

Development Director, Music for Youth

- Location: Remote and office working Somerset House, London (can live anywhere in the UK)
- Type: Part-time (21hrs/ week)
- Duration: Permanent
- Salary: £60k pro-rata
- Pension: Contributory Pension incl. 8% employer contribution
- Please send CV and Covering Letter to Lauren Favish, lauren@mfy.org.uk by 12th September 2022 at 12 noon.
- Reports to: CEO
- Key team relationships: Director of Programmes
- Direct reports: Development Officer and freelance fundraising consultants

About Music for Youth

Music for Youth is a national charity working to provide young people aged 21 and under across the UK with life-changing live performance opportunities and inspirational musical experiences, regardless of their background.

Established in 1970, our mission is simple: we believe that music, and the chance to participate in high-quality musical activities, should be open to every young person.

Music for Youth believes strongly in young people as musicians, composers, songwriters and producers, and that this talent should be nurtured and celebrated.

MfY's role is to advocate for young musicians and support them on their journey through massed performances at major venues and opportunities to produce music and learn about the industry not just on stage but also in non-performative roles backstage and behind the mixing desk. We pride ourselves on being inclusive, accessible, and welcoming.

Organisational Structure

Office team comprises:

- Chief Executive Officer
- Director of Programmes
- Project Manager, Youth Engagement
- Project Manager, Education



- Communications Manager
- Digital Content Executive
- Office Manager

About the Role

Music for Youth is a 'National Youth Music Organisation' (NYMO) its principal sources of income are from the Department for Education and Arts Council England as part of the National Portfolio (NPO). Other income sources are from trusts and foundations, philanthropic donations from individuals, sponsorship from corporate partners, the music industry and earned income. The Development Director will build on existing sources and more, including giving campaigns, developing corporate relationships, major trusts and foundations, pursuing the potential for legacy giving, and strengthening our individual donor base.

Main areas undertaken by the post-holder:

- Lead and develop Music for Youth's fundraising strategy
- Work closely with the CEO and Fundraising Committee to grow Music for Youth's fundraising portfolio
- Seek out new supporters, while cultivating and nurturing relationships with existing donors
- Develop income from major donors, charitable trusts and foundations and other statutory sources
- Develop an effective corporate engagement strategy
- Build, and lead Music for Youth's fundraising team and ensure it operates at its maximum potential, delivering excellent donor care and managing all fundraising relationships professionally and responsibly

More broadly the Development Director will:

- Oversee Music for Youth's fundraising events strategy, ensuring that all fundraising events are implemented to the highest possible standards, whether at a regional concert hall with a single donor or large-scale gala reception.
- Advise and support the CEO, Chairman, Board and Fundraising Committee in managing relationships with key funders.
- Represent Music for Youth at a senior level to existing and potential supporters.

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- Be accountable for all development activity including compliance with relevant legislation such as data protection, Gift Aid and tax efficient giving, Charity Commission regulations, and compliance with the Code of Fundraising Practice and Fundraising Regulator guidance and requirements.
- Develop strong working relationships with all Music for Youth staff; in particular to work closely with senior colleagues on key strategic decisions affecting the charity, such as income forecasting, and marketing campaigns to ensure messaging is clear and digital fundraising opportunities are maximised.
- Be an active participant and ambassador for Music for Youth's programme – attending festivals, workshops, events and other opportunities to best understand and explore the charity's work as it evolves.
- Undertake other projects and duties as may reasonably be required by Music for Youth.

Together with the development committee Chair:

- Provide leadership to the development committee.
- Plan and deliver effective, purposeful development committee meetings with clear outcomes and actions.
- Ensure trustees are informed and engaged with all areas of the development strategy.
- Develop effective approaches to donor cultivation.

Who are we looking for?

We are looking for an experienced Development Director with excellent knowledge of fundraising and philanthropy. You will have raised significant funds for national charities and community organisations as a director or senior fundraising manager.

You will be proficient at developing a fundraising strategy with appropriate targets for fundraising from Trusts and Foundations, Corporates and Individuals.

