



# **ACTION 4 YOUTH**

INSPIRING YOUNG PEOPLE

## **Who we are**

Action4Youth is a Buckinghamshire based ambitious, proactive charity focused on driving forward the crucial youth agenda to transform lives for the better. Every child should have the opportunity to be heard, to be safe and to succeed.

We believe change is most impactful when delivered in collaboration with other youth agencies and key partners. We build partnerships across sectors so that we can share resources and expertise to secure the best possible outcomes for young people and their communities in Buckinghamshire, the wider East and South East.

We listen and engage with our young people to give them a voice in developing our work and agenda. Our groups have a fundamental role in ensuring our programmes meet the needs of young participants across a wide spectrum of differing backgrounds including young people from the most deprived areas of society, those with disabilities and additional needs, and those who need support and inspiration to reach their goals and surpass limitations. Co-production is at the heart of programme development, and we regularly consult on improvements and new initiatives which are often led by our young people.

## **What we do**

Our aim is to provide a valuable intervention which makes a positive contribution to a young person's development. This can be via outdoor education delivered at The Caldecotte Xperience in Milton Keynes, The Junction, our multi service youth centre in High Wycombe, the Duke of Edinburgh Award, The Mentoring Programme and our range of programmes delivered in schools.

## **Funding and Finance**

In this transitional year, Action4Youth has undergone significant restructuring following the abrupt closure of the National Citizen Service which it had successfully delivered for many years. The organisation is now smaller than in recent years but is well placed to meet the opportunities and challenges of the future.

The strategic and operational focus has now moved from contract delivery to sales growth in programmes and outdoor education and to the activities supported by charitable fundraising.

In early 2025 a major redevelopment project at The Caldecotte Xperience was concluded ensuring the centre is perfectly equipped for future growth and this area is felt to have strong growth potential.

## **Our Mission and Values**

To support all young people's growth towards fulfilling and responsible adult lives, A4Y develops physical, mental, spiritual, moral and cultural abilities which act as:

- A Springboard towards realising dreams
- A Safety Net for those at risk
- A Voice of influence- from the young and for the young

In order to benefit as many young people as possible while maintaining A4Y's financial stability, we partner with those (government, schools, youth clubs, businesses, trusts and foundations and others) who share our mission.

### **Values**

Be exceptional – Use imagination, determination and resilience to achieve exceptional outcomes everyday

Care – Always seek to understand and look after each other

Trail blaze – Be adventurous in exploring how we could serve more and better

Make responsible choices – Use resources wisely so that we can sustain our investment in young people

Do what is right – Hold ourselves and others to the highest standard of behaviour

## **The Role**

The new CEO will be responsible for the day to day running of the Charity, providing effective leadership and direction for the organisation. The successful candidate will instil the positive culture of the organisation and motivate the team to achieve fantastic results.

You will be a problem solver who understands the bigger picture and will be able to demonstrate this through your experiences. You will embrace change as you meet the opportunities and challenges which constantly arise. You will be able to develop highly effective partnerships, be an active listener, excellent communicator and be an ambassador for the charity.

Action4Youth works closely with schools, providing a range of programmes delivered by our teams in schools which are sometimes bought by schools and sometimes supported by charitable giving. Outdoor education at The Caldecotte Xperience is an important element of our work and sales of experiences to schools and others, maximising the opportunity for young people to benefit from positive experiences, is an important aspect of this role.

The role will commence on January 5<sup>th</sup> 2026 and is based between the Aylesbury office and The Caldecotte Xperience in Milton Keynes.

## **General Responsibilities**

### **Working with the Board**

- With the Chair, enable the Board of Trustees to fulfil its duties and responsibilities for the proper governance of the organisation and to ensure that the Board receives advice and information in a timely, thorough and appropriate manner.
- In partnership with Trustees, develop the long-term strategy for the organisation within the vision, mission and values established by the Board.
- With the Chair, ensure that the Board can adequately monitor annual plans, targets and performance.
- Report to the Board on progress against the strategic plan, provide information, answer for organisational performance and provide timely written reports and financial information for Board meetings.
- With the Chair, develop policy proposals for Board discussion and decision.
- With the Chair, establish the annual calendar for Board and sub-committee meetings.
- Support the Chair, by suggesting development opportunities, as appropriate.

