DIRECTOR OF FUNDRAISING AND COMMUNICATIONS

RECRUITMENT INFORMATION

CLOSING DATE: MONDAY 5 JULY 2021



Cardinal Hume Centre
Turning Lives Around



WE WORK TO TACKLE AND PREVENT YOUTH AND FAMILY HOMELESSNESS:

- Provide a home to 37 young people.
- Offer support to children and families at risk.
- Help families keep or find a stable home and manage their money.
- Mentor people to find work or training.
- Help people secure their legal right to remain in the UK to access homes, work and benefits.

LETTER FROM OUR CHIEF EXECUTIVE



At the Cardinal Hume Centre we start with the belief that everyone has value, everyone has potential. We are at our best when we mix these strong values, with positive, professional support. Last year in the height of the lockdown, backed by the generosity of our funders and donors, we were able to help over 1,100 people.

Based in Westminster for over thirty years the Cardinal Hume Centre helps people facing poverty or homelessness. Today in Central London, homelessness in nearly all its forms has increased. Around 3,500 children from Westminster are housed in temporary accommodation. Over a third of children live in poverty. Families face unaffordable housing costs, a challenging labour market and rising levels of crime.

Everyone should have the opportunity to live a full life, but homelessness and poverty can wreck that potential. Too often homelessness at a young age is repeated and compounded in later life. So now, particularly given the shock of the pandemic, the Cardinal Hume Centre has decided to increase its focus on young people, children and their families. To meet growing need, increase our impact and break the cycle of poverty. Our aim is to value every individual, nurture their potential and help people thrive.

We are now at a critical stage of our development. If we want to increase our impact and improve more lives, we need to grow and increase our income. To help lead this work, we need a new Director of Fundraising and Communications.

Of course, you need senior fundraising experience, but equally important is the ability to be an inspiring and strategic leader. We are looking for someone led by values and a passion for our purpose, who can see and communicate the bigger picture but is also attentive to the importance of detail. A relationship fundraiser and communications specialist who can use their experience to support an exceptional team to plan, develop and build on their combined success.

We particularly want to encourage people from underrepresented groups to apply to support our efforts to build a more diverse and skilled leadership team. We know different experiences and ways of thinking make us stronger.

You will join a committed and cheerful Centre, 91% say they are proud to work here. We are backed by a hugely supportive and accessible Board that is ambitious for our success. In the last financial year, we raised £2.4m or 70% of our income from voluntary sources. We have set aside funds to invest in future developments. If you help us make the right choices, we are certain there is real potential to make an even bigger difference.

We know we're asking a lot, but we also value potential. If you share our values and can bring skill and enthusiasm we would encourage you to apply. If it will help to speak to someone first, please drop me a line and we can arrange a time to speak.

With very best wishes,

George O'Neill

George O'Neill
georgeoneill@cardinalhumecentre.org.uk


“I have been in London for 19 years, and no one has helped me as much as the Cardinal Hume Centre, I don’t feel alone any more.
Karima, mother of two.

ABOUT THE CARDINAL HUME CENTRE

THE CARDINAL HUME CENTRE WORKS TO PREVENT AND TACKLE YOUTH AND FAMILY HOMELESSNESS

The Centre prides itself on its welcome and person centred approach. It recognises each individual is different, often with complex needs and so our response must be multi-layered. We therefore have six services: accommodation for 37 homeless young people; family support; housing and welfare rights advice; employment support; learning; and immigration advice and advocacy.

The Centre is based within five minutes walk from Parliament but it is also in the borough with the highest level of rough sleeping in the country and the highest proportion of households living in temporary homes. With a regular annual income in the region of £3 million, the Centre currently employs around 60 members of staff. We also benefit from a loyal supporter base and the generous contribution of around 100 volunteers.

The recruitment of this post comes at a critical time. Last year the Centre reviewed its strategy and in April 2020 began work to implement a new Business Plan. This will refocus our work on young people, children and families. To tackle homelessness, poor housing and poverty at a young age and break its cycle into later life. We want to see the value in each individual and nurture potential, helping young people to thrive.

