



CANDIDATE PACK

**AdoptionUK**  
Together we're family

## Message from our Chief Executive



Dear Candidate,

Thank you for your interest in the role of Fundraising Manager at Adoption UK.

We are delighted you have chosen to explore a career with us, and I hope that the information in this candidate pack is valuable in your application.

Adoption UK's vision is for an equal chance of a bright future for every child unable to live with their birth parents, and we are the leading charity providing connection, support and advocacy for adoptive families.

Created in 1971; we provide a strong supportive community and the largest voice of adoption in the UK. Our community is connected by the need to understand the challenges of adoptive and kinship families and to celebrate the rewards together. Our services are unique because they are developed by, for and with adoptive families and adopted people.

We offer hope and understanding by providing vital support, training, community, and voice to all those involved in adoption, including prospective adopters, adoptive families, adopted young people and adults, and professionals. We are increasingly working to support kinship care families.

We campaign tirelessly to ensure that adoptive and kinship families receive the support they need to thrive. Our best advocates are parents, adopted people and the professionals who support them, and we ensure their voices are heard by policy and practice decision makers.

Within this pack you will find the following:

- Our values and purpose
- Our benefits
- The application process
- The role profile for the position you are interested in.

I would also encourage you to visit us on the following platforms:

- Website: [Adoption UK Charity](#)
- YouTube: [Adoption UK - YouTube](#)
- Facebook: [\(6\) Adoption UK | Facebook](#)
- Twitter: [Adoption UK \(@AdoptionUK\) / Twitter](#)

I wish you every success in your application.

Emily Frith

CEO

## Our Purpose

To secure the right support at the right time for the children at the heart of every adoptive and kinship care family.

## Our Vision

An equal chance of a brighter future for every child unable to live with their birth parents.

## Our Values

### We are Open

- We champion every adoptive and kinship care family – we value diversity, equality and inclusion.
- We're honest about the realities of adoption and kinship care, and about what needs to change.
- We work constructively with others – we stand up for great ideas, good decisions and excellent support for families.

### We are Stronger Together

- We pioneer peer support in adoption and kinship care.
- We enable families to build, and draw strength from, their networks.
- We work with families to build an expert case for better support.

### We are Determined

- We won't stop until every adoptive and kinship care family has what they need to thrive.
- We will empower every adoptive and kinship care family to ask for, and get, what they need.
- Together, our community is a powerful force for change in the lives of the children we love.

## Our Mission

In pursuit of our mission we:

Provide peer to peer support through our online information, message boards, helpline and different levels of individual support, depending on need. All those providing this support communicate from their lived experience of adoption and/or professional expertise.

Influence decision makers through the knowledge and experience of our members and the wider adoption and long-term fostering communities. We carry out research, develop case studies and contribute to empirical evidence of what it is like to be an adopter or long-term carer of a child who is

unable to live with their birth family in the 21st century.

Provide training and publications that set out to inform adopters, carers and professionals alike of the neurological and psychological effects of early childhood trauma and attachment difficulties. Adoption UK helps parents and carers to transform the lives of children, so that they can better overcome and come to terms with what has happened in their lives.

## Our Strengths

### Empowering

We seek to empower the adoptive and kinship care families and individuals we exist to support. We want to equip those who wish for it with the knowledge, support and resources they need to secure the best for themselves and their families.

### Lived experience

90% of our staff, volunteers and trustees are personally connected with adoption and kinship care, as adopters, carers or as adopted people. We draw our expertise from the heart of the community we serve to bring the lived experience of adoption and kinship care into every part of our work

### Four Nations

We work across the whole of the UK. We have national teams in each country and tailor our programmes to take opportunities and address priorities in each nation. We align our work to make sure that our collective resources, insights and experiences combine to help adoptive and kinship families thrive, wherever they are.

