



Human Resources
Title: Job Description
Policy Owner: Chief Executive Officer

OUTREACH & DEVELOPMENT LEAD

Job Purpose

The Outreach & Development Lead forms part of F4YP’s newly structured leadership team, supporting the CEO and Head of Operations. This role is responsible for leading the strategic expansion into new geographical areas, identifying delivery opportunities, and driving new funding streams and statutory partnerships.

You will establish and develop referral pathways to support access to F4YP services and strengthen relationships between families, schools, and professionals to support improved understanding of young people’s needs. You will contribute to our aim of strengthening local systems by building partner capability, supporting shared approaches to SEMH, and improving coordination between schools, families, and community services.

Alongside this, you will be raising the profile of F4YP, ensuring the organisation remains sustainable, visible, and responsive to community needs. You will play a key role in increasing F4YP’s reach, securing new income streams, and ensuring services are established effectively in new locations.

Role Details

Salary: £30,000-34,500

Contract: Fixed Term - 3 years

Hours: 37.5 hours per week

Working Pattern: Monday - Friday, with flexibility for networking, travel, and events

This is a full-time managerial role within our charity, working with young people. The role is offered on a 9-day fortnight (9 days worked over 10), with one scheduled day off every two weeks (Friday). Exact working hours will reflect the demands of the role.

Location: Hybrid - Office in Bedford, field-based across Hertfordshire, Cambridgeshire, and neighboring counties, with some remote working

Key Responsibilities

Regional Expansion & Strategic Development

- Lead the expansion of F4YP services (Parent/Carer support, REACH, face-to-face delivery) into new geographical areas, including Luton, Hertfordshire, and Cambridgeshire
- Identify and prioritise areas of need using local data, school engagement, and service gaps
- Identify and develop new delivery opportunities aligned to F4YP’s core offer in line with funding requirements.
- Contribute to strategic and business planning, particularly around growth and expansion
- Identify risks, challenges, and opportunities in new areas impacting delivery and growth

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Partnerships, Outreach & Systems Development

- Identify, develop, and manage strategic relationships with schools, local authorities, and external agencies as well as corporate and community partnerships to support delivery, referrals, sustainability and growth in new areas.
- Establish and develop referral pathways to support access to F4YP services and strengthen relationships between families, schools, and professionals to support improved understanding of young people’s needs.
- Lead on multi-agency collaboration, ensuring joined-up approaches for young people and families to improve how families access and navigate education, wellbeing, and support systems
- Ensure safeguarding considerations are embedded within partnerships, referral pathways, and service development activity
- Represent F4YP within local networks, forums, and partnership meetings
- Contribute to strengthening local systems in new areas by supporting collaboration between schools, community organisations, and F4YP
- Contribute to building partner confidence and capability in responding to children’s emotional wellbeing and mental health needs

Service Mobilisation & Delivery Development

- Support the mobilisation of services in new areas, working alongside delivery teams
- Ensure new provision aligns with F4YP delivery models, safeguarding standards, and quality expectations
- Support the coordination of resources and staffing required to establish services
- Monitor progress of new area delivery and adapt plans as required
- Support the development of training content and delivery that build family confidence in understanding and responding to children’s SEMH and SEND needs
- Support the development and delivery of training linked to F4YP’s Pastoral Toolkit and SEMH practice

Growth, Funding & Sustainability

- Identify opportunities for grant funding, commissioned services, and new delivery models that enable delivery of family support, parent engagement, and SEMH-focused interventions
- Lead or support the development of funding applications, bids, and proposals using regional insight and delivery planning
- Support fundraising strategy, donor engagement, and presentations alongside senior leadership
- Contribute to funding reports, ensuring alignment with delivery outcomes and impact
- Contribute to sustainable service provision through strategic planning and partnership development
- Ensure delivery and development activity is planned and delivered within agreed budgets and funding parameters

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Team Management & Development

- Line manage staff (1-5 reports) supporting new and expanding services, ensuring alignment with strategic priorities
- Lead team meetings, 1:1s, and performance reviews to ensure high-quality delivery of outreach and expansion activity
- Set clear objectives for reports and monitor performance against KPIs and organisational targets
- Ensure staff follow F4YP policies, procedures, and standards within their roles

Marketing, Promotion & Profile Raising

- Lead on raising the profile of F4YP in new areas across the sector and local communities
- Support strategic promotion of services to increase engagement, referrals and participation
- Support the development of promotional materials and communications for new areas
- Act as an ambassador for the organisation, representing F4YP and its impact externally

Volunteer Development & Engagement

- Lead the recruitment, onboarding, and coordination of volunteers to support expansion and delivery
- Develop volunteer opportunities aligned to new areas and partnerships
- Build relationships to support corporate and community volunteering
- Ensure volunteers are effectively deployed and supported

