



# Income Generation Officer

## Job summary:

- **Working Hours:** 17.5 hours per week including some evening and weekend work
- **Salary:** £34,770 pro rata (Equivalent to GBP17,385), GLPC PayScale Scp18
- **Location:** Paradise Park Children's Centre, IPA sites across Islington with some home working to be agreed with line manager.
- **Line manager:** Managing Director
- No direct reports
- **Holidays:** 25 days per year pro rata

*Islington Play Association has been fighting for children's rights for well over 50 years. The organisation has always stayed close to its community activist roots, working closely with parents, carers and community members who want to ensure that the best possible environment is created for children and young people specifically here in this highly overcrowded, over built urban area.*

*Play is something everyone has done, and everyone can do, it is the most inclusive activity that exists from the very youngest to the very oldest humans. IPA's approach is to empower and support young people to develop resilience and independence through assessing risks, being adventurous, trying things out and to aspire to fulfil their potential now and in the future. IPA listens and adapts our services to the individual needs of the people we work with. In this way we can support the social and personal development of young people through informal education.*

In a time of reducing budgets and increasing need, we are looking for an Income Generation Officer who can tell our stories, galvanise support and find new ways to fund more play.

As part of the senior team, you will develop and deliver our income strategy with support from a passionate trustee and senior leadership team. You will be creative, tenacious, and an outstanding communicator with a successful track record in diversifying and growing income.

**Please visit our website to download an application pack**

<https://islingtonplay.org.uk/what-we-do/about-us/jobs/>

**To find out more about this role contact us on**

[recruitment@islingtonplay.org.uk](mailto:recruitment@islingtonplay.org.uk)

**Closing date for applications:** End of 17<sup>th</sup> May 2024

**Interviews:** The week starting on 20<sup>th</sup> May 2024

IPA values diversity and welcomes applications from all sections of the community. IPA is committed to safeguarding children and adults at risk of harm and expects all staff and volunteers to share this commitment. As part of safer recruitment practices, the applicant will have an Enhanced Disclosure and Barring Service (previously known as Criminal Records Bureau) check.

# Job Description

## Job Objective:

The goal is to expedite the expansion of unrestricted revenue through a variety of income sources and benefactors, ensuring a steady increase in sustainable income over time. Additionally, it involves identifying and pursuing potential partnerships and cooperative efforts with both prospective and established partners that align with the charity's strategic plans, operational goals, and expansion tactics.

## Main Tasks:

- **Accountability:** To be responsible for the fulfilment and surpassing of established targets and goals for unrestricted income within the organisation.
- **Revenue Enhancement:** To enhance the charity's revenue through donations, the development of legacy programs, sponsorships, and consistent individual contributions.
- **Strategic Collaboration:** To work with the Managing Director, Finance Director and trustees to develop a strategy to diversify and grow IPA's income.
- **Strategy Formulation:** Develop the income generation strategy to meet agreed targets.
- **Reporting Duties:** Report to the Managing Director and trustee board, as a member of the Finance, Audit & Risk committee.
- **Opportunity Identification:** Drawing on IPA's current engagement with trusts, statutory funders, community groups, corporates, partners and schools, identify opportunities and devise approach and cultivation plans for each prospect.
- **Internal Coordination:** Conduct a comprehensive audit of all playgrounds to identify income generating opportunities. Work with key stakeholders to develop funding opportunities, including paid for services, creating attractive proposals which offer mutual benefit.
- **Proposal Development:** Develop, write and present proposals, pitches and bids for priority projects.
- **Data Management:** Keep accurate, up-to-date and GDPR compliant donor and prospect data for reporting and tracking.
- **Content Creation:** Generate content and develop materials for digital and print marketing communications.
- **Additional Responsibilities:** Any other duties deemed to be appropriate by the managing director.

# Person Specification

## Essential:

- Educated to degree level or equivalent experience.
- 5+ years fundraising, sales or marketing experience.
- Experience in developing and implementing strategy.
- A successful track record of diversifying and growing income.
- Good understanding of the charity sector.
- Committed to children and young people's issues.
- Excellent communicator, influencer and negotiator.
- Energetic, self-motivated and resourceful team player.
- Proactive in identifying new opportunities, ideas and information.
- Maintain and build enduring relationships with a diverse portfolio of stakeholders.
- Persuasive presentation skills; must have personal presence and a professional, polished manner.
- Skilled in producing creative and compelling pitch, bid and proposal content and materials.
- Experience of producing impact and evaluation reports for funders.
- Knowledge of relevant data protection legislation.
- Proficient in Excel and/ or CRM software systems.
- Thrives in a challenging and ever-changing work environment.
- Ability to work autonomously, managing and prioritising own workload to deadlines.
- Willingness to take on a range of tasks and to develop new skills, as appropriate, in own or other departments/directorates to support the IPA's objectives as required.

## Desirable:

- Experience in funding and/or marketing services paid for community services.
- Well established networks and connections in fundraising.
- Experience of working with or as part of Corporate Social Responsibility or Events co-ordination teams.
- Track record of securing and managing high-value corporate relationships and their mechanics.
- High level of comfort and experience with face-to-face engagement.