

Business Development Manager (Youth First) – Job Description

Salary: M2, London, £42,904

Duration: Fixed term contract - 9 months

Department: External Relations

Location: Hybrid working (London Office Base)

Department: External Relations

Key working relationships: Head of Partnerships & Philanthropy, Senior Trusts & Grants Manager, Director of Income Generation & Strategic Comms, Director of Youth Sector Innovation, Network Delivery team, Senior Leadership Team, CEO, Trustees, supporters, young people.

Purpose of the role

This is a unique opportunity for an outstanding individual to join the UK Youth Fundraising team to fundraise and build partnerships for our brand new Youth First initiative.

Every day, we see the life-changing (and even lifesaving) impact youth workers have for young people across the UK. However, 4,500 youth workers have been lost overall from the frontline in the past 10 years; there is now a gap of 10,000 qualified youth workers; and whilst in the past, 3,000 undergraduates trained to become youth workers each year, less than 300 are now applying each year, meaning this gap will only worsen. We, as a society, urgently need to re-imagine how we attract and train individuals to become youth workers.

Over the past 12 months, we have worked tirelessly to develop Youth First. Based on the revolutionary Teach First, Police Now and Frontline models that have been used to transform recruitment into the education, police and social work sectors respectively, Youth First is a pioneering accelerated leadership development training programme that will transform the pipeline, diversity and calibre of leaders in the youth sector, ensuring the wellbeing of millions of young people across the UK.

We are looking for a talented, passionate individual with experience in business development (including income generation) to accelerate our fundraising for Youth First, with programme launch taking place in 2025. This is a unique opportunity to make a huge difference, securing the funding and partnerships needed to mobilise this vital initiative that will transform the lives of young people across the UK.

Why work at UK Youth?

UK Youth is one of the UK's leading national youth charities. Every day, we see the life-changing (and even life-saving) impact youth work has for young people across the UK. We recently undertook [a piece of ground-breaking research](#), funded by the government, which showed that individuals who grew up with access to youth work became happier, healthier and wealthier in adulthood than those who grew up without access. We also found that when investment into youth

services is cut and youth clubs and youth workers are lost (as is happening at the moment), that preventative safety net is removed, young people become more vulnerable to crime and other anti-social behaviour. Reductions in local youth provision are associated with a rise in certain types of crime and anti-social behaviour, including bike thefts, weapon possession offences and shoplifting.

What we want to do is simple – knowing the life-changing impact youth work has (as evidenced above), we are focused on unlocking youth work for all young people. There are 14 million young people aged 8-25 in the UK. Today, roughly four million have access to youth work. We won't stop until all 14 million young people have access. Come and be part of this vital work, creating a long-lasting impact on young people and youth organisations across the UK.

Key responsibilities

Income generation:

- Lead on identifying, developing and securing new funding opportunities for Youth First, with corporates, Trusts and Foundations, statutory sources and individuals
- Lead on developing high quality funding proposals and pitches, bringing in necessary expertise from across different departments, project managing the entire process from start to finish
- Secure six+ figure funding awards
- Developing partnerships to further improve the profile, offer and sustainability of the programme

Events, Marketing and Communications:

- Play a key role in the creation of impactful supporter communications, working closely with the Partnerships and Philanthropy team and other teams across the organisation as required
- Work closely with the marketing and communications team to develop ways to promote partnership opportunities with UK Youth across our social media channels
- Work closely with the events team to ensure that prospective partners and warm leads have ample opportunity to engage in our work

Person specification:

Experience:

- Demonstrable experience of working in the charity sector or corporate sales experience
- Proven track record of securing new partnerships, raising six + figure funding
- Experience of working in a busy and deadline-driven work environment

Knowledge, skills and understanding:

- Confident to lead on prospecting and pitches
- Skilful to project manage key stakeholders (internally and externally e.g. to pull together

- proposals with input from staff across the organisation)
- Able to build funder relationships quickly and effectively
- Highly developed verbal communication skills
- Excellent written communication skills and an ability to produce compelling and creative proposals and pitches
- Excellent planning and organisation skills and the ability to work to deadlines under own initiative
- Well-developed IT skills, including Microsoft Office
- Empathy with the needs of young people and the work of UK Youth

Personal qualities:

- A pro-active approach, self-motivated and enthusiastic with initiative and commitment to achieving results
- Excellent interpersonal skills
- A people-person with a knack for influencing and negotiating
- Excellent organisation and time management skills
- Passion for fundraising and youth sector