

UK

Job Description: Director of Income Generation and Strategic Communications

Duration: Permanent

Reporting to: CEO

Department: External Relations

Salary: £85,000 - £90,000 (depending on experience)

Location: Flexible

Purpose of the job

This is an exciting and critical time to join UK Youth as we continue our journey to transformational system impact. The organisation has been on an ambitious journey of transformation and growth. Growing from £6m turnover to £15m in just 4 years. We are now seeking a highly experienced, innovative, and strategic Director of Income Generation and Strategic Comms, to bring their deep expertise to serve our bold vision. The ideal candidate has proven expertise in large scale, diversified income generation and the development of strategic communications to grow key audiences and drive tangible action.

This critical role is accountable for leading the organisation through a step change, transforming the way we use the power of storytelling to leverage digital platforms, grow our brand influence and inspire diverse audiences to take action in service of our vision.

About UK Youth

UK Youth is a leading charity that exists to ensure *all young people are equipped to thrive and empowered to contribute at every stage of their lives.*

As outlined in our 2025 [#unlockingyouthwork strategy](#), we are working to unlock youth work for all young people. However we cannot make the change on our own. We bring together **young people and youth workers with business leaders, teachers, social workers, doctors, policy makers** and other professionals to learn, spread effective ways to support young people, and campaign for social change. Only by working together can we tackle the **systemic problems that keep letting our young people down.**

We believe youth work is a catalyst for change that young people need now more than ever. We play a unique role in addressing; the lack of investment into the youth sector, the lack of cross-sector understanding of how youth work makes a difference and the limited opportunities to embed effective solutions.

We are building a movement of change; galvanising likeminded individuals, organisations, government, and businesses from all sectors, to work together and deliver system change for all young people. **Together we will create a society that understands, champions, and delivers effective youth work for all**

Key responsibilities

Senior leadership of the organisation

- Work with the Chief Executive and the Senior Leadership Team to realise our vision, set our ambitious strategy and provide professional and people leadership for the organisation, establishing a vibrant culture and building confidence in the future direction of UK Youth.
- Work on strategic and tactical issues facing the charity, alongside the CEO and the other members of the Senior Leadership Team.
- Lead and develop a new External Relations department, bringing together key areas of engagement activity, including communications and marketing, income generation, stakeholder and partnership management and media relations.

- Act as an organisational expert, providing key direction and expertise for the wider organisation.
- Lead as an autonomous, decisive organisation leader. Not merely raising problems but also proactively working with others to solve them.
- Build the credibility of a thought leader in the youth sector. Grow the brand, reputation and impact of UK Youth through public speaking and external leadership.

Income generation – fundraising and commercial development.

- Work with the SLT to develop and deliver the organisation's ambitious income generation strategy, securing both our annual operating budget of £17m and an additional £7m for our big bet strategic initiatives.
- Transform our approach to creative and bold campaign partnerships, working with global brands to amplify key areas of work and increase the awareness of youth work.
- Accountable for all fundraising and voluntary income generation at UK Youth, expanding further into major Corporate Partnerships, Philanthropy, Trusts & Foundations, Major Gifts, Government Contracts, Supporter Engagement etc.
- Expand our innovation into new income development opportunities.
- Work with the Director of Outdoor Learning to deliver a multi-million-pound Capital Appeals project for our Avon Tyrrell site.
- Work with the SLT to create strategic opportunities to bring our corporate partners together and grow collective impact; creating attractive multi-year funder propositions that aligns all of our delivery activity.
- Develop and implement effective strategies to utilise digital platforms in income generation and stakeholder immersive experiences. Including the effective use of online shopping and social media platforms.

Strategic Communications. Digital, Press and Marketing

- Develop and implement comprehensive communications and external affairs strategies that support and advance UK Youth's strategy.
- Responsible for transforming and growing the effectiveness of the charities external voice. The websites, social media, press and media.
- Responsible for delivering an innovative and best in class digital communications, marketing, storytelling and ambassador strategy, that enables the effective delivery of all UK Youth activity.
- Develop effective stakeholder relationship management processes that ensure partnerships of all levels are provided with a rich, immersive engagement experience with the organisation and the work that we do.
- Develop and oversee the launch and effective use of new digital platforms and methods of storytelling. Including podcast(s) a re-launch of our YouTube channel as well as Instagram, X, LinkedIn, Facebook etc.
- Deliver effective and meaningful volunteering programmes for corporate partners and stakeholders.
- Develop and nurture relationships with key stakeholders to ensure meaningful sustained engagement and understanding of the work of UK Youth.
- Support the Chief Executive and other senior spokespeople for the charity, with speech writing, content for events, media and in key stakeholder relationships.

Events

- Develop an innovative event management function to support strategic alignment of all UK Youth activity, setting high quality standards/principles for all external engagement experiences.
- Use the knowledge from across all teams to ensure we deliver meaningful and consistent event experiences for a range of key audiences (funders, youth organisations, delivery partners, schools, youth workers, young people, etc.).
- Build, maintain and communicate the annual events schedule for UK Youth ensuring that events are aligned across the org to increase overall audience experience.
- Ensure the successful delivery of high profile external events including a gala and other royal events.

Budget, line management and team development

- Responsible for the professional development of all staff in the Department, empowering staff to achieve their objectives through appropriate motivation, training and support.

- Accountable for meeting ambitious organisational income growth targets; ensuring the development and execution of the department's strategy is financially sustainable.
- Responsible for the responsible management and oversight of a significant organisational budget.
- Ensure the development and execution of the department's strategy is financially sustainable.
- Enable a team learning culture that promotes collaboration, proactivity, and responsibility, ensuring that individuals are focused on providing the foundations that will allow UK Youth to meet the needs of the youth sector.

This is not an exhaustive list of duties and responsibilities you may be required to undertake any other duties and reasonable requests that are in keeping with the nature of this role.

Person Specification

- A strategic, values driven, highly experienced, confident, and skilled senior leader.
- Someone who excels at bringing order, focus and innovation to a team, dept and organisation.
- Proven experience delivering significant growth and working to sustain the income of organisations of £10m turnover and above.
- Experience overseeing the development and implementation of high impact strategic communication strategies.
- Proven experience of effective strategic thinking, detailed planning and the ability to deliver to clear long-term objectives.
- Experience of working effectively at a senior level, including representing one's organisation, building and maintaining excellent relationships, promoting ideas and influencing decision-makers.
- Proven experience of developing and implementing an income generation strategy that delivers ambitious growth and establishes a diversified, sustainable income base.
- Strongly target-driven, strategic and ambitious. Able to inspire, plan and lead teams to deliver
- Highly innovative with an entrepreneurial approach that translates big ideas into opportunities and achievable plans.
- Exceptional influencing and persuasion skills, securing commitment on complex or contentious themes from diverse audiences.
- Steeped understanding of successful income generation at a senior level, developing strong proposals and creating successful cultivation strategies.
- Strong financial literacy, analysis and forecasting skills.
- Proven experience of establishing long term corporate partnerships that have provided the basis for income, the promotion of a charity's services and enhancement of brand.
- Proven ability to effectively cohere a variety of teams in service of a unified, clear departmental vision. Building effective and confident teams.
- Accomplished at creating a connected narrative that powerfully links audiences and ensures consistency of voice and message across channels.
- Empathy with the needs of young people with a good understanding and commitment to, the value of youth work and its ability to transform young lives.