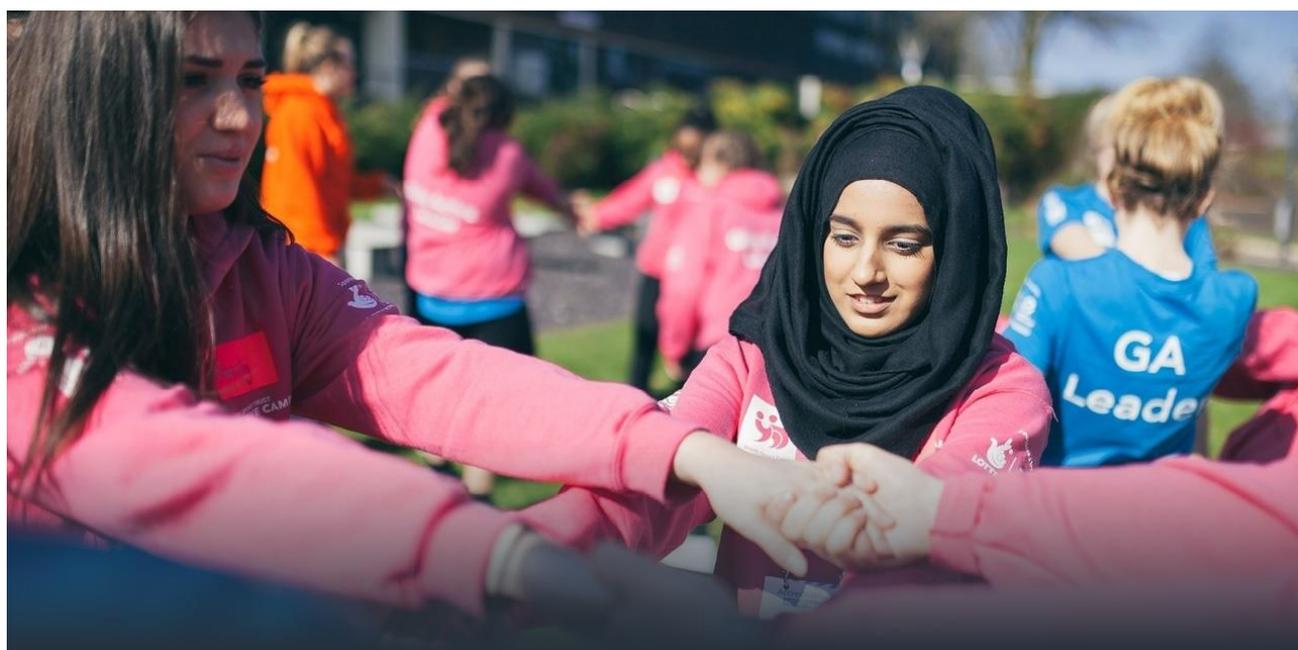




**YOUTH
SPORT
TRUST**

**Background Information Pack
Fundraising Campaign Manager (fixed term
contract – up to 24 months)
April 2019**



“There’s absolutely no doubt in my mind that without the Youth Sport Trust, I would definitely not be where I am today.”

Jay Roper —
Team Leader and Young Ambassador 2008-2011

Contents

About the Youth Sport Trust.....	3
About the role	5
Job Description.....	6
Person Specification	8
Terms and Conditions.....	9
How to Apply	11

About the Youth Sport Trust

We are a national independent charity passionate about creating a future where every child enjoys the life-changing benefits that come from play and sport.

We are passionate about helping all children unlock their full potential through high quality, inclusive and innovative physical education and sport opportunities. Over 20 years we have developed a unique way of maximising the power of sport to grow young people, schools and communities through the development of qualities such as creativity, aspiration, resilience and empathy.

Through the power of sport we focus on the following six key objectives that underpin everything we do:

Transforming physical education

Transform PE's place in the curriculum, putting it at the centre of wellbeing and achievement in education.