It is a deliberately ambitious strategy and it will require us to be more proactive and agile, providing long term support for young people and families in need. It is backed by sound financial plans. We have taken steps to reduce the core costs of the Centre, to enable us to invest in higher priority areas. In the last financial year (2020/21) we significantly increased our income, rebalanced our finances and have built a fund for future development. New systems and processes have been introduced and there is scope to build and shape an enhanced fundraising and communications team to support future growth.

YOU WILL FIND THE CENTRE A DYNAMIC PLACE TO WORK

We have a committed supporter base to resource our team but we are small enough to work collaboratively and flexibly. With a renewed focus for our work, we can remove barriers to decision making and move more quickly to support those in need.

For instance in the last year we:

- Kept our Centre open throughout the lockdown, offering support online and in person to over 1,100 clients including more than 450 families and over 200 children and young people.
- Recruited a specialist Evidence, Learning and Impact Manager to support the Centre improve and demonstrate its impact.
- Launched a new partnership with New Horizon Youth Centre and DePaul UK offering specialist immigration advice at emergency accommodation for young people in West London.
- Commissioned research on the lived experience of homeless families in temporary accommodation with our local HomeStart partner.
- Recruited a new housing advisor, employment coach and families worker to meet increasing needs.
- Introduced a new development plan for staff, backed by a significantly increased training budget.
- Increased our voluntary and statutory income by £571,000 – or nearly 20%.

OUR VALUES, AT THE CENTRE WE WILL:

- Value each person
- Welcome and include
- Encourage potential
- Work together
- Learn, reflect and improve

FOR MORE INFORMATION:

There are links to the full Business Plan, the financial plan, our values and behaviours framework and annual report here.

You can read about how the Centre has supported its clients through the pandemic in our most recent donor magazine here (see link for the magazine towards the bottom of the webpage).

ABOUT THIS ROLE

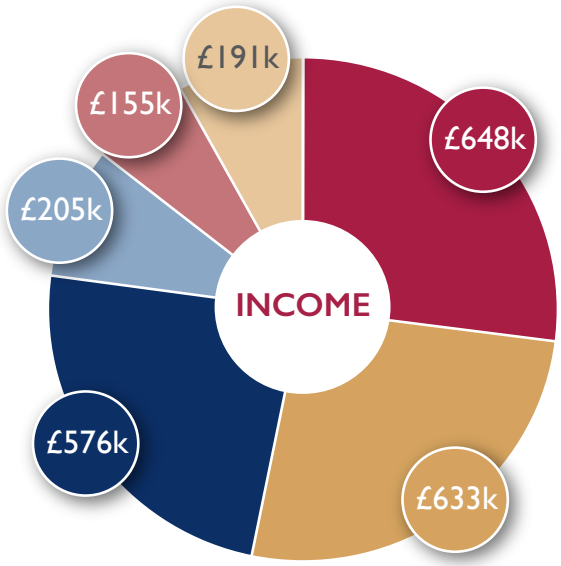
WE NEED SOMEONE WHO HAS EXCELLENT FUNDRAISING AND STRATEGY SKILLS

We want to build our impact and respond to increasing need. Now the Centre has agreed a new strategy and focus, we will this year begin discussions with the Board about the Centre's future growth. You will work alongside the CEO, Director of Services, and our Director of Finance, Operations and Strategy (who joins us in August) to shape those plans. We know they need to be backed by a deliverable fundraising strategy and improved communications to develop the Centre's networks.

This post reports to our Chief Executive, George O'Neill who joined the Centre in 2018. It also has accountability to the Centre's Board through its Fundraising and Communications Sub-Committee. The post currently line manages an experienced team of seven who manage seven individual income streams.

The current team includes:

- Fundraising Relationship Manager (looking after community fundraising).
- Senior Corporate Partnerships Officer.
- Individual Giving Fundraising Manager.
- Senior Trusts and Foundations Fundraiser.
- Supporter Relations Officer (Trusts and Major Donors).
- Fundraising Administrator (line managed by the Individual Giving Manager).
- Shop Manager.



In the last financial year the team supported the Centre to raise £2.4m from voluntary sources.

