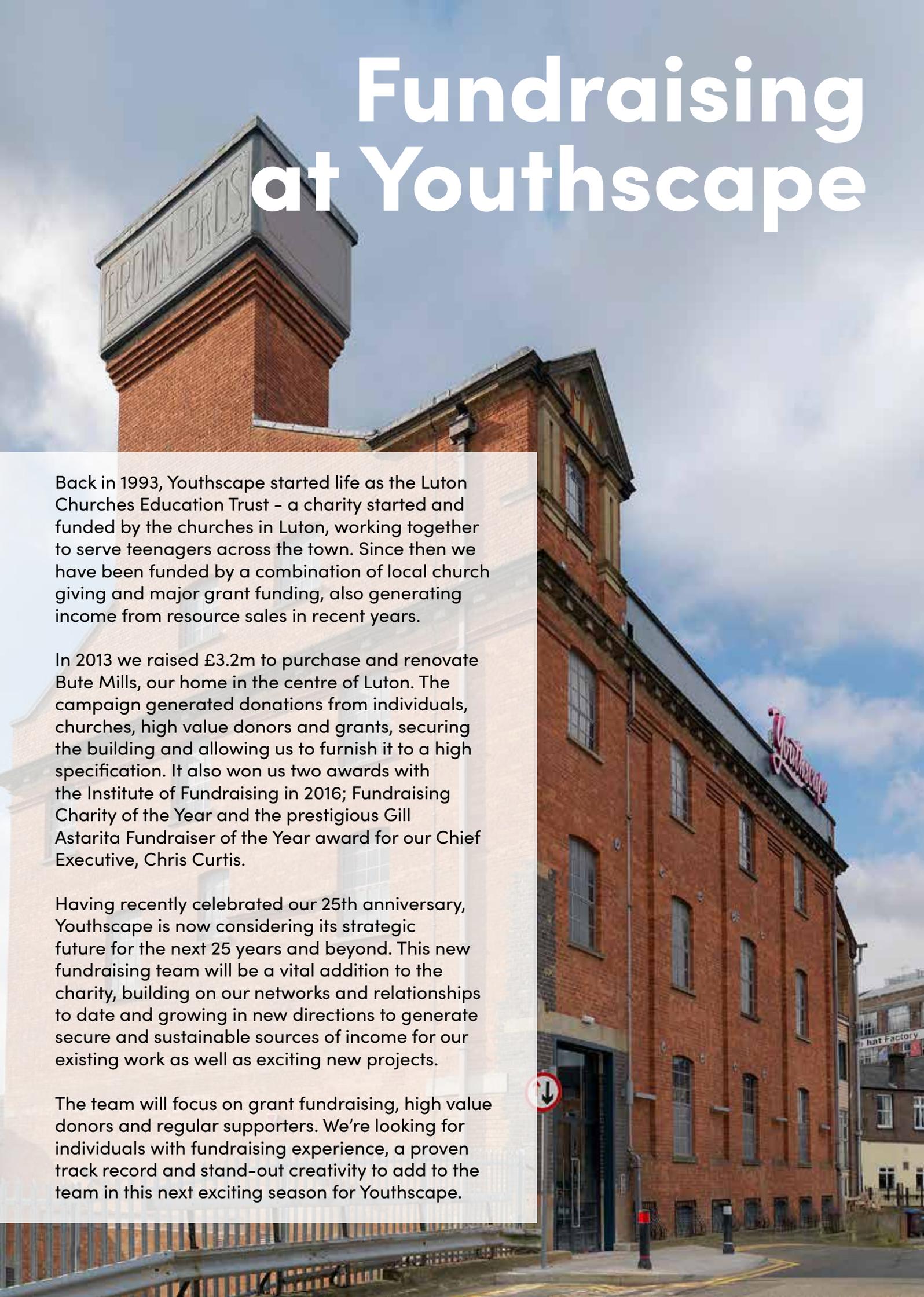
# Fundraising at Yoothscape

Back in 1993, Yoothscape started life as the Luton Churches Education Trust - a charity started and funded by the churches in Luton, working together to serve teenagers across the town. Since then we have been funded by a combination of local church giving and major grant funding, also generating income from resource sales in recent years.

