

Job Description: Head of Avon Tyrrell Capital Appeal

Duration:	3 years fixed term contract; Full time (37.5 hours per week)
Reporting to:	Director of External Relations
Department:	External Relations
Salary:	£38,000 – 48,000 pa (depending on experience)
Location:	Homeworking/ Avon Tyrrell Outdoor Learning Centre

Purpose of the job

In this role, you will be responsible for planning, managing, implementing and delivering a new capital fundraising appeal for Avon Tyrrell, UK Youth's outdoor learning centre.

Responsibilities will include: development of the appeal fundraising strategy, ensuring alignment with UK Youth Income Generation Strategy and realisation of the income generation targets; and supporting the finalisation of the development plans involving internal and external stakeholder engagement and consultation with relevant experts. We estimate the campaign will need to raise between £3-5m, including a new purpose-built learning centre and restoration of Avon Tyrrell House and Grounds.

To be considered for this role, it is essential that you have previous experience of leading a major capital appeal, with a track record of successfully achieving significant income targets. You will have substantial experience with major donors and be a tenacious and highly motivated fundraiser with highly developed interpersonal skills. You will have a talent and passion for relationship building, a can-do attitude and an ability to meet ambitious targets. You will also need to be a confident communicator and impactful storyteller.

About UK Youth and the context for this role

It is our vision at UK Youth that all young people are equipped to thrive and empowered to contribute at every stage of their lives. We do this by working as a nationwide movement to deliver innovative youth services, grow an effective practice and campaign to increase support for youth work.

This is an exciting and busy time to be joining UK Youth as we develop and implement the strategic plans for our next chapter. A key part of our new strategy is the investment in outdoor learning and the development of Avon Tyrrell, our outdoor learning centre in the New Forest, Hampshire.

In this senior fundraising role, you will report to the Director of External Relations, working closely with both the External Relations and Avon Tyrrell teams to develop and launch a new capital fundraising appeal. Avon Tyrrell has a 100-bed dormitory-style Grade I listed Calendar House, Grade II* Coach House and Grade II grounds. With over 39,000 visitors each year the site is in need of urgent repair and investment to ensure we can continue to support young people now and in the future.

Why work at UK Youth?

We are a value-based, passionate and committed organisation offering a friendly working environment with lots of opportunities for professional development and socialising (even whilst we are all working remotely!) from lunch and learn sessions, staff quizzes to virtual coffee meet ups.

UK Youth prides itself on being an Equal Opportunity employer and we would particularly welcome applications for this role from those who identify under one of the protected characteristics under the Equality Act 2010, which include race, age, disability, gender, religion or belief, and sexual orientation.

We value the differences that a diverse workforce brings and are committed to inclusivity, and to employing and supporting a diverse workforce. Our selection procedures ensure that people are treated on the basis of their relevant merits, experience, skills and abilities and that no individual receives more or less favourable treatment. We can offer flexibility through the interview process and endeavour to accommodate the candidate's needs.

We are committed to investing in the personal and professional development of everyone at UK Youth. Annually every staff member in addition to two days charity wide staff training, is entitled to 1 day paid development leave and 1 full or 2 half days paid volunteering leave.

Key responsibilities

- Undertake a thorough review of existing development work to date, identify gaps and priorities with the aim of completing all remaining stakeholder consultation; work closely with the Director of Avon Tyrrell to support the finalisation of development plans before Summer 2021;
- Develop Avon Tyrrell Capital Fundraising Strategy; work closely with the External Relations team in the development and delivery of the campaign to ensure alignment with UK Youth Income Generation and Communications Strategies;
- Secure c. £3-5m in funding from Trusts & Foundations, Major Donors, Statutory, Corporate Partners and other sources;
- Establish and lead a new Appeals Committee recruiting high profile, well connected individuals to join and lead the campaign;
- Test innovative methods of engagement and fundraising to unlock support and reach new audiences;
- Work with the Avon Tyrrell team to capture powerful stories of impact and need, and utilising digital platforms and tools, share creative content that will support the campaign and directly grow the Avon Tyrrell supporter base;
- Write and produce compelling and persuasive funding proposals and pitches
- Build long term relationships with prospective and current supporters;
- Ensure stewardship plans for supporters (corporate, trust, major donor, statutory) are implemented and develop strategies for new supporters that come on board throughout the life of the Appeal;
- Develop a portfolio of events (both in person at Avon Tyrrell and digitally) to raise awareness of the campaign and raise funding;

- Report on performance monthly demonstrating progress against agreed targets and analysis of learnings to improve success and efficiency;
- Ensure all work and communications are captured on the CRM and regularly updated;
- Take responsibility for tracking income, expenditure and managing budgets;
- Ensure all donations are appropriately responded to in line with UK Youth's thanking strategy;
- Work with the Avon Tyrrell team to support other income generating activities; spotting opportunities for increasing support or fundraising;
- Ensure young people are at the heart of our campaigning work;
- Engage with, and build support with the local community;
- Operate in line with the Institute of Fundraising Codes of Practice and Fundraising Regulator Guidelines.

General Responsibilities

- Professionally and positively represent the organisation at all times;
- Attend and participate proactively in staff/team/other meetings as required;
- Work effectively with colleagues to achieve the aims and objectives of the charity;
- Support organisation-wide initiatives to facilitate cross-team working;
- Proactively contribute to the effectiveness of meetings, knowledge sharing and staff development;
- Take reasonable care of their own health and safety and for that of others who might be affected by their own work, as required by law and described in the relevant operating procedures and policies;
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Key working relationships

The post holder is responsible for working with a wide range of individuals and organisations. These include:

- CEO, Board of Trustees and Senior Leadership Team
- External Relations and Avon Tyrrell Teams
- External stakeholders including Appeals Committee and supporters

Statement

I accept the terms of the above job description.

Signed Individual

Date

Signed Line Manager

Date

Person Specification: Head of Avon Tyrrell Capital Appeal

Experience

- Proven track record in fundraising and/or running capital appeals of similar scale
- Specific experience in at least one of the following fundraising audiences: major donor, trusts, corporate partners, statutory
- Managing budgets of this scale

Knowledge, skills and understanding

- Desirable understanding of young people/youth/outdoor learning sectors
- Knowledge of capital fundraising especially with major donors, trusts and corporate partners
- Knowledge of how to manage heritage fundraising appeals
- Understanding of the importance of outdoor learning and positive impact on young people
- Fundraising best practice, policy, regulations and legalities

Personal qualities

- Excellent communicator and storyteller
- Strong negotiation and influencing skills
- Excellent interpersonal skills and capability to build and develop strong relationships at all levels
- Proactive and enthusiastic
- Ability to inspire and motivate others
- Highly organised and meets all deadlines
- Flexible and can adapt to change easily