



Senior Fundraising Manager

Appointment Brief

Senior Fundraising Manager

If you want to change lives, call us - we want to hear from you!

Become part of a dynamic charity, with a great mix of people committed to making a real difference for young people through a range of fun and challenging programmes and initiatives.

Action4Youth changes lives and creates better chances for young people by creating opportunities to discover their personal strengths and potential.

We work with young people from all backgrounds and all abilities to make a real difference to their futures.

We are a respected and dynamic charity based in Buckinghamshire and Milton Keynes but reaching young people across the wider south east region.

The organisation is currently in a period of ambitious growth as it increases its influence and reach. The role of Senior Fundraising Manager will add energy, purpose and substance to the team as it pushes forward at an exciting time. This is an opportunity for someone with a can do attitude and a strong desire to make things happen.

You will join a supportive, driven, committed team whose desire to achieve is matched by an intention to enjoy work on a day to day basis. You will be based in an open plan office in Aylesbury and should expect to enjoy being part of a collaborative, loud and energetic organisation.

Our Corporate Strands

- Outdoor adventure and learning
- Programme Delivery - our Inspiration Programme and other programmes are designed to enable young people to discover their strengths and optimise their potential
- Infrastructure Support

Our Corporate Goals

- To provide outdoor education to enable young people to grow and develop
- To provide fit-for-purpose, demand-led infrastructure support that strengthens the capacity of youth organisations and enhances their voices and influence

- To deliver, in addition to outdoor education, a range of frontline services which contribute directly to the Action4Youth mission

What we do

Action4Youth is a leading delivery partner for the National Citizen Service (NCS) and consistently over delivers in terms of both quality and quantity.

Action4Youth takes the strategic lead for the voluntary organisations supporting children and young people aged 5 – 25 years across its area. It has around 100 organisations in membership and offers a range of essential support and services.

Our outdoor centre, Caldecotte Xperience in Milton Keynes, creates opportunities for young people to have amazing, challenging, fun and sometimes transformational experiences. They learn what they can do rather than what they can't, building their confidence and self-belief.

Action4Youth is the operating authority for Buckinghamshire and Milton Keynes for Open Awards Groups for the Duke of Edinburgh Award Scheme.



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We're a lively and fun organization here at Action4Youth but we care deeply about the work we do for young people in Buckinghamshire, Milton Keynes and the surrounding counties. We are a hardworking, committed group, each bringing our own talents and creativity to build a strong and dynamic team. If being part of that appeals to you, do come and join us and make a positive difference to the lives of tens of thousands of young people each year.

Action4Youth has been working in this area for over 70 years. In that time, it has changed, merged with other organisations and worked to remain current and relevant. That continues now and we are growing rapidly with further ambitious plans for the future.

We are a small enough organization for you to have the flexibility you need to be able to flourish and shine, but we are big enough and sufficiently well established to provide a secure foundation on which you can build.

We all look forward to meeting you.

With all best wishes

A handwritten signature in black ink, which appears to read 'Jenifer'. The signature is fluid and cursive.

Jenifer Cameron
CEO
Action4Youth

Job Description

Job Title

- Senior Fundraising Manager

Location

- Aylesbury, Buckinghamshire

Position in the Organisation

- Reports To: CEO
- Working With: Development Team

Main Purpose and Scope of the Role

- To Lead on Fundraising including Community, Events, Trusts and Foundations and Corporate Support on behalf of Action4Youth in order to meet the targets for new income, to help make a difference for more young people and to secure a stable and sustainable charitable organisation

Duties and Key Responsibilities

- Lead and line manage the fundraising team, currently 2 members ensuring KPIs are met
- Engage with the CEO and Senior Management Team on developing the fundraising strategy
- Develop and maintain effective personal relationships with a wide range of funders, donors and sponsors, including the corporate sector and individual giving to achieve an individual fundraising target
- Provide excellent supporter care to ensure long term commitment to the organisation.
- Understand the needs of both the charity and the voluntary youth sector and communicate them in a clear, consistent way to appropriate funders, donors and sponsors.
- Achieve income targets by developing creative initiatives which reflect Action4Youth's ethos
- Recruit and support volunteer fundraisers to have an enjoyable and productive experience,
- Work with the fundraising team to maximise income from all possible income streams which may include corporate, events, individual giving and legacies.

- Achieve income targets by developing creative and innovative activities from existing and prospective donors and sponsors through events, corporate sponsorship, legacy giving, donations and partnership working and to undertake research of the corporate sector and individual giving.
- To take responsibility for related data management including data input, amendment, running reports and creating data queries as necessary.
- Prepare and deliver all monitoring and evaluation reports as required.
- Maintenance of effective database recording funder details and monitoring information.

General Responsibilities

- Support events and meetings when required.
- Support the continued development of quality standards as specified by Action4Youth.
- To have regard for the vision of Action4Youth and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.
- Administering own workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Attending relevant CPD training events in line with Performance Management appraisal.
- Undertaking responsibility, as part of the team, for all Health and Safety work related matters.
- Working within the guidelines of Action4Youth policies and procedures.

Person Specification: Fundraising Manager	Essential (E) Desirable (D)	Demonstrated at: Application (A) Interview (I)
Skills, Experience and Knowledge		
Understanding and experience of potential funding streams for the voluntary sector	E	I
Experience of dealing with people at all levels	E	A/I
Proven experience of identifying opportunities and planning new activities and achieving fundraising targets	E	A/I
Experience of leading and motivating volunteers	E	A/I
Evidence of successfully working within a team environment	D	A
Understanding and experience of social development issues relevant to young people	D	I
Current Driving Licence	D	A/I
Experience of cultivating supporters	D	A/I
Experience of working with external agencies	D	A/I
High level of proficiency in the use of Microsoft Word and Excel to support day to day work and reporting	D	A
Ability to deliver effective presentations	E	A/I
Ability to research and make a business case for the introduction of new events with projected income and expenditure	E	A/I
Excellent prioritisation and organisational skills and the ability to set up, manage and complete projects within time and cost constraints	E	I
Be aware of and able to use relevant sources of information to conduct research	E	I
Be numerate and articulate	E	A/I
Ability to work closely with other agencies and organisations	E	A/I
Qualifications		
Fundraising qualifications	D	A/I

Educated to degree standard or equivalent	D	A/I
Personal Attributes		
Ability to communicate well at all levels.	E	I
Ability to work alone using own initiative	E	I
A team player who is outgoing, friendly approachable, flexible and enthusiastic.	E	I
Strong interpersonal skills, tact, sensitivity and diplomacy.	E	I
Understand the ethos, values and culture of Action4Youth.	E	I
Demonstrate an awareness of equal opportunities	E	I
Be committed to personal development and further training, as appropriate to the development of the role and Action4Youth.	E	A/I

To Apply

Application is by email. Please send your CV and a Supporting Statement to jan.knight@action4youth.org. The Supporting Statement should concentrate on the experience and knowledge requirements and be around 1,000 words maximum.

For an informal discussion about the role, please contact:

Jenifer Cameron, CEO, Action4Youth

Email: jenifer.cameron@action4youth.org

Action4Youth is committed to safeguarding and protecting the young people that we work with. All our posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We have policies and procedures in place that promote safeguarding and safer working practices across the organisation.