

Job description: Head of Engagement

Duration: 12-month, fixed term contract

Salary: SME2, London, £48,000 (includes market increase)

Location: Flexible

Reporting to: External Relations Assistant Director

Department: External Relations

Key working relationships: Director and Assistant Director, Head of Partnerships and Philanthropy, Head of Digital, Marketing & Communications, Head of Avon Tyrrell Capital Appeal, Senior Leadership Team, CEO and Trustees, Ambassadors, supporters, partners and external agencies, senior stakeholders in partners, funders, sponsors, committees, etc

Purpose of the job

The Head of Engagement is responsible for transforming the way we attract, engage and retain our external audiences at UK Youth (including outdoor learning). You will be a creative and innovative leader, empowering teams to think differently about our engagement as an organisation and in the pursuit of our new strategic objectives. Their focus on storytelling and digital innovation will help grow our brand awareness as well as diversify and grow our income, ensuring we triple our income in three years (from c£7m in 2020/21). This role will lead a new approach to our philanthropy work including mid level donors, regular givers and through fundraising appeals and campaigns helping to connect our cause with a larger supporter base. You will also lead the organisation's approach to events, driving innovation and creative thinking, as well as growing our utilisation of digital to reach new audiences. The successful candidate will work closely with leaders across the department and organisation to realise our new strategic ambitions.

Why work at UK Youth?

UK Youth is a leading charity that exists to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. We work with others to ensure that the youth sector is strengthened, supported and that provision is youth-led, evidence-informed and delivers high-quality outcomes. UK Youth plays a unique role in addressing; the lack of investment in the youth sector, the lack of cross-sector understanding in how youth work makes a difference and the limited opportunities to embed effective solutions. These factors lead to mass inequality of access to youth services for young people.

Key responsibilities

- Oversee how UK Youth attracts, engages and retains our external audiences through overseeing all UK Youth events ensuring opportunities for growth, collaboration, innovation and efficiencies are realised
- Lead our approach to philanthropy (individual donors, mid level donors), legacy appeals, fundraising appeals and campaigns raising the profile of UK Youth and securing increased income each year
- Utilise new digital technologies, platforms and resources to grow our reach and impact with external stakeholders

- Oversee the growth of our fundraising events calendar with a focus on digital, diversification to increase income each year
- Oversee and coordinate all external communication to funders/supporters, ensuring a greater focus on storytelling and utilisation of new digital content.
- Line management of Events Strategy Manager, Fundraising Events Manager, Philanthropy and Engagement Manager and Events and Engagement Co-ordinator.

Other area of responsibilities

Income Generation

- Take a human-centric approach to designing all content for external audiences, supporting the wider team and department to embed this approach into everything we do
- To lead on the strategic development of the events portfolio, working closely with the Leadership teams to set ambitious growth targets and objectives
- Research and analyse data and trends to inform strategy, contributing lessons learnt into the business planning processes and continuous learning approach
- Ensure the team provides event management and administrative support to the wider organisation in the delivery of all events
- Responsibility for senior stakeholder management overseeing committee management, engagement and retention
- Create a culture of innovation, identifying and developing new opportunities to diversify and improve our fundraising and engagement activity
- Lead our work on Supporter Experience, supporting the team to map customer journeys, develop exciting communications and engagement plans to ensure our impact is at the heart of all communications
- Identify, develop and test new fundraising products to ensure a sustainable and diverse range of fundraising products that engage our target audiences.
- Working closely with the Head of Partnerships & Philanthropy and Volunteer Manager to ensure we grow and diversify the opportunities supporters have to engage in volunteering and skills sharing activity.
- Lead the Directorate's work on digital fundraising undertaking analysis and research to identify new opportunities and testing new approaches
- Ensure young people's voice is at the heart of all activity, identifying opportunities to test new ideas and approaches.

People

- Lead and develop the Events team, creating a high performing culture to ensure the successful delivery of the events portfolio
- Ensure monthly 121's and annual appraisals completed for every team member
- Support professional development of team through informal and formal opportunities.

Strategy and performance

- Be responsible for setting income targets and develop a comprehensive set of reporting

and analytics including KPIs, Return on Investment and retention reporting, to deliver insight and analysis, which improves the effectiveness and impact of fundraising activities

- Produce regular update reports for the External Relations Assistant Director and Director, Senior Leadership Team, Trustees and others as required
- Ensure the CRM system and other internal systems are being fully utilised by the team, kept up to date and accurate
- Build a network of relationships within the charity and events sectors to ensure UK Youth is at the forefront of industry developments and best-practice
- Ensure all fundraising activities meet fundraising and data compliance standards
- Undertake any other duties and reasonable requests that are in keeping with the nature of this post.

Subject matter experts behaviours and expectations

All staff at UK Youth will demonstrate their commitment to our mission to ensure all young people are equipped to thrive and empowered to contribute at every stage of their lives. They will also be able to fulfil the below expectations and behaviours:

- Be committed to safeguarding principles, and be willing to put the welfare of children and young people at the forefront of your work.
- An understanding and belief in the inclusion of all staff, partners and young people irrespective of race, gender, sexuality, age, religion, ability, identity, and experience
- Actively promotes and embeds an understanding of equity, diversity and an inclusive culture
- Able to provide detailed feedback to direct reports on performance and development areas
- Able to mentor and develop skills in others
- Able to support others to learn from mistakes and support wellbeing
- Able to delegate work effectively and provide practical support

Person specification: Head of Engagement

Experience

- Experience of leading teams to deliver an excellent supporter experience
- Experience of managing senior stakeholder relationships
- Experience of achieving, or exceeding income targets
- Experience of managing own workloads, working under pressure and meeting tight deadlines
- Experience of setting strategy, managing and creating budgets including forecasting, monitoring, maintaining agreed budgets and regular reporting of outcoming against KPIs
- Experience of developing new approaches and testing new products to increase income.

Knowledge, skills and understanding

- Excellent senior stakeholder management and partnership development skills
- Excellent written and communication skills to create compelling, creative and persuasive

communications

- Excellent organisational skills with the ability to manage and take responsibility for own workload, handle multiple priorities and to work independently
- Flexible, adaptable and proactively responsive to change
- Well-developed numeracy and analytical skills for entering, recording, interpreting, analysing and presenting financial and other data in clear and accurate formats to identify opportunities, risks and evaluate their viability
- Understanding of power of digital and storytelling to achieve results
- Excellent stakeholder management and partnership development skills
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel and PowerPoint
- Robust decision-making skills.

Personal qualities

- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- A 'can do' and flexible approach with ability adapt to changing priorities, including a willingness to travel and work occasional evenings and weekends when necessary
- Outcomes-focused and target-driven
- Passionate about supporting young people
- Collaborative in approach
- Strong storyteller and communicator
- Honesty and integrity
- Brave and ambitious
- Open to new ideas and creative thinker

This post is subject to receipt of two satisfactory references, an enhanced DBS check and Right to work in the UK. Please note, this job description is subject to change. With any significant change, we will ensure this is discussed with you before any final approvals and or commitments.

This job description does not form part of your contract of employment. You may be required by the organisation to undertake any duties within your skills and capabilities, which the organisation reasonably considers necessary to meet business needs.