In 2013 we raised £3.2m to purchase and renovate Bute Mills, our home in the centre of Luton. The campaign generated donations from individuals, churches, high value donors and grants, securing the building and allowing us to furnish it to a high specification. It also won us two awards with the Institute of Fundraising in 2016; Fundraising Charity of the Year and the prestigious Gill Astarita Fundraiser of the Year award for our Chief Executive, Chris Curtis.

Having recently celebrated our 25th anniversary, Yoothscape is now considering its strategic future for the next 25 years and beyond. This new fundraising team will be a vital addition to the charity, building on our networks and relationships to date and growing in new directions to generate secure and sustainable sources of income for our existing work as well as exciting new projects.

The team will focus on grant fundraising, high value donors and regular supporters. We're looking for individuals with fundraising experience, a proven track record and stand-out creativity to add to the team in this next exciting season for Yoothscape.



# Why work at Youthscape?

## Passion

Whether we're cleaning, mentoring, working in drop-in, creating new resources, planning events, looking after the finances, posting orders to customers, training youth workers, filing, delivering sessions in schools or fundraising, young people and their wellbeing are at the heart of everything we do.



## Faith

The team meet every Monday morning to pray and focus on God at the start of the week, followed by breakfast together. We also go on a 48 hour retreat three times a year as a great chance to get away together for teaching, prayer, worship and to get to know each other better as a team.



## Package

Our team work in a state of the art office in Luton town centre with free car parking. They enjoy 25 days of holiday per year, plus bank holidays and time off in lieu of extraordinary hours worked. We also operate an employer's contributory pension scheme for all staff and a sixteen week sick pay policy.



## Opportunities

The team also have opportunities to get involved with wider ministry, including the National Youth Ministry weekend and other events, representing us at festivals and exhibitions and joining the innovation process for new resources. Team are also encouraged to volunteer at drop-in or as a mentor.



## Role Description:

# Grants and Trusts Manager

A highly-motivated and experienced fundraiser with a proven track record in securing grants of 5-figures or more. The successful candidate will be able to demonstrate experience of extensive prospect research, identifying and researching potential new funders to produce a pipeline of prospects, proactively obtaining a detailed knowledge of the organisation's various projects. Building productive relationships with new and existing funders and providing regular updates will be a crucial element of this role. **We're looking for someone who is able to shape, develop, implement and lead Youthscape's Grants & Trusts funding strategy.**

**Salary:** from £28,000

## Key responsibilities and tasks

- 1. To develop and implement a grants & trusts funding strategy for Youthscape.**
  - 1.1 To develop and fulfil a grant funding plan for the mid to long term
  - 1.2 To work with the Finance Director to understand our funding needs and long term growth aspirations
  - 1.3 To create a pipeline of potential new funders
  - 1.4 To set up and closely monitor key performance indicators in response to the annual plan and strategy
  
- 2. To grow the number of Youthscape's grant funders and grow grant income**
  - 2.1 To maintain relationships with existing funders
  - 2.2 To strategically identify new funders
  - 2.3 To research the information needed for fundraising documentation and to write compelling grant applications
  - 2.4 To secure grants from new funders
  - 2.5 To liaise with Youthscape teams to ensure a strong knowledge of work undertaken enabling effective grant proposals
  - 2.6 Meet an annual income target by securing five figure gifts
  - 2.7 Prepare high quality cases for funding, including written proposals, presentations and reports
  
- 3. To develop appropriate processes and systems for grant funding**
  - 3.1 To identify and develop necessary systems and processes to aid with identifying donors, facilitating timely grant applications and understanding reporting requirements
  - 3.2 Prepare regular, timely grant reports.
  - 3.3 Maintain database of funders which includes application status and other relevant details
  - 3.4 Ensure that fundraising activity adheres to best practice, the Fundraising Regulators code of practice and any relevant fundraising and data protection legal requirements
  - 3.5 Understand safeguarding needs of our beneficiaries when preparing funding reports.

