



**Ocean Youth
Trust Scotland**

Youth work on the waves
Inspiring young people

Head of Income Generation Recruitment Pack



OUR VISION

All young people should have the opportunity to realise their true potential to empower them to live healthy, fulfilling lives.

OUR MISSION

Inspiring young people through the challenge of youth work on the waves.

OUR VOYAGES

Our voyages are a genuinely life-changing experience with many unique learning opportunities.

Ocean Youth Trust Scotland is an award-winning youth work charity, delivering residential sailing voyages for young people aged 11-25. Since 1999, we have been welcoming over 600 young people each year on board our sail training vessels, Alba Explorer and Alba Venturer.

We want to give every young person the opportunity to realise their true potential, and empower them to live healthy, fulfilling lives. That's why we offer intense and exciting experiences that challenge young people to step out of their comfort zone and take responsibility for themselves, their crewmates, and their learning.

Who We Support

Our voyages can offer respite for young carers; opportunities to gain accredited qualifications for young people struggling in school; a safe space for young people with Additional Support Needs to develop new skills; and an opportunity to develop self-confidence and resilience for all young people.

We offer a range of tailored programmes depending on need. These include adventure voyages; themed voyages focusing on employability skills or STEAM (Science, Technology, Engineering, Art, Maths) learning; and voyages supporting young people at risk of antisocial behaviour. We are the only sail training organisation that offers accredited Qualifications Scotland learning on our voyages, giving young people the unique opportunity to gain qualifications and re-engage in learning during a 5 or 7 day voyage.





Our Impact

We gather impact data from young people, group leaders and our staff and volunteers. Guided by Scotland's National Youth Work Outcomes and Skills Framework we ensure that:

- Young people build their health and wellbeing
- Young people develop and manage relationships effectively
- Young people create and apply their learning and describe their skills and achievements
- Young people participate safely and effectively in groups and teams
- Young people broaden their perspectives through new experiences and thinking

These youthwork outcomes are co-dependant and linked by the key skills we build on board, including confidence, communication, resilience, teamwork, and problem solving.



**94% of young people
report improved
confidence**



**More than 800 accredited
qualifications are awarded
each year**



**98% of young people
report improved
teamwork**

Letter from our CEO



Dear Applicant,

Thank you for your interest in joining the team at OYT Scotland.

OYT Scotland boasts a rich history of providing transformative youth work on the waves. Considering the evolving landscape for young people in the post-COVID era, alongside the current fundraising climate and our long-term vessel management strategy, we have recently conducted a strategic review aimed at positioning the organisation for future success.

As part of this effort we are recruiting a Head of Income Generation to deliver operational leadership of all income generation across the charity.

This is an exciting time to be joining our team and provides an excellent base for the right candidate to drive income generation forward making a real difference for young people across Scotland.

I trust that this information pack, along with our website, will give you valuable insights into our charity's work and our aspirations for young people through the unique programmes we offer.

Hazel Wiseman

Hazel Wiseman, CEO

Overview

Job Title: Head of Income Generation

Reports to: Chief Executive Officer

Location: Greenock (with travel as needed), Flexible/hybrid working arrangements can be agreed

Contract Type: Permanent, Full Time (35hrs per week)

Salary: £42,160 - £45,092

Holidays: 31 days (increasing after 2 years)

Pension: 5% organisational contribution, matched to 7%

5

Role Purpose

The Head of Income Generation is a new post with responsibility for diversifying and growing OYT Scotland's fundraising income streams and voyage sales income, with a focus on donor stewardship and partnerships.

Reporting directly to the CEO as a member of the Leadership Team, the postholder will develop and deliver a comprehensive Income Generation Strategy that ensures sustainable income growth, deepens supporter engagement, strengthens relationships with groups who sail with us and increases awareness of OYT Scotland and our impact.

You will have line management responsibility for our Fundraising and Sales team comprising of two Fundraising Officers (1.6FTE), Fundraising and Communications Officer and a Client Liaison Officer (voyage sales).