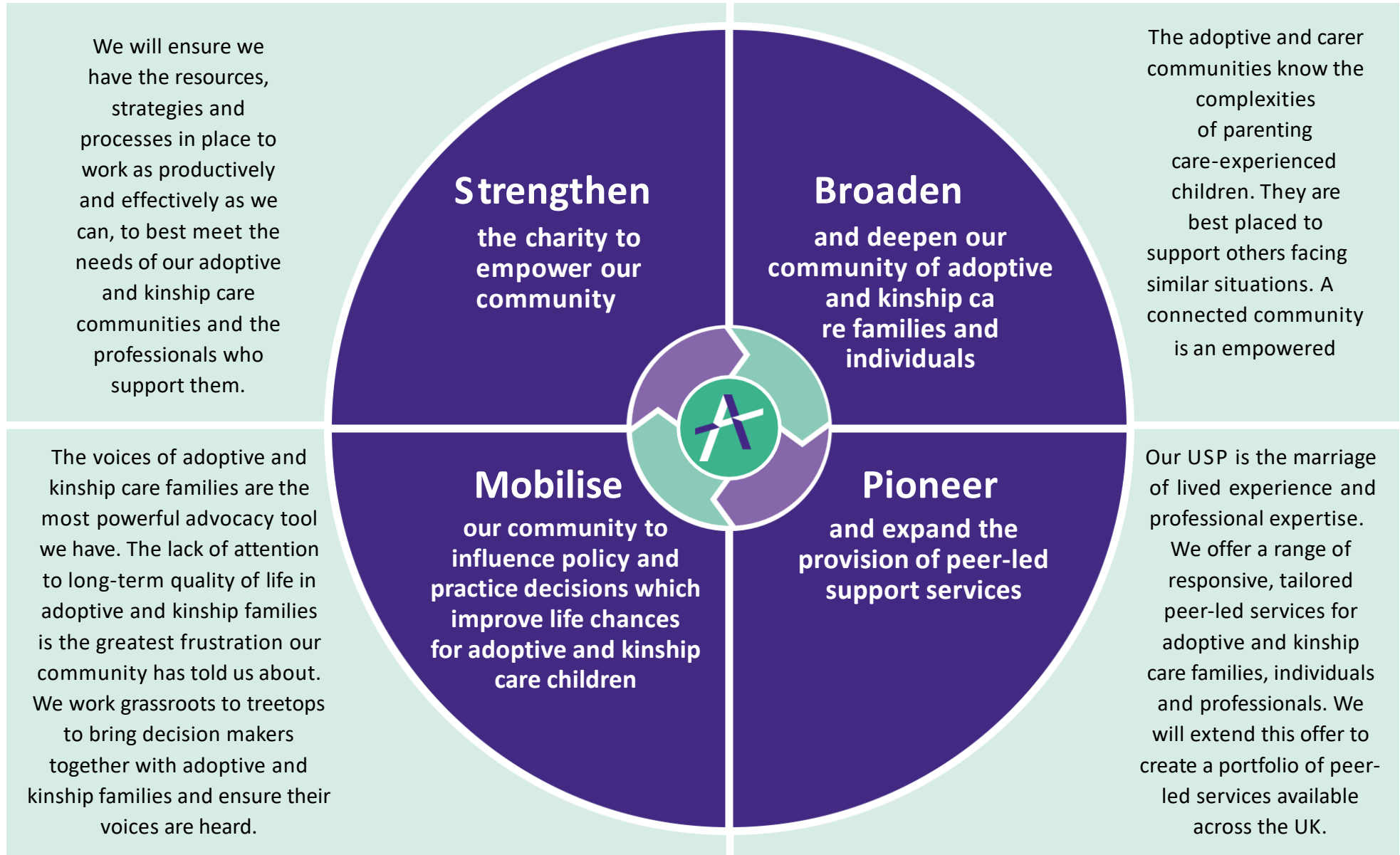
### Equality, diversity and inclusion

We are committed to inclusion across our staff, volunteer and membership bodies. We are working proactively to enhance an organisation culture which celebrates the diversity of the adoptive and kinship community. We want to ensure that everyone we work with feels respected and supported, independently of race, sexual orientation, gender, language or ability.

