Blackpool and the Fylde Coast's
Leading Youth Work Charity



EXPERIENCE LEAD

Candidate Information Pack

ROLE PROFILE: EXPERIENCE LEAD

Salary: £30,000 - £34,000

Team: Promise

Reporting to: Head of Promise

Location: The Boathouse Youth, Blackpool & Fylde Coast

ABOUT THE BOATHOUSE YOUTH

Our work is underpinned by four organisational values:

Love. Respect. Agency. Responsibility.

By 2030, our ambition is to enable 5,000 young people to participate in high-quality, effective youth work across The Boathouse Youth network.

The Boathouse Youth exists to ensure that Blackpool and the Fylde Coast is a place where young people are leading their best lives.

Our mission is to create a world-class youth work infrastructure across Blackpool and the Fylde Coast.

Our 2025–2030 strategy, **Young People: Front & Centre**, is built around four interconnected pillars:

- PEOPLE
- PLACE
- PROMISE
- PROGRAMME

ABOUT THE ROLE

The Experience Lead will help shape how people experience The Boathouse Youth.

That might be a young person celebrating an achievement, a business attending one of our events, a funder visiting one of our centres for the first time, a partner joining us for a showcase or somebody simply walking through the doors of The BHY.

We want those experiences to feel welcoming, thoughtful, professional and unmistakably us. The Experience Lead will plan and deliver brilliant events and experiences, build relationships with businesses and supporters, secure sponsorship and other support to make sure our events are successful. But this is not simply an event's role.

The Experience Lead will also think about the wider experience of The BHY including how visitors are welcomed, how our spaces are presented, how important moments are celebrated and how we make people feel when they engage with us.

We are looking for somebody who notices the details, enjoys bringing people together and can turn a good idea into something people remember.

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KEY RESPONSIBILITIES

Creating Great Experiences

- Think creatively about how The BHY can create **memorable experiences** for key stakeholders including young people, staff, supporters, partners and visitors.
- **Bring consistency** to how people experience The BHY across events, visits, celebrations and other key moments.
- Pay attention to the **small details** that influence how people feel about and remember the organisation.
- Work with colleagues across The BHY to make sure the experience we create **reflects our values, personality and ambitions**.
- Look for ways to **continuously improve** the experience people have when they engage with us.

Events

- Lead the **planning and delivery** of BHY events from initial idea through to delivery and evaluation.
- Develop events that support The BHY's **fundraising, profile, relationships** and wider organisational priorities.
- Coordinate **venues, suppliers, guests, logistics, schedules and budgets**.
- Deliver **fundraising events, celebrations** and other significant BHY moments.
- Make sure every event has a **clear purpose** and delivers against agreed outcomes.
- Manage event budgets **effectively and responsibly**.
- Gather feedback and use learning to **continually improve** future events.
- Keep a **forward programme** of events and key organisational moments.

Business Engagement & Event Sales

A key part of this role is making sure our events are not only brilliant, but **well attended and financially successful**.

The Experience Lead will:

- Actively **promote and sell** tickets, tables and event packages.
- Build relationships with businesses and organisations across Lancashire with a focus on **Blackpool and the Fylde Coast**.
- Develop and maintain a **pipeline** of prospective attendees, sponsors and supporters.
- Confidently **approach businesses** and invite them to engage with The BHY.
- **Follow up leads** consistently and turn conversations into bookings and support.
- Build relationships **beyond individual events** rather than treating attendance as a one-off transaction.
- Monitor event bookings and sales **against agreed targets**.
- Work closely with colleagues responsible for Stories and Communications to develop **campaigns that turn interest into bookings**.

We need somebody who is comfortable **walking into a room where they know nobody**, starting conversations and creating opportunities.

