

Capital Appeal Lead

Duration: 12 month FTC

Reporting to: Director of Outdoor Learning

Sub reporting to: Head of Philanthropy

Department: External Relations

Salary: £54k - £57k dependent on experience

Location: Flexible, with regular presence at Avon Tyrrell, New Forest

Purpose of the role

UK Youth is seeking an exceptional, strategic fundraiser to lead a landmark Capital Appeal that will shape the future of Avon Tyrrell - our flagship Outdoor Learning Centre, in the heart of the New Forest in Hampshire.

You will lead the charge to raise **£3.5 million** to build a cutting-edge Experiential Learning and Sports Centre - a transformative new facility that will bridge a vital gap in our offer. While the historic Grade I-listed Avon Tyrrell Manor House provides inspiring accommodation, it lacks the dedicated communal space needed for dynamic group learning, inclusive physical activity, and evening programmes. This new centre will change that - creating a flexible, fully-accessible space where young people can grow in confidence, develop essential socio-emotional and life skills, and improve their physical and mental wellbeing.

And the impact will reach far beyond our site. The centre will be a valuable resource for the local community, offering schools (many of which lack suitable indoor facilities) and grassroots groups access to a space where young people can learn, move, and thrive.

By enhancing our accessibility, sustainability and year-round offer, this transformative development will enable Avon Tyrrell to continue supporting over 25,000 young people each year - now and for generations to come.

"I am enough" - these words, shared by a young person engaged in our UK Youth Adventures Away from Home programme, run at Avon Tyrrell, capture the heart of what we do. As the leader of this Appeal, you will help create more moments like this, empowering young people to build their skills and confidence through outdoor learning.

To succeed, you will inspire and mobilise a wide network of supporters - major donors, Trusts, corporate partners and strategic stakeholders - who share our belief that every young person deserves the opportunity to unlock their full potential through connection with nature, challenge, and community.

About UK Youth

UK Youth is a leading national charity committed to ensuring all young people are equipped to thrive. We advocate for - and unlock - increased investment into high quality youth work and we

deliver life changing opportunities for young people through youth work programmes with a focus on employability, outdoor learning, mental health and youth social action.

Key Responsibilities

Strategy and Leadership:

- Lead the execution of an ambitious capital appeal strategy aligned with UK Youth's long-term vision.
- Work in partnership with the Assistant Director of Income Generation, Head of Philanthropy and Director and Assistant Director of Outdoor Learning to agree and action priority activity based on prospect pipeline.
- Develop and champion a compelling case for support that reflects the site's potential as a leader in inclusive and sustainable outdoor learning approaches.

Fundraising and Income Generation:

- Raise £3.5m million from Trusts, Foundations, major donors, statutory sources, corporates and other relevant streams.
- Develop high-impact, values-aligned partnerships with funders and influencers who share UK Youth's vision and values.
- Write persuasive funding proposals and lead tailored engagement strategies for high-level supporters.

Stakeholder Engagement:

- Work closely with UK Youth's External Relations and Outdoor Learning departments to develop a cohesive campaign narrative.
- Build meaningful relationships with stakeholders, including heritage bodies, sustainability experts and community leaders.

Campaign, Delivery and Stewardship:

- Drive innovative engagement and campaign tactics to raise awareness and unlock new support.
- Oversee event planning and supporter journeys, ensuring first-class stewardship that deepens donor commitment.
- Ensure consistent use of UK Youth's CRM, robust reporting against KPIs, and sound financial management of campaign income and expenditure.
- Ensure all fundraising activity complies with the Fundraising Regulator's Code of Practice, aligns with UK Youth's ethical fundraising policies and procedures, and adheres to GDPR and all relevant data protection legislation.

Embedding Values:

- Ensure young people are embedded in the campaign - shaping the vision, telling their stories, and inspiring investment.
- Uphold UK Youth's values of inclusivity, courage, curiosity, community and excellence in all external and internal activities.
- Champion heritage and sustainability as central tenets of the project.

Person Specification

Experience:

- Proven success in leading significant capital campaigns (£1m+) or major fundraising initiatives.
- Demonstrable experience of securing six- and seven-figure gifts from major donors, Trusts, or corporate partners.
- Experience working on projects involving education, outdoor learning, or sustainability (desirable).

Knowledge and Skills:

- Deep understanding of fundraising strategy, relationship development, and high-level stakeholder management.
- Skilled storyteller able to bring vision to life with credibility, empathy and impact.
- Knowledge of youth sector, outdoor learning beneficial
- Knowledge of Microsoft Dynamics CRM (desirable)

Attributes:

- Strategic and visionary leader, able to see the bigger picture while driving forward ambitious fundraising goals with clarity and purpose.
- Collaborative and inclusive in approach, fostering strong relationships across diverse internal teams and external partners.
- Exceptional communicator with outstanding influencing, negotiation, and networking skills, able to engage and inspire stakeholders at all levels.
- Deep commitment to the mission, with a genuine passion for youth development and the transformative power of outdoor learning.

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.