#### 4. To fulfil wider responsibilities as a member of Youthscape

4.1 To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.

4.2 To participate in Youthscape collaborative work, as required.

4.3 To carry out any other reasonable tasks as required by your line manager.



## Person specification

### Skills

#### People skills

- good interpersonal skills
- ability to build good relationships
- good communication skills
- professional approach

#### Strategic skills

- attention to detail
- organised and methodical
- good creative skills
- strong analytical skills
- clear judgment and decision-making
- ability to write clear, concise and compelling funding proposals and reports

#### Personal skills

- honesty and integrity
- personal effectiveness and self-management
- highly motivated and committed
- pro-active

### Experience

- at least 3 years' experience of grant and trust fundraising
- proven experience of securing 5-figure gifts
- experience of producing impact reports
- ability to translate complex information into compelling fundraising messages

### Knowledge

- working knowledge of the Fundraising Regulators code of practice
- relevant fundraising and data protection legal requirements

### Values and ethos

- there is a requirement that the role be held by a Christian

### Desirable

- fundraising qualifications
- experience or interest in Christian youth work
- full driving licence

## Role Description:

# Key Relationships Manager

This is an extremely personable individual, skilled in developing and maintaining high-value relationships. Their experience will show a track record of delivering consistent funding from these sources as well as identifying new donors, securing multi-year pledges and accessing donor networks. It's somebody with an ability to communicate the vision and activities of the charity in a way which engages personal donations. **This role would suit someone who has a natural ability to build rapport with potential donors and who is exceptionally pro-active and self-motivated.**

**Salary:** from £28,000

## Key responsibilities and tasks

- 1. To develop and implement a major donor and individual giving strategy for Youthscape.**
  - 1.1 To develop and fulfil a plan for securing major donors who contribute to Youthscape.
  - 1.2 To work with the Finance Director to understand funding needs and long term growth aspirations.
  - 1.3 To create a pipeline of potential new high value donors.
  - 1.4 To drive donor acquisition and retention and maximise donor engagement.
  - 1.5 To set up and closely monitor key performance indicators in response to the annual plan and strategy.
- 2. To develop, grow and manage Youthscape's portfolio of donors with the potential to give major gifts and legacies and generate income to contribute to Youthscape's ongoing sustainability.**
  - 2.1 To strategically identify new funders and create opportunities for them to find out about



the work of Youthscape.

2.2 To make compelling approaches to potential new donors.

2.3 To convert potential donors into major gift donors.

2.4 To liaise with Youthscape teams to ensure a strong knowledge of work undertaken enabling effective communication and appeals to major donors.

2.5 To ensure effective ongoing communication with all major donors and maintain good relationships with them.

2.6 Meet an annual income target by securing five figure gifts.

2.7 Deliver major donor fundraising activities within budget.

### 3. To develop appropriate processes and systems

3.1 To identify and develop necessary systems and processes to support the growth of major donor income.

3.2 Prepare regular fundraising reports for internal use and communications to donors.

3.3 Ensure that fundraising activity adheres to best practice, the Fundraising Regulators code of practice and any relevant fundraising and data protection legal requirements.

3.4 Understand safeguarding needs of beneficiaries when communicating impact with donors.

3.5 Maintain supporter mailing lists and contacts database for external communications, ensuring GDPR regulations are adhered to.

### 4. To fulfil wider responsibilities as a member of Youthscape

4.1 To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.

4.2 To participate in Youthscape collaborative work, as required.

4.3 To carry out any other reasonable tasks as required by your line manager.

## Person specification

### Skills

#### People skills

- good interpersonal skills
- ability to build good relationships
- good communication skills
- professional approach

#### Strategic skills

- attention to detail
- organised and methodical
- good creative skills
- strong analytical skills
- clear judgment and decision-making

#### Personal skills

- honesty and integrity
- personal effectiveness and self-management
- highly motivated and committed
- pro-active

### Experience

- at least 3 years' experience of major donor fundraising
- experience of managing relationships and effectively communicating with donors

### Knowledge

- strong understanding of effective major-gift fundraising techniques
- working knowledge of the Fundraising Regulators code of practice
- relevant fundraising and data protection legal requirements

### Values and ethos

- there is a requirement that the role be held by a Christian

### Desirable

- fundraising qualifications
- experience or interest in Christian youth work
- full driving licence