KEY RESPONSIBILITIES

Sponsorship & Corporate Support

- Identify opportunities for businesses to **sponsor** The BHY events and get involved in our experiences.
- Develop sponsorship opportunities alongside the **Head of Promise**.
- Approach organisations for **prizes, products, services** and other forms of in-kind support.
- Build relationships alongside the Head of Promise, with businesses that may want to develop a **longer-term connection** with The BHY.
- Make sure agreed **recognition and benefits** are delivered.
- Identify opportunities to turn event attendees into **repeat supporters, partners or advocates** for The BHY.

Visitor Experience

- Help create a **consistently high-quality experience** for people visiting The BHY.
- Work with colleagues to ensure our centres and spaces are **presented well** when hosting visitors.
- Think about the **journey** somebody has from their first invitation or contact through to their visit and follow-up afterwards.
- Help make sure visitors leave understanding **who The BHY is, what we do and why it matters**.

Celebrations & Important Moments

- Help The BHY **celebrate the achievements** of young people and staff.
- Support **awards, milestones** and other important occasions where necessary.
- Think creatively about how we **recognise people** and make achievements feel meaningful.
- Support internal events and experiences that strengthen **connection and belonging** across the organisation.
- Help make sure **young people are at the heart** of celebrations relating to their achievements and experiences.

Relationships & Networking

- Represent The BHY at **local networking and business events**.
- Build **genuine relationships** with businesses, partners and supporters.
- Identify people and organisations who may want to **become more involved** with The BHY.
- Support the Head of Promise in developing The BHY's **wider network**.
- Identify opportunities to **introduce new people and organisations** to The BHY.
- Be a **confident and positive ambassador** for the organisation.

WORKING ACROSS OUR FOUR Ps

Although the Experience Lead sits within **Promise**, the role will work across the whole organisation.

PEOPLE

The Experience Lead will help create positive experiences for staff, volunteers, young people and supporters. This will include:

- **Recognising and celebrating** staff achievements.
- Supporting **internal events, awards and important milestones**.
- Helping people feel **welcomed, valued and connected** to The BHY.
- Working with colleagues to create experiences that **reflect our values and culture**.

The role will work closely with the People Pillar where events or experiences involve staff, wellbeing, recognition or organisational culture.

PLACES

Our centres and physical spaces are a huge part of how people experience The BHY. The Experience Lead will work alongside the Places Pillar to:

- Help make sure visitors receive a **warm and consistent welcome**
- Support the **presentation of spaces** for visits, events and special occasions
- Consider how **signage, displays, hospitality** and other details contribute to the BHY experience
- Make sure events and experiences are **practical and appropriately supported** within our buildings and spaces

Responsibility for buildings, facilities and operational management remains with the Places team.

PROGRAMME

Our programmes create many of the stories, achievements and moments that we want people to experience and understand. The Experience Lead will work alongside the Programme Pillar to:

- **Showcase the impact** of our youth work
- **Recognise and celebrate** young people's achievements, alongside centre managers and the programming team
- Support **celebrations, awards and programme launches**
- Create opportunities for **partners, funders and supporters** to experience our work first hand
- **Involve young people** appropriately, e.g. speaking at events, hosting tours and planning elements
- Bring work across our centres and projects to **wider audiences**

Responsibility for the quality and delivery of youth work remains with the Programme team.

PROMISE

This is where the role is based. The Experience Lead will help deliver our Promise by strengthening how people connect with, experience and support The BHY. They will:

- Create **events and experiences** that bring our work to life
- Build relationships with **businesses, partners and supporters**
- Generate income through **ticket sales, sponsorship and corporate engagement**
- Support **visits** from funders, partners and other external stakeholders
- Work closely with the **Story Lead** to make sure what we say about The BHY matches what people experience
- Help turn one-off interactions into **longer-term relationships** and support
- Strengthen The BHY's **reputation and visibility**

The Experience Lead will play an important role in ensuring that **what we deliver, what we say and how people experience The BHY all connect**.

