



 **LY London Youth**

**Membership  
Development Officer  
July 2017**

**Accountable to:** Head of Membership Development

**Responsible for:** None

**Location:** Pitfield Street, London

### **We are London Youth...**

London Youth has a long and proud history of supporting and challenging young people to become the best they can be; ensuring they grow up healthy, able to navigate a fulfilling career and make a positive contribution in their communities. We do this through our network of diverse quality assured member youth clubs in communities right across the capital.

We deliver our mission through four strategic objectives:

1. Developing, training, connecting and quality assuring our membership network to deliver good youth work (**Membership Development**) – *this exciting role will specifically contribute to meeting this objective.*
2. Creating a broad and inclusive range of quality opportunities for young people in social action, sports development, employability and outdoor education (**Opportunity**)
3. Ensuring our expertise and the on-the-ground voices of youth workers and young people are reflected in public policy, practice and opinion (**Voice**)
4. Being the best we can be ourselves; fundraising effectively, financially robust and a great place to work (**Best we can be**)

In the last 12 months we've delivered sports, social action, outdoor education and employability programmes directly to more than 25,000 young people – in addition to the 60,000 plus helped through our club network. We support them to develop the confidence, resilience and relationship skills they need to do this, delivering with and through our network of 300 community youth clubs and at our two residential centres. We work with all young people but place a particular emphasis on those who wouldn't otherwise have access to these kinds of opportunities.

We've also sought in recent years to better understand the needs of our network of member organisations, to give them a stronger voice in policy development in London, to help them meet emerging and existing needs, and to build stronger partnerships with each other. We are at a hugely exciting time in this journey and seeking to extend our offer and range of support through building a strong, dynamic and high performing membership development team.

More information about our network of members can be found on the London Youth website at <http://londonyouth.org/membership/>.

And we strive to act in line with our four simple principles:

1. **Honesty** – about what works (and what doesn't) and we learn from our mistakes
2. **Collaboration** – with each other, young people, our members, and the world beyond
3. **Improvement** – committed to continual improvement
4. **Fun** – in everything we do

Because good youth work works

## **Why work for London Youth...?**

Our most recent Employee Survey revealed...

- ✓ 99% staff want to contribute to London Youth's success
- ✓ 92% staff feel they can ask questions when they do not understand something
- ✓ 91% staff enjoy their job
- ✓ 95% staff are proud of the work we deliver

## **The Team**

London Youth has a membership of around 300 community based youth organisations, located across the capital. This is a unique asset base for the organisation, for young people in London, and for the communities in which they are located. Our members are an incredibly diverse range of organisations – traditional youth clubs, community centres, arts and sports clubs, projects for refugees, disabled young people and many other groups. We want to support our members so that whenever a young person goes through their doors they receive a high quality experience which meets their needs, allows them to learn and have fun, and helps them gain confidence, resilience and build stronger networks and relationships.

The Membership Development team was established in 2014 and, since then, we have increased investment in our membership offer, developed improved systems to manage membership information and processes, and strengthened our capacity building portfolio for members. Currently, we are a team of four, formed by the Head of Membership Development, two Membership Development Officers and a Membership and Fundraising Administrative Assistant. We are looking for a third Membership Development Officer to lead on the delivery of our capacity development offer for Members and Associate Members.

We recognise that the needs of young people – and therefore those of our members – are constantly changing; and that within London, particularly after deep cuts to local authority services for young people, there is an even more pressing need for high quality organisations supporting young people in more communities across London. So we want to grow our membership over the next 3 years to 500 organisations – meeting more needs of more young people and giving provision for young people outside school a stronger status and recognition for the value it provides.

In the next 12 months, we envisage that the team will grow further, adding new capabilities that will enable us to achieve those ambitious strategic objectives for 2020.

## **Job Purpose**

Supporting youth sector organisations to be the best they can be and increasing their access to resources and opportunities for partnership work are at the core of the Membership Development team. We have recently developed an Associate Member level for Young People's Foundations (YPFs) and other similar organisations at borough level to help champion and support the youth offer for children and young people in their borough and across the capital.

The Membership Development Officer will play a key role in leading the development and delivery of our new capacity building offer for Associate Members, especially the YPFs in North-West London. This will include identifying and creating development opportunities for the new organisations,

identifying suitable training for the CEOs and other staff, compiling and sharing useful resources, and identifying relevant opportunities for Associate Members to work in partnership.

In addition to this, the Membership Development Officer will work with the rest of the team to actively identify and recruit new members, and will support teams across London Youth to understand and promote our membership benefits and offer. They will also work with the other two Membership Development Officers to increase the number of members who have achieved the London Youth Quality Mark.

The ideal candidate for this post will have a sound understanding of the role that youth organisations play in challenging and supporting young people to be the best they can be. They will also be able to take their initiative to identify our members' needs – particularly Associate Members – and use their creativity and problem-solving skills to create opportunities for members to develop professionally and organisationally. The three Membership Development Officers will be working very closely together on all areas of our delivery offer for members and we are looking for someone who is passionate about collaboration and an excellent team player. We are looking for candidates who are excited by the breadth of the role, and are looking to develop and take on new challenges. If you think that might be you, then we would love to hear from you.

