

The graphic features a central white circle with a dark blue border. Inside this circle, the text 'the key' is displayed in a bold, black, sans-serif font. To the right of the text, a cluster of colorful arrows (orange, yellow, pink, blue, green) points upwards and outwards. Surrounding the central circle are several other circles: a large magenta circle to the top right, a light blue circle with diagonal lines to the top right, a teal circle to the bottom left, and a light blue circle with diagonal lines to the bottom left.

the
key

Candidate Pack
Business Development
Executive

HELLO!

We are a charity based in North East committed to inspiring young people to believe in themselves, especially those facing challenging circumstances. Everything we do is for the benefit of young people and built from our core beliefs that young people should be:

- Empowered to use their voice and be heard
- Trusted to lead and deliver projects meaningful to them
- Supported to build the skills and confidence they need to thrive
- Inspired to become active citizens by exploring enterprise or tackling social issues

Our core beliefs are supported by our organisational values of:

- **Collaboration:** We achieve more together than by acting alone
- **Focus:** We keep sight of the goal to achieve our mission
- **Growth:** We constantly strive to be the best we can be



About us

Who we are here for

The Key exists to inspire belief in young people. We target our support towards young people aged 11-25 from the North East of England. These young people often reside in areas of high deprivation and are facing challenging circumstances such as being a young parent or carer, having a disability or mental health issue, being on the fringes of or in the criminal justice.

Issues they are facing

The issues facing young people (11 to 25) in the North East are generational poverty, unemployment and a lack of social mobility. Too many young people do not believe in themselves and are not achieving their potential. On an individual level, this is caused by the fact that many young people lack opportunities to be inspired, to develop their autonomy, to build supportive relationships and to acquire life skills. Consequently, these young people often develop fixed mindsets and poor emotional wellbeing, and many disengage from their communities and wider society.

The pandemic has caused many of the problems identified above to further deteriorate. Young people spent more time at home than ever before and had little opportunity to be with friends and get involved in positive opportunities.

How we're making a difference

Working in partnership with over 100 organisations supporting young people throughout the region, we empower young people to realise their potential, develop the skills they need to thrive, and recognise the positive impact they can make in society. We do this by providing young people with the opportunity to complete our tried and tested, youth-led, skills development programme, KEY+.



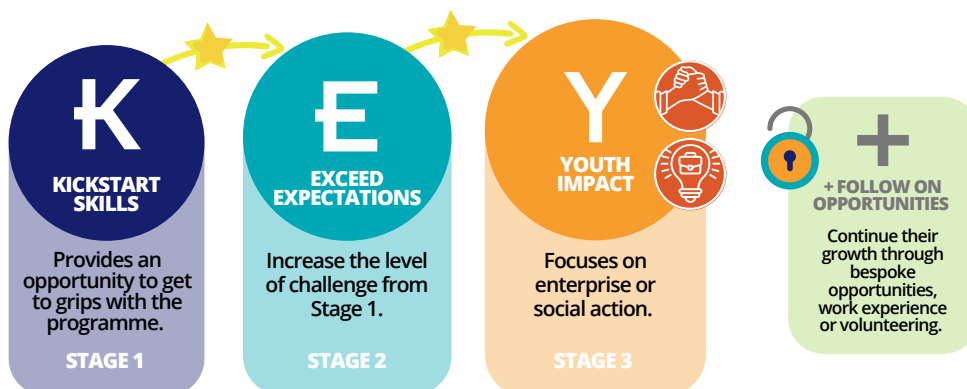


What is KEY+

KEY+ is built from over 30 years experience and founded on our core beliefs. It is a three-stage programme that provides young people with the opportunity to believe in themselves and have agency to lead their own projects.

Within each stage, young people form a group, and progress through a five-step model where they **think**, **plan** (including budget), **pitch** to a panel (Dragon's Den style), **do** and **review** their own project ideas. At each stage they have access to funding to bring their ideas to life which increases with the challenge at each stage.

Transitioning through the stages sees young people build their confidence and skills, grow as individuals, and recognise the positive impact they can make.



