



YMCA HUMBER

Business Development & Marketing Officer

Belong. Contribute. Thrive

Welcome

Every day, our teams do important work that makes a real difference and we want to make sure the right people know about it, understand it and want to be part of it. At YMCA Humber, we believe in creating opportunities that help people and communities Belong. Contribute. Thrive; three ideas which sit at the heart of everything we do.

Belong

You will tell authentic stories that build trust, connection and a sense of belonging, allowing people to see themselves in our stories.

Contribute

You will help turn that connection into action, creating communications that encourage people and organisations to get involved.

Thrive

You will help us demonstrate what changes because of our work, using evidence, stories and impact to create new opportunities.

Help us turn great work into great opportunities:

We are looking for a Business Development & Marketing Officer to join our growing Marketing, Communications & Engagement team. This is a role for someone who enjoys words, ideas, research and making connections; someone who can take information, find what really matters and turn it into something clear, engaging and persuasive.

You will work closely with our Business Development & Marketing Specialist, supporting funding bids, proposals, partnership opportunities, campaigns, research and targeted communications. Working with colleagues across YMCA Humber you will gain an understanding of our services, and have the ability to find great stories and gather the evidence that helps us show our impact.

You don't need years of experience - this is a deliberately junior and developmental role, as we are much more interested in your potential, writing ability, curiosity and willingness to learn.

As your confidence and skills grow, so will your responsibility giving you the opportunity to take ownership of your own projects and play an increasingly important role in helping YMCA Humber create new opportunities and greater impact.

Contract Type :	Part Time : Permanent Contract
Hourly Rate :	£15,121.00 per annum (based upon £14.50 per hour)
Hours per Week :	20 hours per week : Flexible hours to meet needs of the business

Make the Case

Tell the Story

Create Impact

This isn't simply a role where you will spend your days churning out content. You will be helping us find opportunities, win support and tell stories that make people care.

You will research funders, businesses, partners and emerging opportunities, turning what you find into ideas, proposals and communications that can lead to real action.

One day you may be researching a new funding opportunity the next, you could be turning data into a compelling case study, helping shape and bring a campaign to life.

Turn ideas

into opportunities

You will help us understand what's happening around YMCA Humber and, more importantly, spot the opportunities to turn insight into action.

You will have the skills to delve into what matters to different audiences, spot information that could help us grow; whilst turning each opportunity into something tangible, be that a funding bid, proposal, partnership idea, campaign or compelling case for support.



Seek out the stories

that others might miss

There are the most brilliant stories happening across YMCA Humber every single day and your job is to find them.

Working across the organisation to uncover stories, experiences and examples of impact you will have the skills and adaptability to turn stories into a case studies, campaigns, articles and stakeholder communications.

The magic will be in bringing people, stories and evidence together, showcasing what matters, and enhancing our presence in the local area.

Write with

purpose

Great writing is never just about sounding good, it is about getting somewhere.

You will create communications designed to achieve something, whether that's securing funding, opening a new partnership, increasing participation, building awareness or showing someone the difference YMCA Humber makes.

You will write for funders, businesses, partners, communities and supporters, adapting your voice and approach to each individual audience.



Grow your skills. Grow with us.

You do not need to arrive knowing everything about fundraising, business development or charity marketing. What matters is that you are curious, willing to learn and excited by the opportunity.

You will work alongside our Business Development & Marketing Specialist, gaining hands-on experience across research, bids, proposals, communications and marketing; and, as your confidence grows, so will your responsibility, taking ownership of smaller funding opportunities and campaigns; developing your own proposals, research and business development projects.

Is this you ?

Someone who is curious, creative and brilliant with the written word

Someone who can take a blank page and know where to start

Someone who enjoys digging into an unfamiliar subject

Someone who can cut through the detail, making stories engaging to others



You will have excellent written English, strong copywriting instincts and a natural ability to connect with different audiences, know that writing for a funder is different from writing for a business, a community or a colleague and have the confidence to adapt your tone and style to suit. As someone who is detail-focused and organised, you will know how to bring ideas to life, and be able to find a fresh angle, tell a compelling story and create content that makes people stop scrolling.

Experience in marketing, communications, journalism, fundraising, bid writing or the charity sector is useful, but it is not essential. We are more interested in what you can do, how you think and how much you want to learn in this exciting new role.

Maybe you have worked in communications before. Maybe you have built these skills somewhere completely different. Either way, if you are curious, creative, organised and good at finding the story in the detail, we would love to hear from you.

This role is about helping YMCA Humber turn its work into new opportunities. You will identify the right opportunities, understand what matters to funders and partners, and turn that into clear, compelling bids and communications.

You will bring our work to life through stories that show the difference YMCA Humber makes and help the right people understand why it matters. But most importantly, you will see the impact of your work beyond the page; helping secure funding, build new relationships, strengthen partnerships and reach more people.

The Business Development and Marketing Officer role is for someone who wants their words to do more than fill a page, it is for someone who wants to help make things happen.

YMCA HUMBER *Benefits that support you*



We offer a supportive, inclusive workplace where you can make a real difference. You'll benefit from training and development opportunities, regular support, a positive work-life balance, and access to wellbeing support all within a values-driven organisation that values its people.

Tell us why you're the one.

We are not looking for a traditional covering letter.
Instead, send us your full CV along with a marketing statement of no more than 200 words telling us why you're the perfect person for the role.

Tell us what makes you tick, what you will bring to the team, and why your experience, skills and personality make you a great fit

Be creative. Be memorable. Be you.

We will always read the CV for the facts
So this is your opportunity to tell us the story behind them.

Submit your CV and 200 Word Statement before the closing date to :

Ceinwen Fews : People and Policy Manager
e-mail : ceinwen.fews@ymca-humber.com

Equality, Diversity and Inclusion Statement

Individuals with different cultures, perspectives and experiences are at the heart of the what YMCA Humber operates, and whilst our core values of 'protect, trust, hope and persevere' are based upon Christian principles, our desire and aim is to recruit, develop and retain the most talented people, irrespective of background, making best use of their talents.

YMCA Humber is committed to building inclusive, resilient communities.
We welcome applications from all backgrounds and life experiences.