We will work with teachers, young people, parents and policymakers to maximise PE's potential to improve children's wellbeing and achievement.

Removing barriers to sport

Harness global best practice to ensure youth sport in the UK is inclusive, accessible and fun

We will support schools, clubs and families to remove the causes of negative experiences for young people.

Unlocking potential

Unlock sport's potential at every stage of a child's life, especially where they face inequality or disadvantage

We will work to close the gaps created by inequality and disadvantage, particularly at key transitional moments in a young person's life like starting or changing school and preparing for employment.

Empowering activism

Empower young people through sport to become local activists, tackling the issues of their generation

We will equip them with the skills, confidence and opportunities to lead change in their communities.

Championing insight

Champion the impact of physical activity, PE and sport through research and insight

We will establish a research and innovation hub which evidences improvements to children's wellbeing and achievement.

Strengthening foundations

Strengthen our foundations to ensure we can sustain our mission

We will deliver our charitable objectives through good governance, a skilled workforce and sustainable income

Through our insight, expertise and partnerships with primary, secondary and special educational needs schools and practitioners over the past two decades, we have developed unique solutions to maximise the power of sport to grow young people, impacting on their physical, social and emotional wellbeing. Our latest impact report <http://impact.youthsporttrust.org/> provides an insight of our achievements and demonstrates the breadth of opportunities we are giving schools and young people across the country and around the world.

The three principle elements of our mission to create a brighter future for young people include:

Wellbeing

Our work builds the foundations of movement within children, equipping them with the confidence, competence and enjoyment of sport needed for a lifetime of activity, and good physical and emotional health.

Leadership

Our work supports the personal development of young people and their progress at school, as well as preparing them for the challenges of life ahead. We support young people to develop a range of positive character traits and employability skills.

Achievement

PE and sport, delivered well, is proven to impact positively on attainment and academic achievement. It can enhance cognitive performance, engage young people more readily in learning, and support the development of skills needed for success in and out of the classroom – communication, teamwork and self management.

These are delivered through partnerships with corporate sponsors, government, sport, health and education stakeholders, as well as schools and local communities. Our work is UK-wide, and we also undertake an impressive international programme of work.

Our Values

Our values are our moral compass and guide the attitudes and behaviours required of us to achieve our vision. They provide an accountability framework for how we work internally with each other and with our customers and clients.

1. **Trust** - We earn trust from others through honesty and reliability
2. **Responsibility** – We commit to what we do by taking ownership and being accountable
3. **Integrity** - We hold up the mirror to ourselves to do the right thing
4. **Partnership Working** - We take a shared responsibility approach to working with others and respect difference to get the best out of ourselves and others.



About the Role

This is an exciting opportunity to use your experience of fundraising and play a key role in generating income for a leading children's charity. We are the Youth Sport Trust, an organisation that is devoted to pioneering new ways of using sport to improve children's wellbeing and give them a brighter future. We are an ambitious charity with a clear vision for growth and a strong sense of values.

As Fundraising Campaign Manager, you will work alongside partners to develop, coordinate and drive forward key fundraising campaigns. Working with two key partners initially in 2019/20. You will collaborate with colleagues to generate compelling and engaging campaigns and collateral. Important will be the ability to ensure fundraising activities are compliant with all relevant Fundraising, ISO and other regulatory or governance requirements. You will also help identify and secure opportunities for new fundraising campaigns and partners. Your remit will include coordinating and managing challenge event activities to maximise effectiveness as well as ensuring a tangible ROI. You will monitor activity, deliver regular reporting and provide insight too.

You will demonstrate an enviable record of delivering increased funding from a range of sources, such as grant giving organisations, high net worth individuals or corporate fundraising events. Effective at researching funding opportunities you will be able to demonstrate a history of developing and implementing successful fundraising initiatives and processes. You will also possess a good understanding of fundraising techniques. An effective project manager you will be good at planning and have an eye for detail. A skilled communicator you will excel at building relationships, influencing others and team working.