### Partnerships

We value partnership. We know that priorities for adoption and kinship care families affect many other communities, and we can often achieve more for our community by making common cause with organisations and individuals which share our values

# Empowering our community



## ROLE PROFILE

<b>JOB TITLE:</b>	<b>Fundraising Manager</b>
<b>RESPONSIBLE TO:</b>	<b>Head of Partnerships</b>
<b>LOCATION:</b>	<b>Home based</b>
<b>DURATION:</b>	<b>Full-time - Permanent</b>
<b>SALARY/GRADE:</b>	<b>6.1, £32,859.00</b>

### KEY WORKING RELATIONSHIPS

- Chief Operating Officer
- Head of Partnerships
- Trusts and Foundations Manager
- Nation Directors
- Membership Team and Public Affairs and Communications Team
- Major Donors and corporate partnerships

### ABOUT YOU

Are you an energetic multi-tasker with the passion, skills and experience to make an immediate impact on our community fundraising, regular donors and high net-worth individual income generating activities? Are you a self-starter and team player, accustomed to rolling your sleeves up to get the job done? Are you looking for a role to stretch you and are keen to take on a more strategic and project management role?

### PURPOSE OF THE ROLE

The Fundraising Manager will be responsible for growing income from our community fundraising and major donor relationships, so that an even greater impact can be made on adopted young people and their families. You will lead on all community fundraising initiatives, including appeals, fundraising campaigns, and external challenge events. You will drive innovation in our approach to fundraising. In addition, you will work closely with the Head of Partnerships and Senior Leadership Team to help us secure and manage all key fundraising relationships with major donors.

### MAIN DUTIES AND RESPONSIBILITIES

- Supported by the Head of Partnerships and Senior Leadership team, take ownership of developing, delivering and monitoring fundraising events and activities in line with our fundraising strategy
- Manage existing and develop new innovative fundraising campaigns and activities to engage new and existing supporters & donors including legacies, external challenge events, digital fundraising campaigns, community activities, and large-scale events.
- Work with the team marketing lead to create compelling copy to promote events and help recruit supporters and donors.
- Work with all Adoption UK teams to support local fundraising activities in each of the four nations including membership and community teams

- Create and manage a volunteer fundraising programme to support more community fundraising across the organisation, including volunteer fundraiser recruitment.
- Analyse and report on the success of campaigns and programmes.

### Person Specification criteria

<b>Knowledge And Experience</b>	<ul style="list-style-type: none"> <li>• Experience of a fundraising, marketing, or event management role (E)</li> <li>• Experience of delivering multiple projects on time and to budget (E)</li> <li>• Experience of managing compelling, successful appeals (E)</li> <li>• Experience of managing multiple stakeholders including individual fundraisers, High net worth individuals(E)</li> </ul>
<b>Qualifications and Education</b>	<ul style="list-style-type: none"> <li>• Professional fundraising qualifications (D)</li> <li>• Marketing qualifications (D)</li> <li>• Event Management qualifications (D)</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Delivers high quality work with minimal supervision and direction (E)</li> <li>• Able to demonstrate excellent written and verbal communication skills, be competent with Microsoft Office (E)</li> <li>• An exceptional administrator and coordinator with excellent organisation and writing skills (E)</li> <li>• Communicate, engage and secure positive external relationships with stakeholders and supporters (E)</li> <li>• Has the capacity to deal with complex issues and is good at problem solving (D)</li> <li>• Self-starter, used to working to deadlines and delivering against KPIs (D)</li> <li>• Able to work communicate and engage with internal senior stakeholders effectively</li> </ul>
<b>Accountability</b>	<ul style="list-style-type: none"> <li>• Developing fundraising opportunities (E)</li> <li>• Event administration (D)</li> <li>• Stewardship and relationship management (E)</li> <li>• Contribute to departmental strategic goals, in liaison with the Chief Operating Officer, Head of Partnerships and Trusts and Foundations Manager (E)</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Takes pride in Adoption UK and promotes its values and mission in all interactions with external stakeholders.</li> <li>• Demonstrates commitment to equality, diversity and inclusion in all aspects of role at all times.</li> <li>• Contributes to an open and honest culture</li> <li>• Encourages challenge and creativity, transparency and consistency.</li> <li>• Leads by example.</li> <li>• Offers outstanding service to members.</li> <li>• Promotes cross functional team working, sharing skills and knowledge</li> <li>• Communicates clearly, seeking clarity when unclear and valuing the opinion of others.</li> <li>• Valuing the opinion of other. Treating colleagues and other stakeholders with respect.</li> <li>• Takes pride in own development, committed to achieving high standards and agreed objectives.</li> </ul>