Key Responsibilities

Operational Leadership

- Work with the CEO and Leadership colleagues to develop operational plans to deliver on OYT Scotland's strategy.
- Set direction and manage resources for income generation, marketing, and communications.
- Champion integration of income generation and partnerships across the organisation.
- As a member of the Leadership Team, support the CEO with day to day operational management.

Income Generation

- Develop and deliver fundraising strategy, including campaigns to grow and provide sustainable income.
- Diversify and grow income (grants, donations, voyage fees).
- Lead fundraising and develop innovative revenue models reducing reliance on trusts and foundations.
- Identify and respond to emerging fundraising trends, technologies, and opportunities.

Strategic Partnerships

- Develop strong donor journey, from recruitment and stewardship to longer term donor retention.
- Work with the CEO and Board of Trustees to develop and manage corporate partnerships.
- Build and manage partnerships with stakeholders at local and national levels.
- Represent OYT Scotland externally.

Marketing and Communications

- Development and delivery of communications strategy focused on growing brand awareness, deepening engagement and understanding of the charity, its impact and programmes.
- Oversee digital presence and public profile.

Staff Leadership

- Manage and mentor income generation team.
- Promote professional development and compliance with policies and Code of Fundraising Practice.

General Responsibilities

- Participate in training and professional development needed to hold the role.
- Uphold safeguarding, health and safety, and organisational policies at all times.
- Contribute to departmental and all other organisational meetings, including chairing and minute-taking when needed.
- Monitor all organisational inboxes as needed and respond to or forward enquiries appropriately.
- Build positive relationships with volunteers and support volunteers where appropriate.
- Provide support to other staff and volunteers during and outside normal working hours, where needed.
- It is expected that all full-time staff will cover at least 2 weeks of DPA (on call) duty during the sailing season - training provided.

Person Specification

Essential Experience	Desirable Experience
• Experience in a senior fundraising role with proven track record in income growth. • Significant experience of corporate partnerships/sponsorship. • Experience of creating and delivering successful income generating strategies and contributing to operational planning. • Experience overseeing fundraising budgets and performance. • Proven experience of successfully leading multi-disciplinary teams and managing people.	• Experience in a senior management role. • Experience of matrix management. • Member of CIOF. • Experience in a sales based role.

Person Specification

Essential knowledge, skills and abilities	Desirable knowledge, skills and abilities
• Knowledge of engagement strategies to increase brand awareness and reach. • Strong understanding of donor stewardship and supporter engagement best practice. • Experience with digital fundraising platforms and CRM systems. • Project management knowledge and understanding. • Knowledge of Scottish charitable funding landscape.	• Knowledge of coaching approach to management. • Knowledge of youth work sector in Scotland. • Understanding of the benefits of sail training.

Person Specification

Essential personal qualities	Desirable personal qualities
• Strategic thinker with growth mind-set and strong analytical skills. • Excellent communication skills at all levels. • Highly motivated, organised, solution orientated, with ability to work to clear deadlines and deliver results. • Ability to coach and motivate team to develop and deliver. • Values led and focused on positive working relationships and partnerships.	• A passion for supporting and developing young people



Recruitment Process

To apply please forward your CV along with covering letter highlighting your suitability for the role based on the Role Profile and Person Specification to:

hazel.wiseman@oytscotland.org.uk

Deadline for application is 5pm on Sunday 16th August

Interviews will take place on 24 - 26th August

We want to make sure our application process works for everyone. Please tell us if you need this form or future information in an alternative format (such as large print, audio, or a different digital file). You can also share any support or adjustments you need for an interview.

We will share interview questions with applicants in advance of interviews.



Ocean Youth Trust Scotland

Youth work on the waves
Inspiring young people

No part of this document, including images, may be reproduced or stored on an authorised retrieval system, or transmitted in any form or by any means without prior permission of the publisher.

Victoria House, 5 East Blackhall Street
Greenock, PA15 1HD

01475 722 722

office@oytscotland.org.uk
www.oytscotland.org.uk

Registered in Scotland as charity no. SC029531 and as a company limited by guarantee reg. no. 193204