



# Fundraising Officer

Candidate Information





## Considering applying?

Hello prospective candidate! We are really pleased that you are interested in working with us here at Home-Start UK. Let us tell you more about Home-Start.

Home-Start is a federated charity consisting of a central national office – Home-Start UK - and 180 geographically dispersed organisations, all working together under the same identity.

We are united in our charitable aims and objectives across the network, yet adaptable to local needs, maximising benefits to each geographical area and, in turn, providing a highly efficient personalised approach to each individual family we work with.

Together our voice is stronger, our reach is greater, our knowledge is deeper and our impact, more profound.

For this role, you will be working at Home-Start UK, the central organisation of our federation, where we support and oversee the work of all UK-Wide Home-Starts. We ensure high quality & accountable standards, so we can be confident that the families we help will receive the best possible experience

## Why Home-Start is here

Through our distinctive offer of volunteer-led home visiting support, Home-Start stands alongside families in communities across the UK. Over the past 50 years, we have helped to give hundreds of thousands of children a better start in life.

For far too many, parenting can be a lonely experience. In one recent survey, over half of new parents said they feel lonely. As many as two thirds of parents find themselves unable to access essential early years services – this is equivalent to 3.5 million parents in England alone. Home-Start make sure those years count so that no child's future is limited.

Last year we supported 79,000 children in 44,000 families, in communities across the UK and among British armed forces families in Cyprus. We are proud to stand alongside these families and see the difference that our dedicated staff and over 10,000 Home-Start volunteers make every day.

But there continues to be significant need for early years support – particularly in the first 1,001 days from the start of pregnancy – and right now we can only work with a fraction of the families we'd like to. Our new strategic framework sets out our ambitious plans to increase our reach, work with others and influence real change.





## Our commitments

Led by our passionate movement of Home-Start volunteers, staff and supporters, we will bring our vision to life for families through four strategic commitments.

**GROWTH.** Home-Start has a collective ambition to reach significantly more families. We will inspire more people to volunteer and support our core offer of support, establish new local Home-Starts and develop new partnerships and digital services for families.

**VOICE.** Home-Start will stand alongside families to make the case for support. We will enhance the support available for all families across the UK, by raising awareness and making the case for better access to early years' services and compassionate support for families. We will amplify families' voices and lead or lend our support to campaigns that will help them. We will grow the movement of supporters backing our work to enable this ambition.

**INCLUSION.** Home-Start will advance inclusion and equity in all we do. We will address inequalities in access to early years and family support by reviewing our reach, enhancing our diversity, ensuring inclusive ways of working across all we do, and using our influence to effect change. We will be inclusive and accessible by design.

**IMPACT.** Local Home-Starts will be stronger together. We will enhance the collective impact and sustainability of our network by connecting local Home-Starts with each other and developing our shared approaches to quality, impact and learning. We will ensure a sustainable, thriving, collaborative federation of high-quality Home-Start provision for families in communities across the UK



## The role

Join HSUK during this exciting time of recently launching our ambitious five-year strategy. As a valued member of our dynamic, award-winning fundraising team, you'll play a vital role in our success.

This role will involve working closely with the Corporate Partnerships and Challenge events Manager to provide admin support to the fundraising directorate, manage and maintain a portfolio of corporate partnerships, maximising income, and support benefits through delivery of excellent partnership stewardship and a great supporter experience. This role will involve supporting the challenge event portfolio as well as working with a variety of areas across the fundraising division such as Philanthropy, Individual Giving and Corporate. to enable Home-Start to support more families around the UK.

At HSUK, we provide an incredibly supportive working environment that embraces remote work, flexible hours, and individually tailored schedules. This empowers you to plan your work life according to your personal preferences and commitments, ensuring a fulfilling and balanced professional experience. If this interests you, we would love to hear from you!

