

Tale of Two Cities Project Co-ordinator

Be part of something that changes lives - including yours



YMCA DERBYSHIRE

Job Description

Key Details

Salary: £24795.68pa

Hours: 28 hrs per week (including occasional, evenings, & weekends)

Temporary Contract for 3 years

Location: Derby (Wilmorton)

Driving licence & access to a car required

For an informal chat please contact: Angelina Brett 07715243469

Role Purpose

Led by YMCA Derbyshire, and supported through partnership working with Derby City Council, key stakeholders such as Marketing Derby and Vaillant UK the Tale of Two Cities campaign brings together communities, businesses, and local stakeholders to improve outcomes for children and families in nurseries across Derby.

The Tale of Two Cities Co-ordinator will play a key role in supporting the delivery and growth of the campaign, helping to build partnerships, recruit donors, co-ordinate activities, and increase engagement across the community and business sector. The post holder will build strong relationships with the nurseries involved in the campaign, working closely with our Head of Early Years and Childcare Development. The role will help drive impact across the campaign's five key pillars: early literacy and reading through programmes that encourage adults and children to read together; healthy, nutritious food supported by nursery-led meal bursaries and community pantries; access to suitable clothing to ensure children can fully participate in nursery activities; enriching experiences that build confidence, curiosity, and wellbeing while reducing inequality from the earliest years; and speech and language development to support school readiness and long-term educational outcomes.

Working closely with campaign partners and supporters, the Co-ordinator will act as a central point of contact for engagement, events, communications, and partnership activity, helping to strengthen the reach and long-term impact of A Tale of Two Cities.

Tel: 01332 579 550

Email: enquiries@ymcaderbyshire.org.uk

Web: ymcaderbyshire.org.uk

YMCA Derbyshire: Registered office 770 London Road, Derby, DE24 8UT. Registered in England no. 03061837. Charity no. 1049904.



**Here for young people
Here for communities
Here for you**

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

Role Duties

The post holder will be responsible for developing and maintaining relationships with local businesses, partners, and supporters to help grow the reach and impact of the A Tale of Two Cities campaign. This will include attending networking events and partnership meetings, recruiting and engaging individual and corporate donors, and identifying opportunities for fundraising and sponsorship support.

They will coordinate campaign activities including the collection and distribution of non-monetary donations, volunteer involvement, marketing and promotional materials, and community events under stewardship of the Head of Early Years and Childcare Development.

The role will also support campaign communications through social media, partner engagement, and awareness-raising activity under the direction of the Fundraising Officer, helping to ensure consistent messaging and strong community participation.

The Co-ordinator will be responsible for producing monthly campaign reports against agreed KPIs, including donor engagement information, levels of financial and non-financial donations received, volunteer involvement, campaign reach and activity, and the number of active corporate partners supporting the initiative. They will maintain accurate records, monitor progress against targets, and provide regular updates to stakeholders to demonstrate impact and support the continued growth and sustainability of the campaign.

The Co-ordinator will also support the coordination, recruitment, and management of volunteer programmes linked to the campaign and nurseries. This will include working with corporate partners, community organisations, and charities wishing to provide volunteer support, ensuring opportunities are effectively planned, communicated, and coordinated.

The Co-ordinator will work closely with YMCA Derbyshire teams and external stakeholders to organise events, monitor campaign activity, maintain records and reporting information, and ensure all activity contributes to the campaign's objectives and overall impact for children and families across Derby.

What Success Looks Like

- Recruit and maintain active corporate partners and individual donors in line with agreed annual campaign targets.
- Increase levels of financial and non-financial donations month-on-month, including books, clothing, food, volunteer hours, and resources supporting the campaign's five key pillars.
- Deliver and support a programme of community engagement, fundraising, and networking events throughout the year, achieving agreed attendance and participation targets.
- Produce accurate monthly KPI reports detailing donor engagement, funds raised, non-financial donations received, volunteer involvement, campaign reach, and active partnership numbers.
- Ensure all donations, partnership activity, and volunteer involvement are accurately recorded and reported within agreed timescales.