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PERSON SPECIFICATION

Essential

- A **Level 4 qualification or above** in Events, Marketing, Business, Hospitality, Sales, Fundraising or another relevant discipline.
- A minimum of **3 years' relevant experience** in events, hospitality, sales, fundraising, business engagement or a similar role.
- Demonstrable experience of **independently planning and delivering events or experiences** from concept through to completion.
- Experience of **building external relationships** and generating bookings, sales, sponsorship or other commercial/supporter engagement.
- Excellent standard of **written and verbal communication**.
- Proficient use of **CRM or event-booking systems**.

Candidates should be able to demonstrate experience of:

- Taking responsibility for **logistics, budgets, suppliers and delivery**.
- **Proactively generating leads** or new opportunities.
- **Networking** and representing an organisation externally.
- Delivering a **high-quality customer, guest or visitor experience**.
- **Managing multiple projects** or priorities at the same time.
- Working to deadlines and **adapting when circumstances change**.
- Working collaboratively with **communications, marketing or creative** colleagues.

Desirable

It would be particularly useful if candidates have experience of:

- **Fundraising events**
- **Securing sponsorship**
- **Corporate partnerships**
- **Generating income** through events or relationships
- Securing **prizes, products or in-kind support**
- Working within a **charity, youth, voluntary or community** organisation
- **Involving young people** in events or experiences
- Developing **customer or visitor experiences**
- An existing **business or community network across Lancashire**, with a particular focus on Blackpool and the Fylde Coast

PERSON SPECIFICATION

Skills & Attributes

We are looking for somebody who:

- **Notices the details** other people might miss and has a strong attention to detail.
- Understands that **how people feel matters**.
- Is naturally **warm, welcoming** and good with people.
- Is **confident meeting new people** and can walk into a room where they know nobody and start conversations.
- Builds **genuine relationships** rather than simply collecting contacts.
- Is comfortable **negotiating** about prices, money, sponsorship and sales.
- Isn't afraid to **ask for support**.
- Is **highly organised** and can manage competing priorities.
- Is **creative and full of ideas** and can turn an idea into something real.
- Maintains **high standards**.
- Can work independently, **use initiative and take ownership**.
- Understands the **importance of reputation**.
- Can **communicate confidently** with people at all levels.
- **Cares about Blackpool and the Fylde Coast** and the opportunities available to young people.
- Understands and demonstrates The BHY's values of **Agency, Love, Respect and Responsibility**.

Additional Requirements

The successful candidate will be expected to:

- Work flexibly in line with the needs of the role, including **regular evening and weekend working** where required for events, visits, networking opportunities and other key organisational activity.
- Travel between BHY locations and attend external events and meetings.
- Be willing and able to travel as required, including **occasional travel to London** and other parts of the UK for events, meetings, conferences and external opportunities.
- Complete an **enhanced DBS check**.
- Comply with BHY policies, procedures and **safeguarding expectations**.
- Undertake other reasonable duties appropriate to the level and nature of the role.

SUCCESS & VALUES

What Success Looks Like

We want the Experience Lead to have a **visible and measurable impact** on how people engage with The BHY.

Success will be measured through agreed KPIs and outcomes, including:

- **Event attendance** and achievement of agreed ticket and table sales targets.
- Events achieving agreed **financial and engagement targets**.
- Growth in **income** generated through ticket sales, sponsorship and event activity.
- Growth in the **number of businesses** engaging with The BHY.
- Increase in **sponsorship and in-kind support** secured.
- **Repeat attendance and support** from businesses and partners.
- New relationships developing **beyond a single event** or interaction.
- Positive **visitor, partner and attendee feedback**.
- Events being delivered to a **high standard and within agreed budgets**.
- Visitors leaving with a **strong understanding** of The BHY and our work.
- Funders, partners and supporters feeling **welcomed, valued and connected** to the organisation.
- **Young people's achievements** being properly recognised and celebrated.
- **Staff and organisational milestones** being celebrated well.
- The BHY's events, spaces and experiences feeling **consistent and recognisably ours**.

Specific targets will be agreed with the Head of Promise and reviewed regularly.

Alongside these measurable outcomes, success will also mean that the experience somebody has of The BHY reflects the organisation we want to be, and that **people don't simply attend something organised by The BHY, they remember how it made them feel**.