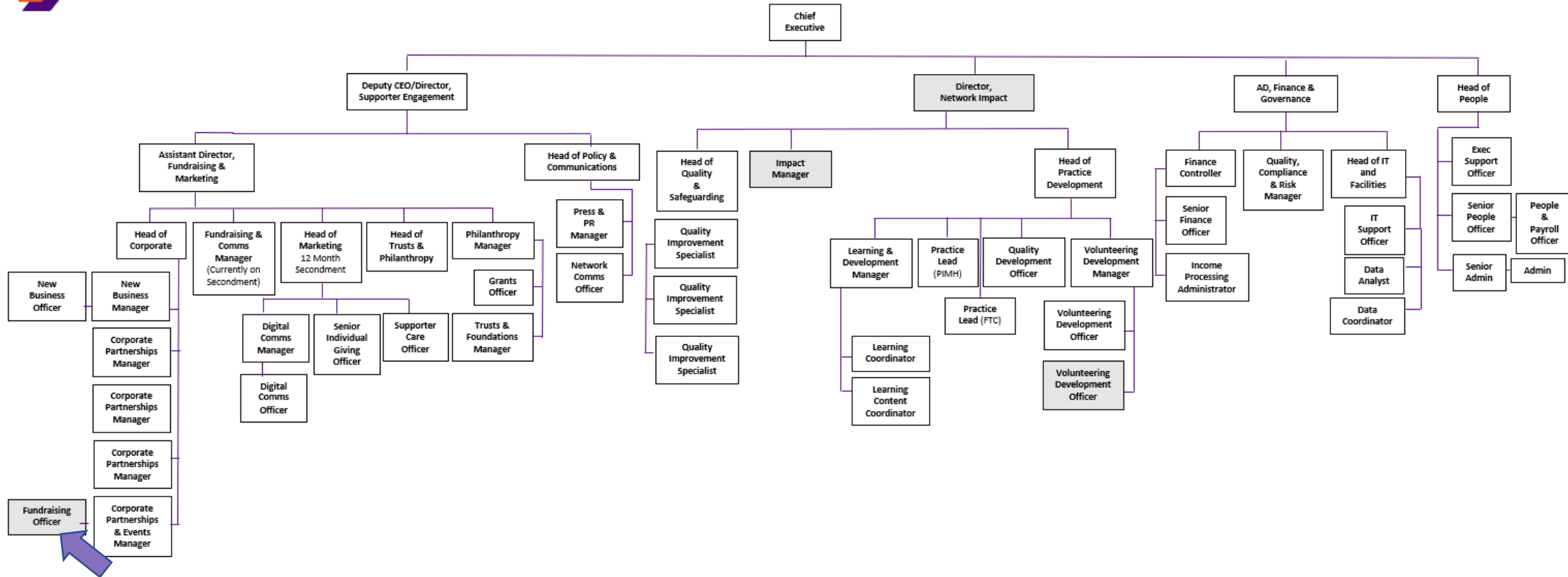
## The benefits of working for Home-Start UK:

A standard 36 hour work week with the option to discuss working compressed or part time hours	Flexibility in working pattern	Remote working with the option to use a bookable desk at the Leicester office
Excellent work-life balance	5.6 weeks annual leave (pro-rated for part time hours)	Enhanced maternity and paternity benefit
Enhanced sick pay	Dependants leave	Paid time off for volunteering, study and continued professional development
Pension benefits – we offer up to 8% employer contribution	Access to Paycare health plan (benefits: Optical, Dental, GP, Redundancy protection, Physiotherapy and more)	Death in service



# The team you will be joining:

The team you will be joining is Corporate Partnerships in the fundraising directorate.



# Job Description

<b>Job Title:</b>	<b>Fundraising Officer</b>
Reports To:	Corporate Partnerships and Challenge Events Manager
Location:	Remote (travel to Leicester Office & other locations where necessary)
Contract Type:	Permanent
Salary:	£28,160 per annum
Hours:	Full time. Flexible working offered

## Duties and specific responsibilities of the role include:

### Strategic

- Manage bronze-level partnerships (under £75K), maximising fundraising income and establishing supporter journeys.
- Deliver to agreed KPIs, with regular reporting, for the corporate partnerships portfolio.
- Work with the Corporate Partnerships and Challenge Events Manager to expand our existing challenge event portfolio.
- Work with the Corporate Partnerships and Challenge Events Manager to produce effective registrations packs, fundraising assets, stewardship plans and materials to support challenge event fundraisers.
- Actively research new events and prepare event proposals with projected income and expenditure to submit to the Head of Corporate Partnerships and the Assistant Director of Fundraising.
- Respond to supporter queries with the aim of securing new supporters.
- To maintain accurate income and expenditure records for each event and undertake post-event analysis to ensure continuous improvement and growth.
- Lead on all challenge event cheer points. Ensuring recruitment of cheer point volunteers, event photographers and any post event celebrations are communicated with challenge event fundraisers.
- Provide support to the Leadership team on a variety of strategic projects supporting philanthropy, corporate, individual giving and trusts such as the Presidents Dinner, corporate pop-up shops and the legacy awareness campaign.
- Contribute to the development of organisational strategy and contribute to the wider income generation and communication strategy to support this through role.

### Operational

- Support the Heads of fundraising to coordinate engagement events for supporters.
- Work with the Corporate Partnerships team on the annual budget process for managed corporate partnerships and the challenge event portfolio.
- Manage Gift in Kind Home-Start network distribution projects ensuring where necessary reports are undertaken and impact shared.
- Coordinate fundraising team awards calendar, identify categories to enter and coordinate the entries.



- Update the Home-Start network on fundraising activity including written communications, webinars and lunch and learns.
- Work with fundraising communications manager to co-ordinate case study library and monthly case study development.
- Lead on the merchandise ordering and distribution management, liaising with suppliers, internal stakeholders and donors.
- Manage various CRMs such as FundraisingHero, Run for charity and challenge event portals.

### **Communication/Liaison**

- Utilise expertise in communication using a range of techniques and media to reach a range of audiences effectively.
- Work with the communications team to maintain the challenge event fundraising pages and to create and promote digital fundraising assets.
- Work collaboratively with colleagues across Home-Start UK and with local Home-Starts as appropriate, in accordance with the Home-Start Agreement.
- Engage and inspire staff and volunteers to engage with challenge event initiatives.