## Job Description

Main duties of the role	Approximate % allocation
<b>Driving London Youth's offer for Associate Members</b>	<b>50</b>
<ul style="list-style-type: none"> <li>• Plan and facilitate a Local Leaders' network for Associate Members</li> <li>• Manage London Youth's individual relationships with our Associate Members and have a developed understanding of their needs</li> <li>• Create opportunities for Associate Members to share learning and collaborate with each other</li> <li>• Identify opportunities for Associate Members to work in partnership with each other, London Youth and other stakeholders</li> <li>• Develop and deliver a training and support package for YPFs and other Associate Members</li> <li>• Ensure London Youth's capacity building offer for Associate Members is consistently evaluated and learning from delivery is used to inform programme development</li> </ul>	
<b>Quality assuring youth organisations using Ambition Quality Plus and the London Youth Quality Mark</b>	<b>30</b>
<ul style="list-style-type: none"> <li>• Support members throughout the quality assurance process from start to accreditation, providing relevant guidance, conducting visits and assessments, and working with organisations to improve their practice</li> <li>• Developing and maintaining resources for organisations working towards their quality assurance, including providing model policies and templates. Supporting in the delivery of training and workshops whilst offering individual support to members as and when they need it</li> <li>• Identify ways to continuously improve the Quality Mark process so that more members can achieve assurance without reducing the rigour of the standard</li> </ul>	
<b>Membership recruitment and engagement</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Promote membership benefits inside and outside the organisation, supporting colleagues across London Youth to understand and share our membership offer with prospective members</li> <li>• To plan and deliver engagement and outreach activities to attract new members, including liaising with Associate Members, CVSs, funders and other groups to introduce London Youth to their networks</li> <li>• Using promotion, communications and recruitment techniques to engage and support more of our members – both directly and via partners – in ways that work for them</li> <li>• Supporting membership management functions, including updating the membership database</li> <li>• Find innovative and meaningful ways of involving young people in our capacity development offer</li> <li>• Supporting members to capture evidence on the impact of youth work in relevant areas such as health and wellbeing, preventing and reducing youth violence, and other societal and developmental outcomes in line with our communities of practice and programmes</li> </ul>	

<b>Corporate responsibilities cutting across tasks set out above</b>
<b>Planning and budgeting</b>
<ul style="list-style-type: none"> <li>• Inputting to annual plans and budgets</li> <li>• Contributing to effective day to day financial management through monitoring and controlling actual and projected income and expenditure</li> <li>• Reporting regularly on actual versus planned performance</li> </ul>
<b>People</b>
<ul style="list-style-type: none"> <li>• Preparing thoroughly for one to one meetings and annual appraisal with your line manager</li> <li>• Taking responsibility for your ongoing professional development</li> </ul>
<b>Corporate development</b>
<ul style="list-style-type: none"> <li>• Understanding and supporting the vision, mission and aims of London Youth</li> <li>• Contributing to the formulation and delivery of London Youth's strategy</li> <li>• Committed to and actively promotes London Youth's policy and procedures to value and respect diversity and inclusion in all aspects of their duties and working relationships</li> <li>• Managing resources to the highest professional standards and act as a custodian of best practice</li> <li>• Maintaining awareness of your own and others' Health and Safety, and comply with London Youth's Health and Safety and Safeguarding policies</li> <li>• Undertaking other duties as may be reasonably requested within the responsibilities of the post</li> </ul>

Terms and Conditions

Salary: £28,372 plus contributory pension scheme

Hours: 40 hours per week – NB while these posts are office based, there will be a need to work evenings and occasional weekends in line with our members' needs, as youth organisations mostly operate outside of the school day

Leave: 26 days pa plus 8 bank holidays and 5 'closure' days  
 Leave entitlement will be calculated on a pro-rata basis for part-time employees

Term: 12 months fixed term contract with possibility of extension

<b>Person specification</b>	<b>Essential (E) Desirable (D)</b>	<b>Demonstrated at Application (A) Interview (I) Selection Test (T)</b>
<b>Skills, experience and knowledge</b>		
Experience of delivering organisational capacity building support which could include some of the following: <ul style="list-style-type: none"> <li>• active involvement in organisational development projects,</li> <li>• supporting people or organisations to achieve external quality assurance,</li> <li>• designing and completing new projects or products to meet need</li> <li>• developing, managing and sustaining programmes that support and challenge young people</li> <li>• evidence-based programme design</li> <li>• change management</li> <li>• Other innovative ways of supporting organisations and communities</li> </ul>	E	A/I/T
Experience of project management	E	A/I
Proven ability to communicate in a range of settings in the written and spoken word, particularly giving effective feedback	E	A/I/T
Demonstrable facilitation and presenting skills	E	A/I/T
Experience of partnership work and stakeholder management	E	A/I
Knowledge and understanding of the opportunities and challenges for community and youth organisations in London	E	A/I
Working knowledge of Microsoft Outlook, Word and Excel	E	A/T
Experience of using databases and customer relationship management (CRM) systems	D	A
An understanding of youth work practice, particularly in London	D	A
<b>Qualifications</b>		
Educated to A level or equivalent qualification/ experience	D	A
Youth work qualification at Level 2 or above	D	A
<b>Personal Attributes</b>		
Passionate and demonstrably committed to improving the lives of young Londoners	E	A/I
Excellent attention to detail	E	A/I/T
Ability to work on your own initiative	E	I/T
Ability to work as part of a team	E	A/I
Absolute discretion and ability to maintain confidentiality	E	A/I
Willingness to learn new skills	E	I
Ability to work in a changing and flexible organisation	E	I
Willingness to work occasional evenings	D	A/I