Monitoring, Impact & Reporting

- Monitor and drive performance against expansion, engagement, and income-related KPIs
- Implement monitoring and evaluation processes in new areas
- Produce reports, case studies, and evaluation summaries
- Contribute to funder reporting and impact measurement
- Support development of monitoring frameworks as services scale
- Track and evidence outcomes relating to improved family confidence, reduced isolation, and increased ability to support young people
- Contribute to evaluation of system-level impact, including partner engagement, training delivery, and service reach

Organisation, Administration & Professional Responsibilities

- Always follow F4YP processes and procedures
- Use internal systems (e.g. Microsoft 365, Salesforce) to maintain accurate records and manage programme data
- Maintain organised systems for planning, communication, and delivery
- Support the creation and distribution of promotional materials

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- Act as a point of contact within the office, responding to enquiries, calls, and visitors, and resolving queries where possible
- Complete regular reporting, attend 1:1 meetings, and participate in appraisals and training, including annual Team Teach and First Aid
- Work collaboratively as part of the F4YP team, contributing to a positive, supportive, and professional working environment, and building strong relationships with colleagues and wider personnel
- Develop and maintain constructive relationships across the organisation and with service users, parents/carers, schools, funders, and other stakeholders
- Act as an ambassador for F4YP, representing the organisation professionally at all times and proactively promoting its values, services, and impact, seeking opportunities to raise awareness and contribute to increased visibility, engagement, and long-term sustainability
- Uphold F4YP values, always acting as a positive role model and adhering to the F4YP code of conduct
- Maintain up-to-date knowledge of F4YP’s strategic priorities, aims, values, and outcomes, ensuring all work is aligned with and contributes to the organisation’s overall mission and impact
- Undertake additional duties as required by the needs of the organisation

Scope & Limits of Authority

The post holder has responsibility for partnerships, outreach activity, and elements of income generation

The post holder will be responsible for:

Staff: Potential line management (1-5 reports, subject to structure)

Budgets: Contributing to income generation and funding oversight

Assets: Yes - resources and materials related to outreach and engagement

Person Specification

Qualifications & Experience

- Educated to degree level or equivalent experience in a relevant field (e.g. youth work, business operations, education, community development, social care, or similar)
- Minimum of 3-5 years’ experience in a relevant role involving partnerships, programme development, or service delivery
- Experience of managing or leading teams, including line management or supervision
- Experience of working with children, young people, or adults, particularly those with SEMH and/or SEND needs
- Experience of building and managing partnerships with external agencies
- Experience of contributing to or leading funding applications, bids, or commissioned services

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- Experience of developing or expanding services, projects, or programmes
- Experience of multi-agency working and understanding of systems supporting young people (e.g. education, safeguarding, early help)

Skills & Competencies

- Strong relationship-building skills, with the ability to engage and influence a wide range of stakeholders
- Ability to identify opportunities for growth, development, and partnership working
- Ability to influence and negotiate with senior stakeholders (e.g. school leaders, commissioners)
- Strong written skills, including the ability to contribute to funding applications, reports, and proposals
- Ability to think strategically while also delivering operationally
- Strong organisational skills, with the ability to manage multiple priorities and projects
- Ability to analyse data, identify trends, and use insight to inform decision-making
- Confidence in presenting, networking, and representing an organisation externally
- Ability to work collaboratively across teams and functions
- Strong problem-solving skills and ability to adapt to new and changing environments

Knowledge

- Understanding of SEMH and SEND needs and how these impact children and young people
- Knowledge of safeguarding, child protection, and relevant legislation
- Understanding of the education system and the challenges faced by schools and families
- Awareness of funding environments, commissioning processes, and partnership working in the voluntary/public sector
- Understanding of community engagement and barriers to access for families

Attributes

- Proactive and self-motivated, with a strong sense of ownership and accountability
- Confident and resilient, able to work in new environments and build relationships quickly
- Strong communication skills, with the ability to adapt approach to different audiences
- Collaborative and team-oriented, with a commitment to shared goals
- Passionate about improving outcomes for children, young people, and families
- Committed to F4YP's values and mission

Additional Requirements

- Full, clean UK driving licence and access to a vehicle for travel across regions

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- Ability to travel regularly across Bedfordshire and surrounding counties (e.g. Luton, Hertfordshire, Cambridgeshire)
- Willingness to work flexibly, including occasional evenings and events
- Enhanced DBS check (or willingness to obtain)
- Commitment to equality, diversity, and inclusion
- Commitment to on going training including Team Teach and First Aid