This role profile is a guide to the nature of the work required and may involve other such duties as deemed necessary by the Organisation. It is not wholly comprehensive or restrictive. The role profile will be reviewed with the post-holder at significant points for the Organisation. Postholder is expected to abide by all organisational policies, codes of conduct and practice, and to work within a framework of equal opportunities and anti-discriminatory practice.

### The Application Process

## Application Stage

Applications should be made via our website: <https://www.adoptionuk.org/jobs-page>. Please click on the role you are interested in and download the Role Profile, Application Form and Diversity Monitoring Form BEFORE clicking on apply. Once you have clicked apply you will be asked to complete your name and contact details. You will be able to attach the Application Form, Diversity form and a covering note on the next page.

The Application Form must be completed in full, giving details for all employment (voluntary and paid), training, and any gaps in employment, however small, such as a university gap year, a period of unemployment or if you have travelled abroad. The supporting statement is an instrumental part of the application and shortlisting process so please give as much detail as possible, reasons for applying and information on how your experience, knowledge, skills, and abilities for the role.

Please also give any dates you will not be available or might have difficulty with the indicative timetable below.

In accordance with the Data Protection Act, the information you provide in your application, and in any accompanying papers, will be used to assess your suitability for the post advertised. It will not be released to anyone who does not require it for this purpose. If you are employed, this information will form the basis of your employment file within Adoption UK, otherwise it will be destroyed six months after the post is filled. To read our Privacy Policy in detail please click [here](#).

If you require any adjustments in order to complete the application form or if you wish to receive the application form in an alternative format, please email [peopleservices@adoptionuk.org.uk](mailto:peopleservices@adoptionuk.org.uk) or telephone 01295 752253. If you have an agency or educational contact who you wish to be involved in your application, please provide us with their details and explain to what degree you wish them to be involved.

### Diversity and Equality Monitoring

Adoption UK is committed to eliminating discrimination and encouraging diversity amongst the workforce. We ensure that our methods of selection are fair and that they are solely based on merit, objective role related and ability to do the role.

We are obliged to ask you to complete the Diversity Monitoring Form, but you are not obliged to complete it. The intention of monitoring is to identify if there are difference success rates, which will allow us to take action to ensure that no group is treated unfairly.

The data will only be used for general statistical and monitoring purposes. The data will be kept separately from your application and will not be used in assessing information on your application form

If you are happy to complete the form, please email the form to [peopleservices@adoptionuk.org.uk](mailto:peopleservices@adoptionuk.org.uk). [Please do not attach it to your online application.](#)

### Keeping in touch

We will stay in touch with you by email during the recruitment process. Please check your emails regularly, including your junk folder, so you don't miss a message from us. However, we may need to call you so please ensure there is at least one contact number provided on the application form.

### Shortlisting

Shortlisting is usually carried out within 10 working days of the closing date, and you should be notified of an outcome within fifteen working days of the closing date.

The panel will shortlist based on those applicants who best meet the criteria for the role.

## Interview Process

Interviews will either be face to face or by video conferencing. You will be asked a number of competency questions and for some roles you may be asked to undertake assessments tasks, which could include a presentation, data, or job specific selection tasks.

If you have a disability which may affect your application or interview, please let us know of any additional arrangements you require. People conducting your interview may not have had an experience with your

disability, so please ensure you have explained all of your requirements, even ones which may seem obvious.

## After your interview

We aim to let you know the outcome of your interview as quickly as possible by telephone/email, followed with a conditional offer to the successful candidate(s).