Our Values

Everyone working at The Boathouse Youth is expected to demonstrate our values in the way they work.

- **Agency** – We believe young people should have a voice, make choices and play an active role in shaping their lives and communities.
- **Love** – We care deeply about young people, our communities and each other.
- **Respect** – We value people, listen well and treat others with dignity.
- **Responsibility** – We take ownership, keep our promises and understand the part we play in making The BHY the best it can be.

BEING PART OF THE BHY

Being Part of The BHY

The Experience Lead will be expected to **fully immerse themselves in life at The BHY**.

That means spending time across our centres, getting to know our teams and young people, attending activities and events, and developing a genuine understanding of how our work feels in practice.

We are looking for somebody who is willing to **get stuck in** and be part of the wider life of the charity, not somebody who only engages with The BHY through events and external relationships. Their ability to create brilliant experiences for others will depend on understanding The BHY for themselves.

Ultimately, we want people who engage with The BHY to **experience it, understand it, remember it and want to be part of it**, and the Experience Lead will play a key role in making that happen.

Safeguarding

The Boathouse Youth is committed to safeguarding and promoting the **welfare of children and young people**.

Appointment will be subject to appropriate **safer recruitment checks**, including an **Enhanced DBS check** and satisfactory references.

Equality, Diversity and Inclusion

The Boathouse Youth is committed to creating an organisation in which young people, staff and volunteers feel **respected, valued and able to participate fully**.



WHY WORK ON THE FYLDE COAST?

A Great Place to Work. An Even Better Place to Live.

Make a difference in young people's lives while enjoying the very best of coastal living! The Fylde Coast offers the perfect blend of rewarding career opportunities, beautiful surroundings and a fantastic quality of life. From the vibrant energy of Blackpool to the picturesque charm of Lytham St Annes, it's a wonderful place to put down roots, build your career and enjoy a work-life balance!

Why choose the Fylde Coast?

Coastal living at its best – Enjoy miles of sandy beaches, spectacular sunsets and refreshing seaside walks.

The best of both worlds – From Blackpool's lively promenade to the beautiful open spaces of Lytham Green and the Ribble Estuary.

A place to call home – A range of welcoming communities, housing options and family-friendly neighbourhoods.

Well connected – Convenient links to Preston, Manchester, Liverpool and the wider North West.

A career with purpose – Join The Boathouse Youth and make a lasting difference to children, young people and local communities.

Your next chapter could start right here on the Fylde Coast!



Blackpool Promenade – iconic seaside attractions and vibrant coastal living.



Lytham Green – beautiful open spaces, coastal scenery and a relaxed lifestyle.

HOW TO APPLY

How do we turn an ambitious programme strategy into consistently excellent experiences for young people?

If this sounds like a role for you, please send your CV and covering letter - addressing the four areas below - to info@thebhy.co.uk

Your Covering Letter

As part of your application for the Experience Lead role, please submit a covering letter explaining why you are interested in the position and how your skills and experience make you suitable.

Please address the following four areas, using specific examples that demonstrate your contribution and achievements:

1. Leadership and team support:

Your experience of leading and supporting colleagues, sharing expertise, providing guidance and feedback, and creating an inclusive and supportive working environment.

2. Planning and delivery:

Your ability to organise and lead work within your area of responsibility, manage competing demands, maintain quality, and contribute to programme objectives and positive outcomes.

3. Collaborative working and communication:

Your experience of building effective relationships with colleagues, partners, and stakeholders, communicating clearly, resolving issues, and supporting joined-up working.

4. Problem-solving and improvement:

Your experience of using professional judgement to address challenges, identifying and escalating risks, making effective use of resources, and using evidence and feedback to improve practice and delivery.

Your covering letter should also clearly demonstrate how you meet the requirements set out in the job description and person specification.

Shortlisted candidates will be invited to a group tour and informal chat ahead of interview.

*Please email any enquiries to **info@thebhy.co.uk** or tel: **01253 804 904***