## Role Description:

# Individual Giving Fundraiser

We are seeking an experienced fundraiser who has a proven track record in securing donations from a network of individual supporters. Someone who will develop and increase our income and supporter engagement for both new and existing supporters through regular giving, one-off donations, campaigns, appeals and direct marketing initiatives. This will encompass supporter development, supporter acquisition and retention, through research and relationship building, combining a target driven approach with a caring and empathetic manner. **We're looking for someone who has a natural ability to build rapport with potential and supporters and who is driven, motivated and tenacious.**

**Salary:** from £25,000

## Key responsibilities and tasks

- 1. To develop and implement a strategy for growing supporter giving to Youthscape through a variety of avenues**
  - 1.1 To develop and implement a supporter giving strategy for Youthscape.
  - 1.2 To grow Youthscape's local supporter base and develop national supporters.
  - 1.3 To initiate new income generation activities for supporter donations, including but not limited to: individual giving appeals and events, regular giving and legacies.
  - 1.4 To develop a legacy giving programme.
  - 1.5 To set up and closely monitor key performance indicators in response to the annual plan and strategy.
- 2. To develop, grow and manage Youthscape's portfolio of supporters and increase supporter income**
  - 2.1 To maintain relationships with existing supporters.
  - 2.2 To drive supporter acquisition and retention and maximise supporter engagement.
  - 2.3 To increase the number of regular giving supporters through a portfolio of fundraising approaches such as direct mail, digital fundraising (including social media and developing web content) fundraising activities and targeted campaigns.
  - 2.4 To liaise with Youthscape teams to ensure a strong knowledge of work undertaken enabling effective communication and pitches to supporters.
  - 2.5 To liaise with Youthscape's Marketing Manager to ensure effective use of social media channels and communication.
  - 2.6 Meet an annual income target.
  - 2.7 Prepare high quality cases for support, including written proposals, presentations and reports.
  - 2.8 Deliver fundraising activity within budget.



### 3. To develop appropriate processes and systems

- 3.1 To identify and develop necessary systems and processes to support the growth of individual giving.
- 3.2 To prepare and deliver content for website, newsletters, prayer letters and other funding approaches and reports.
- 3.3 Ensure that fundraising activity adheres to best practice, the Fundraising Regulators code of practice and any relevant fundraising and data protection legal requirements.
- 3.4 Understand safeguarding needs of our beneficiaries when communicating impact with supporters.
- 3.5 Maintain supporter mailing lists and contacts database for external communications, ensuring GDPR regulations are adhered to.

### 4. To fulfil wider responsibilities as a member of Youthscape

- 4.1 To participate, as required, in meetings, training and development, and staff activities within Youthscape, including our weekly chapels on Mondays at 9am and attendance at three 48-hour retreats each year.
- 4.2 To participate in Youthscape collaborative work, as required.
- 4.3 To carry out any other reasonable tasks as required by your line manager.

## Person specification

### Skills

#### People skills

- good interpersonal skills
- ability to build good relationships
- good communication skills
- professional approach

#### Strategic skills

- attention to detail
- organised and methodical
- good creative skills
- strong analytical skills
- clear judgment and decision-making

#### Personal skills

- honesty and integrity
- personal effectiveness and self-management
- highly motivated and committed
- pro-active

### Experience

- at least 2 years' experience of working in supporter giving or direct marketing
- experience of managing relationships and effectively communicating with supporters

### Knowledge

- working knowledge of the Fundraising Regulators code of practice
- relevant fundraising and data protection legal requirements

### Values and ethos

- there is a requirement that the role be held by a Christian

### Desirable

- fundraising qualifications
- experience or interest in Christian youth work
- full driving licence

# Conditions of Employment

**Location:** Bute Mills, Luton

**Hours:** 40 hours per week

**Holiday:** 25 working days + bank holidays

**Probation:** 6 months

**Termination:** 1 month by either party

We are happy to consider candidates looking for part time and flexible working hours.

Completed application form and CV to be sent to [karen.hornett@youthscape.co.uk](mailto:karen.hornett@youthscape.co.uk)

Appointments will be subject to candidates providing references, a clean DBS and proof of eligibility to work in the UK.

Application forms can be downloaded at [youthscape.co.uk/about/work-with-us](http://youthscape.co.uk/about/work-with-us)

**Deadline for applications is 2nd June 2019**

Youthscape is a registered charity no. 1081754