

# JOB DESCRIPTION



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| <b>JOB TITLE:</b> Development Officer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>LOCATION:</b> Oasis Hub Hull, Newland Avenue, with local travel as needed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>SALARY:</b> Grade E £28,088 to £29,201 per annum FTE (£14,044 to £16,790 actual salary)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>HOURS:</b> 20 to 23 hours per week (including breaks), hours to be agreed in coordination with the Hub Leader and are likely to include Thursdays and at least 2 weekend days each month. Regular weekend and evening work will be required.<br>This is a fixed term post for 18 months, funded by the National Lottery, with a view to extending after the initial period as long as income generation plans are going as expected.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>REPORTS TO:</b> Hub Leader                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>OVERALL PURPOSE OF THE JOB</b><br><br>To support the income generation for Oasis Hub Hull, with a particular focus on maximising the income from our building through events, room hire and more.<br>The Development Officer will be responsible for promoting and organising room hire, WoW parties, fundraising events and new income generation ideas. In addition they will support the Hub Leader with marketing and communications activities.<br>This role will require creativity to inspire new activities and events to raise money within the ethos and values of Oasis, as well as the admin skills and attention to detail that will ensure events and activities are a success. Marketing and communications skills to promote events and other activities of the hub will be an essential part of the role.<br>The post holder will be expected to run events and activities ‘on the ground’ as well as planning and promoting them. As such, it is expected that regular evening and weekend working will be required as part of the overall hours for the job. |

## **ROLE DUTIES AND RESPONSIBILITIES**

### **To plan and manage all income generation activities related to our building**

1. To respond to enquiries about room hire and WoW parties promptly and efficiently.
2. To process all our paperwork and room booking requirements, and work to ensure enquiries turn into bookings.
3. To plan the requirements for each booking, including room set up, cleaning, refreshments and so on.
4. To monitor rooms and bookings to prevent clashes.
5. To manage our team of sessional workers for WoW parties to ensure we have someone available for each booking taken and liaise with payroll so that people are paid correctly for hours worked.
6. To recruit, organise and support volunteers willing to help at events and activities.
7. To work a fair number of shifts for WoW parties and other room bookings to ensure we are able to take as many bookings as possible.
8. To plan and organise repeat activities and events where they have been successful, including ticket sales, planning dates, booking staff and volunteer time, and coordinating all activities required for the events to be a success.
9. To plan a pipeline of fundraising activities and events to ensure regular cashflow.

### **To create and develop new fundraising events and activities to generate income, such as craft fairs, pop-up charity shops or cafes, selling items on eBay.**

10. To create new ideas, listen to others' ideas and develop plans to put them into practice with a focus on each idea's income generation potential and how they fit within the Oasis ethos and values.
11. To nurture and develop volunteers to get involved in fundraising activities and events.
12. To plan, market and manage fundraising activities and events with attention to detail and plans for alternatives where things may go wrong, ensuring they comply with all relevant legislation.
13. To be present at fundraising activities and events, taking responsibility for health and safety, building management, volunteer and staff management, and deal with any incidents that occur.
14. To lead on all aspects of the running of fundraising events and activities, ensuring they are run successfully and we develop learning to improve as we develop in this area.
15. Debrief after the events to see what improvements can be made and to assess the Return on Investment in order to decide whether to repeat, change or stop an activity.

### **To lead on marketing and promotion for income generation activities, events and room hire; to support the Hub Leader in developing and delivering our Hub's marketing and communications**

16. Being responsible for the marketing and promotion of all income generation events and activities, ensuring they are well promoted so that there is a high level of interest, turnout and bookings.

17. To ensure all participants are thanked well for their engagement and contribution to activities and events.
18. Supporting the Hub Leader with developing and delivering the Hub's marketing and communications.
19. Regular scheduling of social media and emails to communicate our activities, plans, ethos, values and community.
20. Designing and distributing flyers and other communications to support the hub.
21. Where appropriate, designing and producing posters, banners and other comms outside so that people know about our work and activities.
22. Updating the website and supporting with other comms resources such as videos, photos, quotes.

### **Monitoring and Hub Leader support**

23. Keep good records to ensure we can monitor the effectiveness of our plans and campaigns.
24. Keep records of finances raised to demonstrate the effectiveness of the Development Officer role.
25. Support the Hub Leader with all marketing and communications activities.
26. Support the Hub Leader with wider income generation activities, such as developing relationships, presentations, funding bids, tenders.
27. Support the Hub Leader with any other tasks as required.