### **General Responsibilities**

- Maintain and improve competencies through continuous professional development.
- Work effectively and efficiently to administration, communication, health and safety protocols and policies to ensure that organisational systems and procedures are implemented.
- Abide by organisational policies, codes of conduct and practice as described in the Staff Handbook and on the Home-Start Intranet.
- Support and promote diversity and equality of opportunity in the workplace.
- Treat with confidentiality any personal, private or sensitive information about individual organisations and or schemes or staff etc.
- Carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the post.
- Be prepared to travel to partners and Central Office in Leicester to meet the needs of the business.

**This job description is not contractual and is liable to change over time.**

## **Person specification**

### **Experience**

- Experience of challenge event fundraising or working in events or a customer facing role.
- Experience of relationship management in the commercial or charity sector or both
- Knowledge of the fundraising sector and key trends and development



- Demonstrate experience of managing, building and growing relationships with various stakeholders at varying levels of seniority.
- Evidence of designing events and managing partnerships

### Skills

- Evidence of effective planning and organisational skills including prioritisation and time management.
- Willingness to learn and adaptability to meet the growing needs of the fundraising directorate.
- Confident and comfortable with multi-team working.
- Evidence of effective IT Skills with knowledge of using a CRM relationship database, preferably Raisers Edge alongside challenge event portals and giving pages.
- Ability to work both autonomously and collaboratively with the fundraising directorate and the wider Home-Start movement.
- Evidence of effective planning and organisational skills including project planning, costing, prioritisation and time management.
- Ability to develop operational plans and deliver KPIs in collaboration with a number of key stakeholders.
- Successful influencing and communication skills.  
Ability to represent Home-Start UK at external events or with external stakeholders, as appropriate.

### Personal Qualities

- A commitment to our organisational values and behaviors:

We inspire Growth	We Prioritise Kindness	We achieve together
○ Ambitious	○ Supportive	○ Collaborative
○ Curious	○ Non-Judgemental	○ Inclusive
○ Trusting	○ Respectful	○ Accountable



- Accuracy and attention to detail.
- A passion for our work supporting families through compassionate, non-judgmental support and working with volunteers.
- Ability to inspire and motivate others with a positive mind-set.
- Results-focused and solution-driven, with the ability to personally deliver tangible outcomes.
- Creative in solving problems and entrepreneurially seizing opportunities.
- Resilient, collaborative, diplomatic and emotionally intelligent.
- Clear commitment towards diversity and inclusion.

## Inclusion Matters

Home-Start UK is committed to equality, inclusion and creating better lives for *all* families. In line with this and our desire to build an inclusive and diverse workplace, Home-Start UK recruitment processes seek to ensure a fair and inclusive recruitment process. You can







read about Home-Start UK's work around equity, equality, diversity and inclusion on our website at <https://www.home-start.org.uk/>

We aim to take deliberate steps towards accessibility and equal opportunity to interview and recruit the very best people.

- We actively encourage applications from candidates known to be under-represented in the charity sector – including Black, Asian and other Ethnic groups and disabled candidates.
- We are a flexible employer and open to discussions about how each role can accommodate your unique world.
- If there is anything we can do to help you apply and participate in the recruitment process – please ask and we'll do what we can to accommodate.

Don't meet every single requirement? Who does! If you're excited about this role but your experience doesn't align perfectly, we'd love you to apply anyway. If you'd like to, then phone us for a confidential conversation about the role. If this isn't the right one, we may have other opportunities that could be.

With a few exceptions, having a criminal record will not necessarily bar a person from working with us in either a paid or unpaid capacity. This will depend on the nature of disclosed convictions and the position sought, the circumstances and background of the offence and their relevance to the post in question.

### **The application and interview process**

- If written format is not your preferred method of communication, we can offer the opportunity to apply via voice-note or video recording instead. Simply contact the recruitment team to discuss ways to apply via voice-notes or video recording
- The selection process is anonymised with personal details removed to avoid unconscious bias. We use a standardised scoring system to short-list.
- We will be as flexible as we can to identify an interview slot. Depending on the individual hiring manager's flexibility, we can occasionally offer interviews in the evenings or at the weekend.
- We will share the interview approach and some or all of the questions in advance before your interview to give you time to prepare meaningful answers.
- We are trained in Safer Recruitment to ensure a fair and safe process.
- We use standardised scoring for each interview based on the requirements for the role. Each panel member scores independently, and we take an average of scores to reduce the risk of bias.

## **How to Apply**

To apply for this role, please submit a CV, together with a covering letter [here](#).

**The closing date for applications is 20<sup>th</sup> September 2024 at 5pm.**





**Interviews will take place virtually on the 30<sup>th</sup> September and 1<sup>st</sup> October.**

If you would like to know more about the role or selection process, please contact [recruitment@home-start.org.uk](mailto:recruitment@home-start.org.uk)

