

JOB DESCRIPTION

Job title:	Head of Enterprise
Responsible to:	Director Community and Enterprise
Team reports:	Marketing & Communications Officer Tarling Road Centre Co-ordinator Whitecross Street Party Producer Community Services Administrator (Shared with Community)
Organisation and Freelance Reports:	Massive Fun Run Volunteer Manager Designer Fundraiser
Key staff relationships:	Harringay Club Recreational Engagement Officer Chief Executive, Directors and Trustees
Location:	One of the organisation's premises as allocated, working across all sites as required with flexibility of some home working
Hours:	Full time / Flexibility for a part time appointment
Status:	Permanent
Pay Grade:	Grade I, £50,000 per annum / pro rata for a part time appointment

Context

YMCA London City and North (YLCAN) is an independent charity that is affiliated to the YMCA movement. We work across some of London's most deprived boroughs in Islington, Harringay, Tower Hamlets, Newham, Barnet and Hackney as well as the City of London. Over 600,000 young people call our area of London home.

Young people are at the centre of all we do. Our vision is for a society where they are equipped to create a future of their choosing. We collaborate with them so that they make informed choices through access to accommodation, youth services and community engagement.

Over 150 years we have helped tens of thousands of young people. Today, at any one time we accommodate over 400 young people who are experiencing homelessness and we positively impact the lives of thousands.

Our core values include mutual respect for individuals with different cultures, beliefs, and perspectives; encompassing diversity and inclusion; equality of opportunities and accessibility.

The Community and Enterprise Team is a new directorate bringing together income generation services with fundraising and marketing activities. The team has a mandate to transform the organisations communications and its ability to impact the lives of young people.



Job purpose

- Lead the strategic development and operational management of income generation, including identifying opportunities for enterprise approaches to community provision.
- Lead the development of innovative and digital approaches to communications in support of marketing, fundraising and raising our profile.
- Support the Director Community and Enterprise in developing a culture of continual improvement of processes and procedures, financial sustainability, innovation and high service provision.
- Support the development of our Community Hubbs ensuring high levels of engagement with the local community through room hire, activities and events.

Duties and responsibilities

Strategy and business development

- Work in partnership with the Director of Community and Enterprise, and in consultation with the senior colleagues across all directorates, to develop the business through income generation, fundraising, marketing and communications.
- Lead on the development of policies, frameworks, tools and resources to support growth.
- Research and identify new opportunities through business development, funding and partnership opportunities, and provide innovative proposals.
- Develop and nurture strategic partnerships, business to business relationships, and working relationships with key stakeholders, working with the Director Community and Enterprise and senior colleagues in all directorates.
- Provide support to the Director Community and Enterprise in the development and implementation of brand and messaging, leading on delegated change projects and working through and with the enterprise team.
- Provide governance level reporting, via the Director Community and Enterprise, on strategy, direction, forecasts and corporate policies. As required attend ET meeting and Board meetings to present proposals and reports.

Operational management

- Facilitate, capacity build, and coordinate funding bids, working collaboratively with senior colleagues, including drafting and/or editing narrative content, working with finance and service colleagues to ensure accurate costed proposals and full cost recovery models, and targeting of content to donor/funder objectives.
- Oversee the project management of the statutory bid and tender submission process
- Ensure donor reporting is completed on time and to standard, working collaboratively with senior colleagues in service and commercial departments.
- Oversee and operationally manage the marketing and communications activities of the enterprise team, including content development, media relations, website, social media activity, storytelling and impact reporting, ensuring alignment with business development strategy, commercial requirements, key messages, budgets and priorities.
- Oversee and operationally manage the events activities of the enterprise team, including our annual Fun Run, Whitecross Street Party and Sleep Easy events, ensuring alignment with business development strategy and plans, budgets and priorities.



- Oversee and operationally manage the fundraising activities of the enterprise team, including community fundraising, donor and supporter development and bids to trusts, ensuring alignment with business development strategy and plans, budgets and priorities.

Our Community Hubbs

- Line management of the Centre Co-ordinator to ensure activities and events meet community needs and generate appropriate levels of income.
- Guide the Centre Co-ordinator on the use of marketing and communications tools to promote the centre and what it offers and promoting the YLCAN brand.
- Take the lead in the dialogue with Barnet Council and other stakeholders with regard to the contract and operation of the centre.
- Support the Recreational Engagement Officer at The Harringay Club in their focus to maximise the take up of a refreshed range of activities and events.

Resource management

- Manage the enterprise business development, marketing, fundraising and communications budgets, ensuring evidenced value for money and achievement of income and targets supporting effective financial forecasting.
- Lead the development and maintenance of high-quality management information and donor/supporter systems, monitoring and reporting for all areas of enterprise activity, evidencing impact. Ensure systems maintained to high standards by the team.

Team management and leadership

- Lead and manage the Enterprise team, including recruitment, induction, performance management and development, and annual review.
- Responsible for freelancers and contractors in the delivery of agreed projects and events.
- Provide activity-based supervision of the Community and Enterprise Administrator for work supporting the enterprise team, working in partnership with the line manager.

Dimensions

The working pattern to be set between the postholder and the Director of Community and Enterprise.

Regular supervision meetings will take place with the Director of Community and Enterprise.

The postholder will also hold regular supervision meetings with all direct reports and full team meetings as required.

Scope and limits of authority

Responsible for setting and achieving income generation targets (funding, partnerships, fundraising, events) that support the activities of the organisation. Provides expert business partnering support to Director of Community and Enterprise in preparation of major funding bids and reporting. Ensure compliance with relevant legislative, regulatory and best practice frameworks, including Fundraising Regulator charters. Operational holder of the organisations brand.



PERSON SPECIFICATION

Knowledge, Qualifications and Experience	Essential
In-depth knowledge and substantial experience within a relevant business, marketing of fundraising field	✓
May have relevant professional/vocational qualifications and membership of appropriate professional body (e.g. CIOF, ICFM, CIM, CIPR, CMI)	✓
Evidenced track record of developing partnership and/or funding relationships, ideally including related negotiations of terms/arrangements	✓
Good knowledge of the funding and fundraising environment, ideally including those relevant to supported housing and youth providers	✓
Experience of securing statutory contracts and managing the submission of statutory tenders and bids	
Commercial experience would be useful, including development effective business and marketing plans	
Knowledge of the not-profit sector and business development	✓
Experience in setting and achieving income targets and creating budgets	✓
Confident user of computer software	✓
Skills and Abilities	
High level of strategic thinking, innovative and evaluative skills. An ability to develop enterprise strategy that delivers to organisation objectives and values.	
Excellent planning and organisational skills, including project management across a variety of fundraising, events and marketing activities.	✓
Excellent management experience, able to motivate staff and freelancers and work with third party agencies to deliver programmes and projects	✓
Excellent interpersonal skills, including development of funder relationships, negotiations, and collaborative and facilitative working with senior colleagues	✓
High level of written communication skills, including drafting/editing funding and partnership bids and reports, strategy and policy documents.	✓
Customer service orientation with an ability to lead and develop a team focussed on providing high quality in-house services, and sensitive to the requirements of working in a supported housing and youth charity.	✓
High level of numeracy for development of effective costed business proposals	✓
Personal Qualities	
An understanding of Christian Ethos, able to value people of all faiths or none	✓
A commitment to providing high-quality services	
High level of self-awareness and commitment to continuous development	
Commitment to equality, diversity and inclusion and its application	✓

