

Community, Corporate and Events Fundraiser

Young Barnet Foundation (YBF) has an exciting opportunity for a **Community, Corporate and Events Fundraiser** to join our growing team.

Summary:

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| Hours: | 21 hours per week (plus statutory breaks) |
| Term: | 24-month fixed term contract, with potential extension subject to funding |
| Base: | Young Barnet Foundation office and home working |
| Remuneration: | £27,000 pro - rata |
| Accountable to: | Fundraising and Partnership Manager |
| Line management: | Potential volunteers |
| Application Closing Date: | 5pm, Friday 15th July 2022 |

We offer:

- Flexible working hours and some working from home opportunities (for the right candidate).
- Commitment to your personal training and development
- New modern office space located in east Barnet
- Support of friendly, welcoming colleagues, with at least quarterly team building social events and activities
- Opportunity to be part of the wider Young People's Foundation movement and make a real difference to the local community

About Young Barnet Foundation

Young Barnet Foundation is a membership organisation that supports and grows children's and young people's services and activities via a membership base of over 200 charities, community groups and social enterprises who deliver positive activities and vital support services to children and young people in the London Borough of Barnet. We are proud members of Barnet Together and one of ten Young People's Foundations operating across London, Dorset and Manchester.

Our team works collaboratively, tactically, and strategically by:

- Providing members with advice, information, and networking/training opportunities; assistance with fundraising and partnership building.
- Working with local authority and strategic partners to encourage sharing of intelligence, ideas, and resources.

About the role

This is an exciting opportunity for a self-starter and team player to join our growing team and make a big impact in a newly created post, to help us build our income to support and sustain the vital work we do across all our services.

We have recently been announced as the London Borough of Barnet's Mayor's Charity of Choice, this role will Account Manage this new relationship and lead the implementation of the subsequent opportunities arising from it.

This will be a broad and varied role focussed around the key areas of community fundraising, corporate fundraising, and fundraising events. The role will suit a self-motivated, creative, and enthusiastic individual who is well organised, a great communicator and passionate about supporting young people.

In this role you can expect to create and deliver exciting fundraising initiatives at a local level in support of our income expectations. There is real opportunity to innovate and create your work programme to engage with both the community and corporate sector. You will need a can-do attitude and the willingness to roll up your sleeves and jump right in.

Responsibilities

General Responsibilities

- Develop, implement, and manage supporter journey email marketing campaigns to improve supporter relationship and increase supporter acquisition, retention and development
- Maximise the use of digital and social media (in partnership with the Comms Manager) to promote fundraising opportunities
- Conduct a review of the YBF fundraising pack
- Produce and implement multi-channel marketing plans
- Develop a fundraising committee and volunteers to aid and support YBF fundraising
- Manage YBF's online fundraising pages
- Contribute towards achieving the targets and outcomes of YBF's fundraising strategy and annual fundraising plans
- Develop and maintain good working relationships and liaison with other members of YBF staff
- Take part in and contribute to team meetings
- Promote the work of YBF, assisting with presentations and fundraising awareness events as appropriate
- Provide feedback monthly
- Undertake other tasks, as required, to support the fundraising team

Community Fundraising

- Prepare the community fundraising annual plan, incorporating digital and online fundraising alongside traditional methods
- Identify local opportunities for us to engage with the community, raise awareness of YBF and encourage community fundraising
- Develop new and maximise partnerships with community groups, schools, and individuals
- Grow the number of donations from individuals/community groups
- Grow the number of actively engaged YBF Friends
- Encourage YBF Friends and others to raise funds via social media for birthdays and other events

Corporate Fundraising

- Account Manage the new relationship as the London Borough of Barnet's Mayor's Charity of Choice
- Develop new and maximise partnerships with local corporates, businesses, and entrepreneurs
- Identify local opportunities for us to engage with the corporate sector to encourage corporate donations
- Promote and deliver the Christmas Toy Campaign

Events Fundraising

- Implement a calendar of YBF fundraising events, such as a golf day, tennis tournament, netball tournament, etc
- Acquire and manage relationships with individual fundraisers and fundraising groups using challenge events and other community fundraising initiatives
- Develop fundraising events and products suitable for community groups, schools, individuals, and corporate employees
- Manage existing and introduce new community and corporate fundraising events to grow the events programme, including attending events
- Support corporate employee involvement in YBF events as part of our corporate partnerships
- Develop a communication journey with event participants
- Develop tailored resources and opportunities for event participants.

Candidate Profile:

Essential

- At least 2 years' experience in a fundraising role
- Proven experience of delivering income growth in a community and corporate fundraising setting (preferably both)
- Experience of developing and successfully launching new community, corporate and/or events products
- Proven knowledge of online fundraising tools and digital marketing
- A passion and motivation to raise money to support young people across Barnet
- Experience of project management, monitoring, evaluation and running projects to deadlines
- Highly numerate and attentive to detail

- Highly effective at persuasive, engaging and creative writing
- Entrepreneurial, results-driven, and able to work on own initiative and as part of a team,
- Excellent time management and ability to meet deadlines under pressure
- Strong analytical skills and the ability to think strategically
- Understanding of and enthusiasm for YBF's delivery approach and mission and values
- Strong ICT skills, with experience of using Microsoft Office
- Knowledge and understanding of Equal Opportunities Policy and sensitivity to equality/diversity issues
- Friendly, hardworking, and inspired to be part of a dynamic and growing team
- Commitment to working occasional evenings and weekends as required by the flexible nature of this role

Desirable

- Experience of providing exemplary supporter stewardship, to strengthen and cultivate relationships with fundraisers
- Experience with Salesforce/CRM systems

Qualities

- Naturally driven/self-motivated/self-starter. Able to manage your own time and prioritise a heavy workload
- The ability to work closely with others in a non-hierarchical setting
- Passionate about the voluntary sector and its role in creating positive social change
- Commitment to the ethos and values of YBF
- Commitment to equality and diversity and an understanding how to promote them in your/our work

Other Terms and Conditions

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| Probation Period: | Three months. |
| Expenses: | Staff may claim travel expenses, at the agreed rate, for journeys necessary in the course of their work. Claims for additional expenses will be reimbursed in accordance with our expense policy or funded contracts. |
| Annual Leave: | 25 days per annum, pro rata, excluding bank holidays. Holidays will increase in accordance with our Annual Leave Policy. |
| Pension Payments: | On activation and after satisfactory completion of the probationary period, YBF will contribute, in line with government requirements, into a stakeholder or personal pension scheme. |

Application Process:

Please apply with a **covering letter and an up-to-date CV** (citing your relevant abilities, skills, knowledge and experience). Please use the covering letter to explain in detail how you meet the requirements of the Candidate Profile and which working pattern you prefer (full or part time). If you are or have been involved in voluntary/unpaid activities, please also include this information. Attach an additional sheet if necessary.

By E-mail:

recruitment@youngbarnetfoundation.org.uk

Enquiries:

Telephone: 0203 621 6090

CVs will be assessed as and when suitable candidates apply – interviews will be conducted before the end of July

Please note that this post is subject to appointee undergoing an Enhanced DBS, in line with YBF's commitment to safeguarding. Proof of right to work in the UK is required. YBF is an equal opportunities employer.

YBF offers a flexible approach to working hours, working closely with each staff member to suit their personal and professional needs.

***If you are viewing this role via an online job board/agency please be aware that you MUST submit your application via the instructions above to recruitment@youngbarnetfoundation.org.uk ***