If you are not successful and would like some feedback, please email [peopleservices@adoptionuk.org.uk](mailto:peopleservices@adoptionuk.org.uk)

## Pre-employment checks

If you are successful, we will contact you for the following information:

- Proof of eligibility to work in the UK (we don't support sponsorship requests)
- Proof of address
- References
- Criminal record
- An overseas police check (If you are not currently living in the UK or have spent significant time overseas)
- Verification of your qualifications and registration with relevant professional bodies, if required for the role

You will receive an email with a link to Checks Direct to complete the registration. Please ensure this is completed as soon as possible to avoid any delays.

If you are on the DBS Update Service we will seek your authorisation to view your information on the website. We will also need to see a copy of your DBS certificate.

For Scotland you will be required to have an appropriate PVG

Please note that carrying out these checks may take some time, and we cannot offer you a start date until they are complete.

## References

If you are successful we will contact you for two referees. One reference must be from your most recent employer or education establishment. The second reference may be from a previous employer or a professional character reference. We cannot accept references from a family member.

## Probation Period

For successful candidates it is the policy of Adoption UK to operate a probationary period. This is usually six months.

## Timetable:

The closing date for this role is Monday 4<sup>th</sup> November 2024. However, Adoption UK reserves the right to end the application period sooner so we would recommend you complete the application form as soon as possible,

The date(s) scheduled for interviews will be Monday 11<sup>th</sup> November. These dates may be subject to change and applications will be advised in advance should this happen.

## Queries:

If you have any queries on any aspect of the recruitment process please contact People Services either by email [peopleservices@adoptionuk.org.uk](mailto:peopleservices@adoptionuk.org.uk) or telephone 01295 752253.

If you would like additional information or wish to have an informal discussion about the role, please contact [peopleservices@adoptionuk.org.uk](mailto:peopleservices@adoptionuk.org.uk).

Adoption UK positively embraces flexible working recognising that employees may wish to balance work and family/home life.

We are committed to safeguarding and promoting the welfare of children and young people and expects everyone working with us to share this commitment.

## FAQ



### Why do you need to check my eligibility to work in the UK?

In order to comply with legislation, all employers in the UK are required to make basic document checks on every person they tend to employ for paid or unpaid work. We have to ask all applicants who are offered a role to provide proof that they can be legally offered unpaid work in the UK. If we do not see satisfactory documentation, the opportunity to volunteer may be withdrawn or terminated.

### Why do I need a DBS before I can work for Adoption UK?

It is standard practice for anyone working in the charity sector to have an enhanced DBS or PVG in place if they are going to be working with children or vulnerable people. In 85% of DBS applications, it can take around a week for a DBS to be completed. However, sometimes this can take longer and unfortunately you will not be able to join us until it has been completed.

### What if I have content on my DBS/PVG?

Depending on the nature of your conviction, we will do a risk assessment against the role you have applied for. We appreciate honesty.

### What benefits do Adoption UK offer?

Some of our benefits are:

- Generous annual leave which accumulates with service
- Office closure over the Christmas period
- Enhanced Family Friendly Policies
- Hybrid and flexible working
- Enhanced Sick pay
- Support through our Employee Assistance Programme
- Discounts of big name retail and Leisure through our Advantage Scheme
- Eyecare vouchers
- Free will writing service

### What will happen to the information on my form?

Information about you will always be treated in strict confidence. All information with regards to recruitment will be collected, stored and used in accordance with the Data Protection Act 1998. The data will be used to access your suitability for the role you have applied for.

Unsuccessful applications will be stored for six months before being confidentiality destroyed. Successful applications will be transferred to a personal file.

Please see our [Privacy Notice](#) for further information

## About DBS (England, Wales and Northern Ireland)

A DBS check is required for all roles with Adoption UK. This is a standard requirement for all staff and volunteers at charities or voluntary organisations which work with children or vulnerable people.

Applying for a DBS check is a straightforward process, but you should allow some time for your application to be processed and your DBS form to be issued.

