



# Development Director Appointment Brief

## Development Director

**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 Development Director 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.

### **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 60 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 delivers the Duke of Edinburgh Award Scheme.

We sell our programmes, primarily The Inspiration Programme and The Breakout Programme to schools and also sell Duke of Edinburgh Award expeditions and visits to The Caldecotte Xperience. This is an important part of our income.

Many of our activities, like The Junction, our youth centre in High Wycombe, and our Mentoring Programme are supported by charitable giving so effective fundraising is essential for us.



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We're a lively and fun organisation 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 nearly 80 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 organisation 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, appearing to read 'Jenifer'.

Jenifer Cameron  
CEO  
Action4Youth

## Job Description

### Job Title

- Development Director

### Location

- Aylesbury, Buckinghamshire

### Position in the Organisation

- Reports To: Chief Executive Officer
- Responsible For:
  - Developing and implementing ambitious strategies for fundraising, marketing and sales to increase income, support and growth
  - The line management of the Marketing, Fundraising and Sales teams, ensuring achievable but stretching targets are set and met
  - Creating captivating marketing campaigns and activity to promote all areas of Action4Youth's work and to support sales and fundraising activity
  - Managing external supply contracts for design, print, website and all communications
  - Developing and managing the fundraising, marketing and sales budgets
  - Achieving income targets
  - Creating a positive culture within teams so all members can thrive
  - Contributing to the charity's strategic development
- Working With: The Senior Management Team

### Main Purpose and Scope of the Role

The Development Director will be a key part of the Action4Youth Senior Management Team, contributing to strategic development of the whole organisation and taking responsibility for the leadership and management of all aspects of business development, sales, fundraising, marketing and communications.

The Development Director will ensure development to support the Strategic and Operational Plans in order to achieve growth, sustainability and stability and to support the Action4Youth core offer i.e. programme delivery and outdoor education.

Because Action4Youth is a relatively small organisation, teams are small and this means that even senior members of the team like Directors may have to cover for a team member when on leave or generally help out as necessary to achieve targets. In this particular role, that could mean undertaking basic tasks like completing a funding bid to meet a deadline, updating a webpage, writing blog posts or handling sales calls. This job is unusual in genuinely being both strategic and hands on.

Networking is an important part of this role so the post holder will often be expected to attend out of hours events to represent Action4Youth and to develop valuable relationships and connections.

This role is key to the growth and successful development of Action4Youth

## Duties and Key Responsibilities

- **Development/Sales**
  - To identify opportunities for the growth of Action4Youth through sales, contracts or fundraising
  - To increase sales of The Caldecotte Xperience
  - To increase awareness and sales of The Inspiration Programme, The Breakout Programme and other A4Y programmes and offerings
  - To identify and secure appropriate new contracts in line with the strategy and business plan
  - To monitor and evaluate business development success.
  
- **Fundraising**
  - Develop and implement a fundraising strategy to take account of economic conditions and to meet the needs of Action4Youth.
  - To meet fundraising targets for both the fundraising team and personally
  - To be responsible for building strong relationships with fundraising bodies and partner agencies.
  - To ensure reports to funders meet requirements
  - Monitor and evaluate the fundraising mix
  - Achieve targets as set out in KPIs
  
- **Marketing and Communication**
  - To be Action4Youth's brand guardian, protecting and extending the organisation's reputation and profile

- To initiate and manage a communications and marketing strategy which supports and enhances Action4Youth's profile, sales and fundraising
  - Oversee the development of all communications in line with the strategy including the website, PR, social and print media
  - To lead on Action4Youth's aim to be a voice for and of young people, developing a significant platform in a wide variety of fora.
- **Leadership**  
To be a key part of Action4Youth's leadership team  
To be responsible for the recruitment, training and appraisal of the development, fundraising and marketing teams

### General Responsibilities

- To attend, where appropriate, local, regional and national meetings
- 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: Development Director	Essential (E) Desirable (D)	Demonstrated at: Application (A) Interview (I)
<b>Skills, Experience and Knowledge</b>		
Business development experience to include bid writing, fundraising and contract management	E	A/I
Full UK driving licence and access to own vehicle	E	A
Proven experience of managing a staff team and motivating and developing the team over at least 5 years	E	A/I
Proven record of achievement in a senior position	E	A/I
Demonstrable financial management skills including budgeting and delivery of cost and income targets	E	A/I
Highly organised, hard working and personally effective	E	I
Exceptional verbal and written communication skills	E	A/I
Extensive, demonstrable knowledge of marketing and communications channels	E	I
Excellent IT skills and experience of using a CRM system ideally Salesforce	E	I
Knowledge of the voluntary sector	E	A/I
Educated to degree level or have relevant business related qualifications	E	A
Focused, hardworking and effective	E	I
Fundraising skills and experience in all areas of fundraising, especially in corporate and individual giving.	E	A/I
Strategic and creative thinker	E	A/I
An excellent negotiator who can create and build long lasting partnerships with agencies/organisations	E	A/I
Entrepreneurial, with the ability to identify and develop opportunities for growth.	E	A/I
Confidence to present to, and coordinate large/small, formal/informal meetings.	E	I
The ability to understand and deliver effective communications to diverse audiences.	E	I
Ability to share information with other agencies and stakeholders	E	I



## To Apply

To apply for this role please send a copy of your CV and a covering letter explaining why you are applying for this position to [Sachita.syall@action4youth.org](mailto:Sachita.syall@action4youth.org)

If you would like an informal chat regarding the role please email Jenifer Cameron [jenifer.cameron@action4youth.org](mailto:jenifer.cameron@action4youth.org) or call 0300 003 2334

Interview Dates: To be confirmed

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