- Achieve agreed social media, marketing, and community engagement targets to increase awareness and visibility of the A Tale of Two Cities campaign across Derby.
- Regularly communicate with donors, using digital platforms.
- Develop and maintain positive working relationships with businesses, community organisations, and stakeholders under stewardship of Income Generation team, evidenced through repeat engagement and ongoing support.
- Develop and maintain positive working relationships with nurseries under direction of Head of Early Years and Childcare Development.
- Demonstrate measurable impact against the campaign's five key pillars, including increased access to books and reading opportunities, food support, suitable clothing, enriching experiences, and speech and language development activities for children and families.



Knowledge & Qualifications

Essential Knowledge

The post holder will have knowledge and understanding of:

- The early years sector
- Community engagement and partnership working.
- Fundraising, donor engagement, and corporate sponsorship activity.
- Volunteer recruitment, coordination, and management.
- The challenges affecting children and families, particularly in relation to poverty, inequality, and early years development.
- Safeguarding responsibilities and safe working practices when working with children, families, and volunteers.
- Planning and coordinating events, campaigns, and community initiatives.
- Marketing, communications, and social media engagement.
- Monitoring performance against targets and producing KPI and impact reports.
- Maintaining accurate records and handling information in line with GDPR and confidentiality requirements.
- Working collaboratively with businesses, charities, community organisations, nurseries, and external stakeholders.



Skills

Essential skills and behaviours

- Strong communication and interpersonal skills, with the ability to build positive relationships with businesses, partners, volunteers, and community stakeholders.

- Ability to organise, prioritise, and coordinate multiple activities, events, and projects effectively.
- Confident networking and partnership-building skills, with the ability to engage and influence a range of audiences.
- Strong written and verbal communication skills, including the ability to produce reports, promotional content, and stakeholder updates.
- Ability to work independently and use initiative while also contributing effectively as part of a wider team.
- Good organisational and administrative skills, with attention to detail and the ability to maintain accurate records and reporting information.
- Ability to monitor progress against targets and work towards agreed KPIs and outcomes.
- Confident using IT systems, including Microsoft Office, databases, email systems, and social media platforms.
- Ability to coordinate volunteers and manage relationships in a professional and supportive manner.
- Flexible and adaptable approach to work, including the ability to attend occasional evening or community events where required.
- Commitment to the values and aims of YMCA Derbyshire and the A Tale of Two Cities campaign.
- Passionate about improving outcomes for children, families, and local communities.



Terms & Conditions

What You'll Get	The Formal Bits
• 33 days holiday (including Bank Holidays) • Pension auto-enrolment after 3 months • A role where your work genuinely changes lives • Supportive team and meaningful work every single day • People celebration event each year. (Celebrating our Peoples Achievements) • Recognition initiatives such as employee of the year and star of the quarter • Met Life EAP for you and online doctor for you and your family. • Life Assurance 2 times your annual salary • Christmas/ Easter and Quarterly Treats • Your Birthday off every year • Long Service rewards • Training and Development	• 28 hours per week over 5 days, including some evenings • Subject to two references, Enhanced DBS, and 6-month probation • Required to work within YMCA Derbyshire policies and procedures • Committed to equality, diversity, and inclusion in all we do

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| <ul style="list-style-type: none"> • Wellbeing initiatives • Subsidised Costco card | |
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Everyone should have a fair chance to discover who they are and what they can become.

Our Vision

Enabling young people and communities to thrive — to fulfil dreams, belong, grow, and prosper.

Our Mission

To develop the whole person: body, mind, and spirit.

Our Values (1 Corinthians 13:4–7)

Protect | Trust | Hope | Persevere

Together, we create places where people flourish.

Equality and Diversity Statement

YMCA Derbyshire is committed to promoting equality and diversity in all aspects of its operations. We value and embrace individual differences and believe that everyone should be treated with respect and dignity. We welcome people from all backgrounds, irrespective of age, disability, gender, race, religion, sexual orientation, or any other characteristic.

Safeguarding Matters Here

Safeguarding is central to everything we do. We're looking for someone who shares that commitment and puts the wellbeing of young people first, always.

Any Additional Information

The hours of work are 35 per week including occasional weekend and evening dependent on events and nursery needs.

A full driving licence and use of a car is essential for staff not permanently deployed at our London Rd Campus.

Employees of YMCA Derbyshire will be required to work within the remit of all organisational policies and procedures and any relevant legislation.

Ready to Apply?

We'd love to hear from you.

Apply online at www.ymcaderbyshire.org.uk