### How to apply

We use Checks Direct to conduct the checks for us. You will be emailed a link to access and complete the registration process. Adoption UK will then use the documents you will provide during your interview in order for the relevant checks to be made.

The applicant must try to provide documents from Route 1 first.

### Route 1

The applicant must be able to show:

- one document from Group 1
- 2 further documents from either Group 1, or Group 2a or 2b

At least one of the documents must show the applicant's current address.

### Route 2

If the applicant doesn't have any of the documents in Group 1, then they must be able to show:

- one document from Group 2a
- 2 further documents from either Group 2a or 2b

At least one of the documents must show the applicant's current address.

### Route 3

Route 3 can only be used if it's impossible to process the application through Routes 1 or 2.

For Route 3, the applicant must be able to show:

- a birth certificate issued after the time of birth (UK and Channel Islands)
- one document from Group 2a
- 3 further documents from Group 2a or 2b

Group 1: Primary identity documents		
Document	Notes	
Passport	Any current and valid passport	
Biometric residence permit	UK	
Current driving licence photocard (full or provisional)	UK, Isle of Man, Channel Islands. Paper counterpart to the photocard driving licence will not be valid	
Birth certificate – Issued within 12 months of birth	UK, Isle of Man and Channel Islands – including those issued by UK authorities overseas, for example embassies, High Commissions and HM Forces	
Adoption certificate	UK and Channel Islands	
Group 2a: Trusted government documents		
Document	Notes	
Current driving licence photocard (full or provisional)	All countries outside the UK (excluding Isle of Man and Channel Islands)	
Current driving licence (full or provisional) paper version (if issued before 1998)	UK, Isle of Man, Channel Islands	
Birth certificate – issued after time of birth	UK, Isle of Man and Channel Islands	
Marriage/civil partnership certificate	UK and Channel Islands	
Immigration document, visa or work permit	Issued by a country outside the UK. Valid only for roles whereby the applicant is living and working outside of the UK. Visa/permit must relate to the non-UK country in which the role is based	

HM Forces ID card	UK	
Firearms licence	UK, Channel Islands and Isle of Man	
<i>All driving licenses must be valid</i>		
<b>Group 2b: Financial and social history documents</b>		
Document	Notes	Issue date and validity
Mortgage statement	UK	Issued in last 12 months
Bank or building society statement	UK and Channel Islands	Issued in last 3 months
Bank or building society account opening confirmation letter	UK	Issued in last 3 months
Credit card statement	UK	Issued in last 3 months
Financial statement, for example pension or endowment	UK	Issued in last 12 months
P45 or P60 statement	UK and Channel Islands	Issued in last 12 months
Council Tax statement	UK and Channel Islands	Issued in last 12 months
Letter of sponsorship from future employment provider	Non-UK only - valid only for applicants residing outside of the UK at time of application	Must still be valid
Utility bill	UK – Not mobile telephone bill	Issued in last 3 months
Benefit statement, for example Child Benefit, Pension	UK	Issued in last 3 months
Central or local government, government agency or local council document giving entitlement, for example from the Department for Work and Pensions, the Employment Service, HMRC	UK and Channel Islands	Issued in last 3 months
EU National ID card		Must still be valid
Cards carrying the PASS accreditation logo	UK, Isle of Man and Channel Islands	Must still be valid
Letter from head teacher or college principal	UK – for 16 to 19 year olds in full time education – only used in exceptional circumstances if other documents cannot be provided	Must still be valid

Applicants who aren't a national of the UK

An applicant who wants to do paid work and isn't a national of the UK must be able to show:

- one primary document
- two supporting documents

If an applicant is unable to provide this documentation they can't submit a DBS check. This is because the right to work in the UK can't be established. They can't use any other route.

Applicants for voluntary work who aren't UK nationals must use Route 1.

Non-UK nationals who are eligible for a DBS check and receiving payment for work, even if it is an allowance, for example a foster carer, must use the paid work route.

However, Route 1 can be used by adult household members:

- in a fostering household
- in a child-minding household
- in a host family
- living where 'work with children' takes place, for example, living in a boarding school