KEY+ supports young people to develop a set of 12 important skills. We call these the 12 Key Skills and they focus on on 3 distinct areas - Self, Relationship and Task. They are under-pinned by the Self-determination Theory which suggests that people become self-determined and form a growth mindset when their needs for competence, relatedness, and autonomy are fulfilled. By developing a growth mindset, young people realise they have the power to achieve anything they put their mind towards through hard work and determination.

KEY+ meets these psychological needs of autonomy (self), relatedness (relationship) and competence (task) and is designed to empower young people to take action on the things that matter most to them whilst changing the way they look at their futures.


Why us

Why work for The Key

We are a relatively small organisation with big ambitions, operating on an increasingly larger stage. We are looking forward to a bright future as we work collaboratively to achieve our long-term vision.


The Business Development Executive role is a unique opportunity for you to make a real difference at an exciting time in The Key's long standing history. The Key is a small, but ambitious values led organisation with a budget for development.

You will get to experience the difference our support makes to young people each and every day and to witness the inspiring stories of their ideas, development and progression. That is the fuel that drives and motivates us to achieve more. Here is just a flavour of the things we hear from young people...




“ I really did feel empowered and it changed the way I thought. It left me thinking nothing was beyond my reach.

CRAIG ”



“ The Key meant I am capable of being independent and I've got capacity of doing my own unique things and being successful.

MAHNOOR ”



“ The Key helped me no longer feel alone. It helped me feel part of a team and I am so much more confident now.

MATT ”

Five reasons to choose The Key

1. An opportunity to inspire belief in young people through KEY+.
2. Work alongside a fantastically skilled and dedicated team and Board of Trustees, who promise to challenge, empower and support you.
3. A unique chance to play a significant and developmental role in an exciting period for a long-serving North East youth charity.
4. Great professional development and profile-raising opportunities.
5. Excellent team spirit with a cracking selection of cake and biscuits.

The Role

Job Description: Business Development Executive

Purpose of the role: To generate income required to fund The Key's activities in inspiring belief in young people and general running costs.

Salary: £23,000 per annum

Hours per week: Full-time - 34 hours

Main responsibilities:

- Monitor different portals / websites / social media to identify opportunities to generate income for The Key
- Work closely with internal staff and external partners to develop high quality ideas for bids / tenders / applications
- Write high quality bids, applications, and tender documents to generate income for The Key
- Monitor processes for income generation activity to ensure submissions are in line with deadlines
- Build good relationships with and report back to our existing funders, contractors, donors and commissioners to maintain excellent working relationships
- Work alongside young people where they have involvement in our income generation activity to ensure The Key is focused on what young people need
- Contribute to other income generation activity as needed
- Play an active role in wider team discussions to develop The Key into an organisation that makes the biggest possible difference for young people

The Role

Person Specification: Business Development Executive **Skills and experience**

Essential

- Ability to research and analyse evidence, reports and other information sources
- Numerate and capable of interpreting data
- Ability to use research, facts, and figures to build a case for support
- Ability to write in a clear, well structured and persuasive way to produce high quality proposals to funders
- Excellent organisational skills
- Ability to manage workload under pressure to consistently meet deadlines
- Effective interpersonal skills including collaborating, and team building and the ability to establish/maintain high levels of trust and confidence.
- Advanced IT skills including using Microsoft Office and up-keeping databases and websites.
- Willingness to be part of a team striving to learn and improve
- Motivated with a drive to reach annual realistic targets

Desirable

- Knowledge of how charities operate
- Knowledge of different services which support young people in need
- An understanding of the issues faced by young people in the UK
- Experience of working within the voluntary and community sector

Personal characteristics

- Passionate about inspiring belief in young people
- Able to live, breathe and cultivate the values, integrity and reputation of The Key
- Drive, determination and ability to use own initiative.
- Reliable, flexible, adaptable

Recruitment process

- To apply, please send a CV and a two page covering letter explaining what skills, experience and qualifications you have that match the person specification to theteam@thekeyuk.org