In the first year, priorities for this role are likely to include:

- Building a strong understanding of the Centre's current fundraising and income streams.
- Personal network building with key donors and supporters of the Centre.
- Leadership of the team including a collaborative review of our current fundraising strategy.
- Consideration and development of plans to secure longer term income growth to support the Centre's progress.
- Development of a longer term communications strategy to build the Centre's reputation in key networks.
- Visible and values led leadership of the Centre in collaboration with the SMT.

WHY CHOOSE THE CARDINAL HUME CENTRE?

- The support the Centre provides its clients is critical – and the need has been exacerbated by the pandemic.
- You get to lead an experienced fundraising team and influence and shape an organisational strategy.
- You will work with a Board and senior team who 'get' fundraising and will support your efforts.
- We have refined our case of support with a clearer focus, but there is always scope to make improvements.
- There is scope for further investment in fundraising, if an effective case can be made. The Centre can make quick decisions.
- You will be based in the same building as our services. You will meet our clients, work collaboratively with our service teams and see the difference you make.
- We are ambitious to influence practice elsewhere. We have a prime Westminster location to build our impact.

Trusts
Individuals
Major Donors
Community Groups
Corporate
Legacy

JOB DESCRIPTION: DIRECTOR OF FUNDRAISING AND COMMUNICATIONS

KEY PURPOSE

The role should focus on ensuring the Centre increases its income to reliably sustain its mission, and on the delivery of compelling communications to make the Centre better known, networked and loved by its key audiences. This will include:

ACCOUNTABILITIES

Strategy:

1. Develop and lead strategies to support the Centre increase its income and improve its impact. Take responsibility for the delivery of high quality, comprehensive and donor orientated activities to meet these aims.
2. Lead the planning and budgeting process, ensuring team ownership of targets and KPI's, and delivering monitoring reports to provide lead indicators for future performance as well as strong control of income and costs. Present regular and longer-term financial forecasts to help the Centre plan accordingly.
3. Break new ground to find new sources of support. Use knowledge, data and insight to prepare business cases for long term investment decisions.

Relationships:

4. Maintain effective personal networks to support the Centre to identify new opportunities or sources of income and to support and build its profile.
5. Take the lead role in identifying and stewarding high value philanthropic giving in conjunction with the CEO and Director of Services, building enthusiasm in our Case for Support.

Communications:

6. Agree and implement a communications strategy to strengthen the Centre's reputation and influence key networks. Develop the Centre's brand.
7. Leadership of all communication channels. Help the Centre to build inspiring content across all media, particularly digital in support of its fundraising and wider organisational plans.
8. Develop and champion a distinct case for support.

Team Leadership:

9. Lead, coach and manage the fundraising team to achieve across a number of different income streams. Develop and agree KPI's to support the team's performance and learning.
10. Take a proactive approach to your own and your team's development. Keep up to date with sector best practice trends and fundraising policy. Model a positive attitude to learning and feedback.
11. Ensure the Centre's fundraising complies with all relevant regulations and the Code of Fundraising Practice.

Centre Leadership:

12. With other members of the Senior Management Team, play a senior and visible role in the Centre. Be a strong ambassador for the Centre's values, strategy and impact.
13. Contribute to the ongoing strategic development of the Centre in line with its vision and values.
14. Provide assurance to the Board on all fundraising and communication matters, both directly and through the Chair of the relevant Sub-Committee. Support the management and service of this Committee.
15. Be willing to work flexibly and attend some evening or weekend or events. Share with other members of the SMT responsibility for the on-call rota.

PERSON SPECIFICATION: DIRECTOR OF FUNDRAISING AND COMMUNICATIONS

We need someone led by values and a passion for our purpose, who can see and communicate the bigger picture but is also attentive to the importance of detail. A fundraising and communications specialist who can use their experience to support an exceptional team to plan, develop and build on their combined success.

KNOWLEDGE – CANDIDATES SHOULD BE ABLE TO DEMONSTRATE:

- A strong understanding and knowledge of fundraising across a number of income streams.
- A lively interest and knowledge of trends and innovations in charity fundraising.
- An understanding of key charity fundraising regulatory requirements.