If you have the skills to deliver increased income to support our work to build a brighter future for children and young people through sport, please visit our website and apply online: <http://jobs.youthsporttrust.org>



Job Description

Position:	Fundraising Campaign Manager (fixed term contract - up to 24 months)
Grade:	C
Responsible to:	Innovation Lead
Responsible for:	n/a
Location:	Loughborough
DBS Required:	No
Issue Date:	April 2019

Overall Role:

- Develop, coordinate and drive forward YST's key fundraising campaigns with partners such as the 401 Challenge and Wiggle.
- Coordinate and lead input from across YST teams to generate compelling and engaging campaigns and collateral.
- Identify and secure opportunities for new fundraising campaigns and partners.
- Coordinate and manage YST's challenge event activities, such as the London Marathon; working with YST events team and fundraising support administrator, ensuring our chosen events have a sufficient return on investment and all reasonable efforts are taken to maximise the funds raised by participants.
- Responsible for ensuring the YST fundraising activities are compliant with all relevant Fundraising, ISO and other regulatory or governance requirements

Duties and Responsibilities:

Fundraising

- Develop, design and implement clear and compelling campaign plans for our key fundraising partners each year – e.g. 401 Challenge and Wiggle.
- Lead and project manage the campaign plans to ensure fundraising opportunities for YST are maximized – this will include inspiring and leading others to assist in the delivery of your plans.
- Work collaboratively with the designated programme leads at 401 Foundation and Wiggle to maximise the partnerships and fundraising opportunities.
- Liaise with colleagues internally to develop a strong fundraising 'Case for Support' which articulates how money raised will be spent and manage this material across all our relevant communication channels: website, social media, wider network publications.
- Generate clear requests for the Research & Insight team for data which will provide a compelling 'evidence of need' which underpins any fundraising campaign.

Communications

- Work with Corporate Communications team to promote fundraising activity, attending weekly communications meetings where necessary.
- Contribute to internal communication and staff / culture development in the area of fundraising
- Produce compelling outline ideas and approaches for potential new partners who YST could work with to secure fundraising.

Visionary Thinking

- Devise and implement strategies to develop, extend and strengthen relationships with current YST supporters and partners, to increase our awareness of opportunities and increase our rate of success in fundraising.
- Explore new and exciting fundraising opportunities through charity of the year applications and charity awards to support income generation where appropriate.
- Work collaboratively with the Innovation team and Heads of Departments, to ensure fundraising campaigns are strongly aligned to educational content and delivery activities – identifying key ‘moments’ and ideas around which a fundraising campaign can be structured.

Reporting & Insight

- Develop an appropriate fundraising database, linked to the Salesforce CRM, which enables end to end fundraising activities to be managed and processed as efficiently as possible (noting existing platforms are relatively immature).
- Track income on a monthly basis, and work with Finance to consolidate donations received through our Virgin Money Giving pages, and other donations and legacy bequests.
- Provide insight on our supporters and partners involved in our fundraising campaigns.

People Management

- Provide leadership through positive behaviours, setting direction, building morale and developing performance in individuals associated with the work.
- Manage effectively the Fundraising Support Administrator, providing targeted advice and support to develop skills and confidence

General

- To undertake any other duties which may be reasonably required from time to time and which are commensurate with the post.

Terms and Conditions

A full statement of the main terms and conditions of employment will be supplied with any formal offer of employment. The information provided below may be helpful to applicants as a guide, but should not be treated as a substitute for a full contract of employment. Please note that terms and conditions will be a pro-rated for part time appointments as appropriate.

Hours of Work

Our office hours are Monday to Thursday 9.00am – 5.15pm and Friday 9.00am – 4.45pm. Furthermore you will be expected to work the hours necessary to fulfil your duties satisfactorily.

Salary

Ideally, we are looking to appoint between £28,000 and £32,000 per annum.