### **General**

28. To contribute to record keeping, general administration and communication, including the use of MS Office and social media tools.
29. To support our buildings and community teams where needed, such as with answering the phone, emails, social media messages, covering reception.
30. To contribute to the team of staff and volunteers, for example by taking full part in team meetings, engaging in training and supervision.
31. To conduct all work activities within the ethos and values of Oasis, including the Oasis 9 habits.
32. To follow the policies and procedures of Oasis Hub Hull, including but not limited to health and safety, safeguarding, food hygiene, premises security, finance procedures.
33. Any other duties as required by the Hub Leader and to support the wider team.

Oasis Hub Hull is committed to making a difference to the lives of our local community, and as such you must show a willingness to demonstrate commitment to the values and behaviours which flow from our ethos. We are committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including enhanced DBS checks. The successful candidates must have the right to work in the UK. Oasis Hub Hull cannot assist with sponsorship or visas.

## COMPETENCIES

To carry out this role, we are looking for someone who is competent in the following areas:

### 1. **Strategic thinking**

Forward thinking and planning is a key part of this role to ensure we have a forward plan of activities and events to bring in regular, sustainable income. The post holder will be able to see the links between their work and the rest of the team at Oasis Hub Hull, as well as external partners and our community.

In the context of day to day work, we are looking for someone who can balance the needs of the urgent and 'day to day' work with the need to plan for the future and the wider needs of the organisation.

### 2. **Leadership and team work**

The post holder will provide excellent leadership for staff and volunteers, providing direction and clarity around objectives and ways of working in a supportive environment that promotes wellbeing. We have a strong team ethos, and know we all need help sometimes. We are looking for someone who recognises when they need help and is not afraid to ask, at the same time as being willing to help others when they need it. You will be someone who can work autonomously and be highly organised in managing your workload as well as working well in a team.

We are looking for someone with an entrepreneurial and 'can do' attitude- willing to take risks and try new things to reach our objectives.

### 3. **Good planning skills with an attention to detail**

The postholder will bring a focus on completing tasks to a high level and attention to detail. This could be noticing the small elements of an event that make sure people attending get a good experience (eg disabled access or making sure there are bins set out), or making sure everything is tidied away in the correct place after an event, or it could be noticing a typo in a flyer or social media post.

This post requires the ability to forward plan and put in place the actions that will mean the plans can succeed. This will often mean a number of plans running at the same time, and the ability to prioritise and ensure actions needed for the long term are completed as well as actions for forthcoming events.

The role requires an ability to remain calm under pressure and be flexible to respond to changing circumstances while being compassionate and considerate with the people you are working with.

### 4. **An understanding of the principles behind marketing and communication, with creativity for new ideas, the ability to create engaging content and to distribute it appropriately**

Marketing and communications is a key aspect of this role, and so we are looking for someone who knows how to plan and execute a good marketing plan to reach target audiences. The post holder will be confident at creating high quality marketing resources within our branding guidelines, including social media posts, flyers, posters, banners, website content.

We are looking for someone who can adapt their communications for relevant audiences, and create content that communicates our style, ethos and values through the choice of words and images.

Creativity will be an important part of the success of this role, both in marketing and comms, and in creating new ideas and resources to bring income into the organisation.

**5. Willingness to work within the organisation's values and ethos, and to motivate others to do the same**

Oasis is driven by the passionate belief that each human being is uniquely valuable and of equal importance.

Our five ethos values are: A passion to include everyone; A desire to treat everyone equally, respecting differences; A commitment to healthy and open relationships; A deep sense of hope that things can change and be transformed; A sense of perseverance to keep going for the long haul.

We aim to be inclusive, which we take to mean celebrating and affirming every person without discriminating against people on grounds of disability, economic power, ethnicity, gender, gender identity, learning disability, mental health, neurodiversity, or sexuality.

We work to develop our 9 habits in all we do: being compassionate, patient, humble, joyful, honest, hopeful, considerate, forgiving, self controlled.

**JOB DETAILS**

Annual Leave: 5 weeks per year, plus bank holidays. Rising to 6 weeks plus bank holidays after 2 years of service.

Workplace pension with 7% employer contribution

This post is subject to a 6 month probationary period

Notice period: 1 month

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