EXPERIENCE – CANDIDATES SHOULD BE ABLE TO GIVE EVIDENCE OF MANY ASPECTS OF THE FOLLOWING EXPERIENCE:

- Working in a senior relationship fundraising role to successfully support an organisation's income growth and/or progress.
- Strategic development – using evidence and insight to identify new sources of support and build engagement.
- Leading effective teams working across a number of fundraising income streams. The Centre's current income streams include individual giving, major donors, trusts, corporate, community, legacies and retail.
- Financial and other reporting – helping fundraising teams to understand the drivers of performance and plan accordingly.
- Experience of sponsorship and management of successful projects. Ideally this should be from inception to completion with strong evidence of an ability to deliver through teams.
- Develop cases for support that inspire large, multi-year philanthropic gifts.
- Communications experience that demonstrates audience insight and compelling storytelling that inspires support.
- Using fundraising knowledge and an understanding of the sector to influence wider organisational plans – or evidence of an ability to do this.

PERSONAL SKILLS AND VALUES – CANDIDATES SHOULD BE ABLE TO GIVE EVIDENCE OF THE FOLLOWING SKILLS:

- An incredibly strong commitment to the Centre's Mission and Values. Evidence of an ability to be a strong ambassador for the Centre and its direction of travel.
- An ability to focus on priority issues and add value at a senior level to the fundraising team, across the organisation and its governance structures.
- A positive attitude to working at different levels, a willingness at times to go through the detail, delegate with responsibility and complete tasks or projects.
- An empowering and collaborative style. Excellent inter-personal, coaching and team building skills. An ability to bring an improvement focused approach to the development of the team.
- Excellent oral and written communication skills.
- A positive attitude to personal development including a willingness to give and receive honest feedback.
- A positive and open attitude to the Catholic faith and the motivation this provides to many of the Centre's donors.

DESIRABLE:

- Experience of working in a senior fundraising role in an organisation that receives most of its income from charitable sources. The ability to add value to our financial planning.
- Experience of working in the youth, family or homelessness sector and/or the faith based voluntary sector.
- Direct experience of fundraising from large trusts will be particularly useful – including a successful track record of securing significant and multi-year grants.
- Experience of managing specialist communication staff or teams.

TERMS AND CONDITIONS

Salary:	£55,000 – 65,000 depending on experience
Hours:	35 hours a week
Holidays:	24 days, 26 after 1yr service, 28 after 2 yrs.
Notice Period:	Three months
Competitive Benefits:	Including pension, life assurance, employee assistance programme.

The post holder for this job, (or any other job at the Centre) is not required to be a Catholic. However, given the seniority of the role s/he must be willing to be a strong advocate of the values of the Centre and able to see the distinct and positive impact this can have for our clients. As part of this, the post holder must also respect and help implement the Centre's Equal Opportunity Policy.

The Centre requires all its staff and volunteers to undertake an appropriate level of DBS or police check.

The Centre is working hard to strengthen the diversity of its senior team at a Board and executive level. We particularly want to encourage people from black, minority ethnic and other under-represented groups to apply for this role.

While the role will require the post-holder to work in the Centre regularly, there will be scope for flexible or remote working during a normal working week. We will also consider reduced hours for the right candidate.

HOW TO APPLY

Deadline for applications:	5 July 2021 (10.00 am)
First interviews:	Wednesday 14th July
Second interviews:	Friday 23rd July

Please submit your CV including providing two referees and complete a supporting statement of no more than two pages of A4 stating why you think you are the right person for this role. Please address the criteria in the person specification as fully as possible.

Please ensure you have included all telephone numbers, as well as indicating if you have any difficulty with the indicative timetable.

There is also an equal opportunities form that you should complete. This information is treated as confidential and is not seen by any member of the interview panel.

Please let us know if there is any special provision you require to ensure you receive a fair selection interview.

Please click here to begin your application.

If you are interested in finding out more about the Centre or the role in advance of an application please contact George O'Neill for an informal and confidential discussion. (georgeoneill@cardinalhumecentre.org.uk).



Cardinal Hume Centre
Turning Lives Around

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Registered Charity Number 1090836