Location

This role is based in our Loughborough office near the Loughborough University campus. The successful candidate will be required to travel to events and schools around the UK as necessary.

Annual Leave

This post has an annual leave entitlement of 25 days which may be taken, subject to approval by line manager, at any time of the year. In addition, there will be 8 bank holidays and 5 additional days which the Youth Sport Trust determines on an annual basis.

Pension

On the start of your third month of continuous service with the Trust you will be contractually enrolled into the pension scheme nominated by the Trust. Upon joining the scheme you will receive 5% employer pension contribution, based on your basic salary. Full details of the Qualifying Scheme are available from HR.

Health Cash Plan

The Youth Sport Trust recognises the importance of maintaining good health and wishes to support employees and their families with this. We provide all employees with access to a health cash plan that allows employees to reclaim costs for a range of medical care and treatment costs.

Volunteer Days

The Trust recognises the importance of volunteering and as such provides up to 5 days volunteer leave per annum. 3 days are paid, the remaining are unpaid.

Interest Free Season Ticket Travel

The Youth Sport Trust offers interest free loans for employees to purchase bus or train season tickets.

Probation & Career Development

Initial appointment to the Youth Sport Trust is subject to a six month probationary period. All posts in the Youth Sport Trust are subject to an annual appraisal process with a formal six month review. Annual pay awards are performance related and linked to appraisals and further information on this will be provided upon appointment.

The Youth Sport Trust has identified a number of competencies that are aligned to our values. Competencies are the behaviours and skills that define successful performance in the work place and provide an understanding of what is required to be effective within a role and to develop in your

career. Competencies allow for an individual's performance to be evaluated not just on outcomes but also on how they achieve those outcomes. Typically, competencies are used to provide people with more clarity about what is expected of them, what is acceptable and unacceptable performance, as well as supporting the values of an organisation.

The framework for Youth Sport Trust has been developed with input from all managers and employees across the organisation. There are 16 competencies in total and employees work with their managers to identify those that are most appropriate to them and their development. We have one core competency that is critical for all employees which is "Living Out The Company Values".

Pre – Employment Checks

Any offer of employment will be conditional on:

- The receipt of two references to the Youth Sport Trust. One referee must be your current or most recent employer.
- Satisfactory documentary evidence of your eligibility to work in the UK in accordance with current legislative requirements.
- Your written confirmation that the information provided on your application is correct.
- Satisfactory verification of your professional qualifications
- If the post involves training, supervising, working with and /or being in sole charge of children and young people you will be required to apply for a disclosure from the Disclosure and Barring Services (DBS). This was previously known as the CRB check and is an impartial and confidential document that details an individual's criminal record, and where appropriate, details of those who are banned from working with children. The offer of employment will be conditional on the disclosure proving satisfactory to the Youth Sport Trust. The Youth Sport Trust complies fully with the DBS Code of Practice and undertakes to treat all applicants for positions fairly. It undertakes not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed.

How to Apply

Applications should be made using the online Youth Sport Trust application form. For further details and access to the online form please visit <http://jobs.youthsporttrust.org> and click on the appropriate vacancy. Please ensure you submit your application no later than 10am on 1 May 2019.

Selection

Selection will take place on 2 May 2019.

Interview

Interviews will take place in our Loughborough office on 9 May 2019. The format of the interviews will be confirmed if you are selected but please be aware that the format usually consists of group and individual activities, followed by one to one interviews. Therefore, candidates are normally expected to attend from 9.30am until approximately 4pm. Please note, as a charity, it is our policy not to reimburse travel expenses for interviews.

Equal Opportunities

Youth Sport Trust positively welcomes and seeks to ensure we achieve diversity in our workforce and that all job applicants and employees receive equal and fair treatment. We encourage applications from all candidates regardless of age, race, gender, gender identity, religion, sexual orientation, disability, or nationality.

Further information on the Youth Sport Trust

If you would like further information on the Youth Sport Trust please refer to the YST website www.youthsporttrust.org