You will have exceptional writing skills capable of making a compelling case for support, highlighting the impact of Music for Youth's work and its importance within the music education sector and music industry.

Principally, we are looking for someone with an engaging personality and the ability to enthuse individuals for Music for Youth. A clear leader who will become the public face of the charity for many of our donors and supporters.



The post-holder will have a proven track-record of nurturing relationships and converting potential donors into loyal supporters. This requires an instinctive understanding of personal dynamics, and an attitude of curiosity and openness to understand the perspectives and needs of potential supporters.

The successful candidate will be a strategic thinker and a methodical planner, able to think creatively and seek out and pursue new opportunities through an innovative and entrepreneurial outlook. They will be motivated not only by ambitious fundraising targets but also by the impact that the work can have in society. We are particularly interested in hearing from candidates who have a UK-wide knowledge of the fundraising environment.

Specifically, we are looking for someone who identifies as possessing the following knowledge, skills, experience, and values:

Knowledge and Experience

- Knowledge of best practice and technical aspects of fundraising from the private sector.
- Knowledge of and familiarity with fundraising techniques used in acquiring funds from charitable trusts and foundations.
- Knowledge and understanding of the corporate sector, of corporate sponsorship, communications, and marketing.
- Knowledge of tax-efficient giving, the impact of GDPR on fundraising activity, charity legislation etc.
- Knowledge of Fundraising Regulator requirements and Code of Fundraising Practice.

Essential

- An understanding of the music industry, education, or arts fundraising landscape would be a clear advantage, but we're interested in outstanding fundraising leaders first and foremost and will consider experienced and talented candidates from other backgrounds.
- A proven track record of significant fundraising success in a senior fundraising role.
- Experience of creating and delivering on a fundraising strategy at a senior management level.
- Significant experience of working with high-net-worth individuals (and their trusts).



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- Extensive first-hand experience at a senior level of fundraising from all other principal areas of private sector support, including corporate sponsorship.
- Experience of team leadership and line management, team building and nurturing potential through identifying informal and formal training opportunities and pathways.
- Demonstrable experience and track record in securing major gifts across a range of income streams (digital, on-paper, in person, events and campaigns etc.)
- Experience in working closely and effectively with marketing & communications functions.
- Experience building/maintaining strong working relationships with board members and other senior internal stakeholders.

Desirable

- Experience of fundraising in the social change and/or general education sectors.
- Experience in developing and managing legacy fundraising programmes.

Skills

- A forward-thinking, commercially focused, strategic, and creative mindset that allows the post-holder to see beyond the day-to-day and develop longer-term aims for fundraising that feed into Music for Youth's overall strategy.
- Superior written communications: the ability to structure written communications articulately, persuasively, and eloquently to publication standard.
- Ability to negotiate positively with funders and donors in the interests of the charity.
- Excellent judgement & decision-making ability.
- Excellent financial management skills and experience of devising and managing budgets.
- The ability to identify and seize opportunities to support the growth and diversity of Music for Youth's donors and income streams.
- Excellent interpersonal and presentational skills: the ability to communicate confidently, effectively, and persuasively at a senior level and across a wide range of contacts within and outside the organisation;

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the ability to act as an ambassador for Music for Youth at the most senior level.

- Strong analytical skills including the ability and drive to understand, reflect on and interpret data in a meaningful way and to use it to inform ever-improving fundraising performance, including the ability to collect compelling and persuasive stories and statistics, make decisions around the success of particular fundraising approaches.
- A high level of organisation and the ability to manage and prioritise a variety of projects and campaigns at the same time to meet deadlines.
- The ability to work effectively in an office or remote environment.

Values

Diversity is what we have, and inclusion is what we do. No child should be left behind. We believe in the power of music to build self-confidence, which is trust in oneself and others, and we believe in the power of music to develop self-esteem, which is to value oneself and the world around.

Ultimately, we believe in the power of music to change lives for the better.

We welcome applications from candidates who come from the culturally diverse communities we serve and are committed to building an inclusive team which reflects our society.

Music for Youth is a registered charity, no. 285831