### **Leading and managing the organisation**

- Ensure that a long-term strategy is in place to guide the organisation in achieving its objectives.

- Be responsible to Trustees for the overall financial health of the organisation.
- Ensure that the organisation has the human, material and financial resources it needs to operate effectively, achieve objectives and cope with continuing change.
- Seek out and develop new strategies for obtaining and sustaining future resources.
- Take appropriate steps to protect the organisation from risk.
- Ensure that the organisation fulfils its constitutional, regulatory and legal obligations.
- Ensure that the organisation has the appropriate management systems and structures to carry out its work effectively, accountably and safely.
- Provide inspirational leadership to the management team and to all staff.
- Ensure that staff and volunteers working in the organisation are focussed on achieving the mission and strategic priorities and that their development, to be able to do this, is a priority.

### **Business Development, Commercial Focus and Fundraising**

- The Caldecotte Xperience outdoor education centre is a key asset so ensuring its efficient operation and growth is essential.
- Actively identify opportunities for growth in income generation to maintain and grow Action4Youth as a sustainable organisation.
- Work closely with the sales team, promoting and supporting their efforts and developing partnerships which facilitate sales.
- To lead the development and implementation of Fundraising strategies, tenders and bid writing.
- To line manage the Fundraising team, including setting and monitoring performance on targets for grants, foundations and individual giving.
- Have overall responsibility for financial and income generation performance.

### **Finance**

- Lead and direct the financial planning, forecasting, control, reporting and management of the charity's finance and resources, including support for, and engagement of, the Chair and Board of Trustees and sub-committees.
- Ensure compliance with all statutory requirements for financial reporting, probity and insurance to ensure regulatory compliance and sustainable organisational growth.
- Be responsible for the financial performance of Action4Youth, ensuring the preparation, approval, control and monitoring of annual and departmental budgets, ensuring delivery within budgets and the preparation of management accounts and statutory accounts.

## Promoting the organisation

- Protect and enhance the reputation of the organisation
- Seek opportunities to expand and promote awareness of the organisation's work
- Build and develop the organisation's external networks, contacts and reach
- Use the media appropriately to raise the organisation's profile and act as a spokesperson
- Formulate marketing strategies and campaigns
- Ensure that marketing materials and other communications accurately and persuasively present the vision, mission and values of the organisation
- Ensure there is regular updating of the website, production of the newsletter and other communications with members and supporters

## Line Management Responsibilities

- Programmes Director
- Head of Centre, The Caldecotte Xperience
- Financial Controller
- Finance Officer
- Fundraising Manager, Trusts and Foundations
- Partnerships Manager, Corporates
- HR and Office Manager

## Qualities and Essential Experience

- Proven success in developing and executing strategic plans which drive growth and capitalise on opportunities
- Strong entrepreneurial mindset with a track record of growing and diversifying income streams
- Ability to inspire, motivate and align teams towards a shared vision and ambitious goals
- Excellent relationship building skills with a proven ability to secure partnerships and stakeholder confidence
- Knowledge and proven practical, successful experience in sales, marketing and fundraising
- Understanding of operating in the education sector would be valuable as would experience in outdoor education

## Salary and Benefits

Salary range **£70,376 to £85,746** depending on experience plus 5% pension contribution.

**28 days** holiday each year in addition to the statutory holidays

## **Interview and application process**

Apply by email to Sachita Syal, [sachita.syal@action4youth.org](mailto:sachita.syal@action4youth.org) enclosing full cv and your covering letter explaining why you are the best candidate for this role.

*Informal conversations with the current CEO are encouraged and can be arranged by Sachita Syal.*

### **Applications close at 2.00pm on Friday 19<sup>th</sup> September**

Shortlisting 19<sup>th</sup> – 24<sup>th</sup> September

First, online interviews **1<sup>st</sup> October**

Second, in person interviews at The Caldecotte Xperience, Milton Keynes on **8<sup>th</sup> October**