

Fundraising and Communications Projects Manager

Job applicant
pack

August 2023



Refugee Education UK

Thank you for considering a role at REUK

“At Refugee Education UK (REUK), we’re all about equipping young refugees to build positive futures by thriving in education.

“As we endeavour to build a kind and competent team, we recognise that a candidate’s previous experiences, exam grades and job titles are not the full picture and therefore consider the impact of the context in which a candidate has worked or studied. We are committed to tackling the barriers which prevent people from accessing and enjoying equal opportunities and are doing our best to become a more actively anti-racist organisation.

“Please read on to find out more about this particular role and do [get in touch with our team](#) if you’d like to chat things over before applying.

“Thank you for your interest in joining our team.”

Catherine Gladwell, CEO

Key details

Please note that while the role described here is our preferred option, we are open to hearing from applicants with an interest in helping us achieve the role's objectives in other ways, for example by working part time on one aspect of the role or in a freelance consultancy capacity.

Job title	Fundraising and Communications Projects Manager
Hours	5 days per week (although we will consider filling the post as a 4 day per week role)
Salary	The starting salary is B0-B2 (£36,750-£38,850), subject to experience
Contract	12 months with potential/possibility of extension
Reports to	Chief Operating Officer
Staff responsibility	Senior Supporter Engagement and Communications Officer
Location	<p>The Lighthouse (REUK's London building in Harlesden, NW10).</p> <p>While we are happy to consider hybrid working options, we anticipate the postholder being required to be in the office for a minimum of two days per week for the purposes of growing a deeper understanding of REUK's work through regular in-person engagement with frontline colleagues.</p>
Closing date and how to apply	Apply via CharityJob by 8am on Monday 4th September. Please ensure that you have read this applicant pack before applying.
Other essential information	Please note that you must have the right to work in the UK and/or a visa that allows you to work in the UK for the duration of this contract.

An introduction to REUK

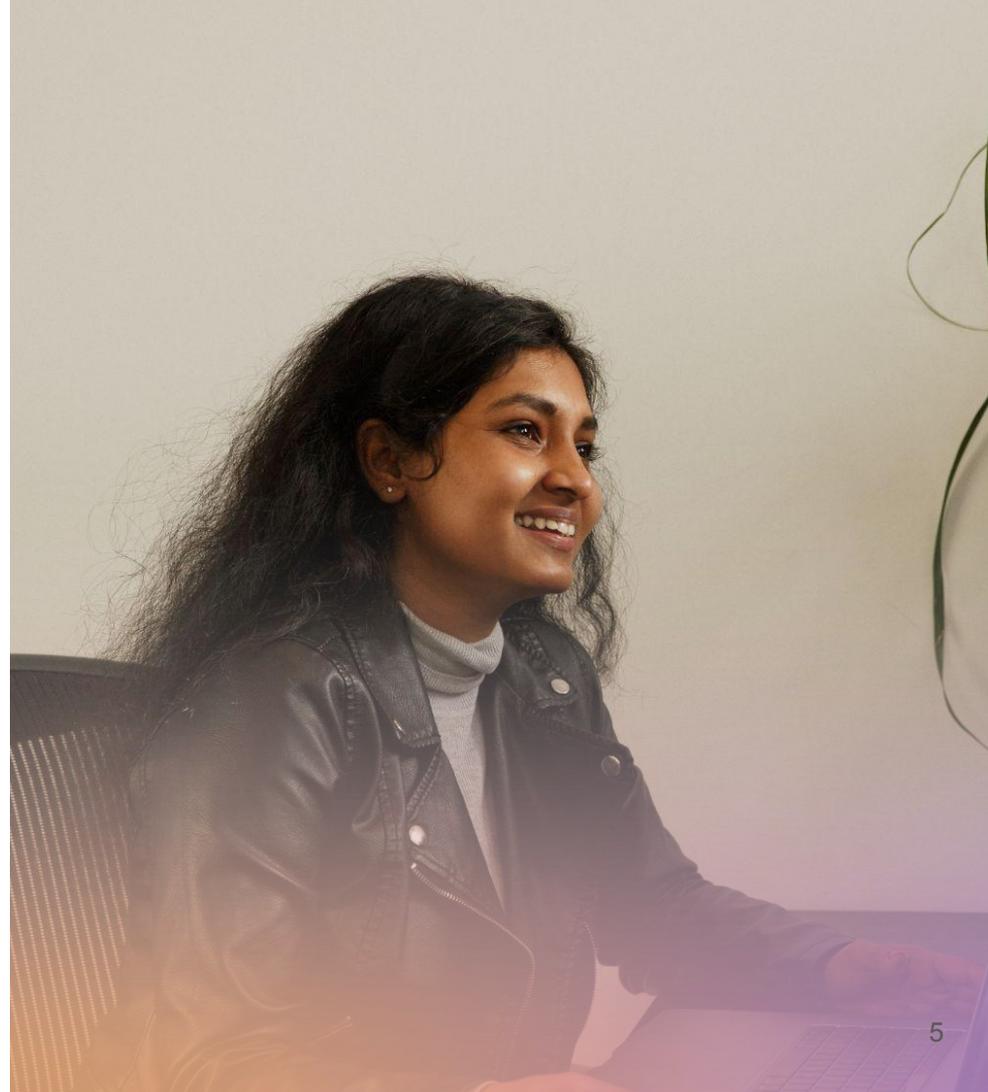
An overview of
REUK's work,
values and ethos

Our mission

At [Refugee Education UK](#) we are working towards a world where all refugee children and young people (including those still seeking asylum) can access education, thrive in education, and use that education to create a hopeful, brighter future.

Our work is structured around three key goals:

- **Facilitating access:** All refugee and asylum-seeking children and young people are able to access an appropriate level of education from primary through to tertiary education;
- **Improving outcomes:** All refugee and asylum-seeking children and young people thrive in education, reaching their academic potential and experiencing high levels of psychosocial wellbeing;
- **Ensuring impact:** All refugee and asylum-seeking young people, and the communities they are part of (both countries of origin and host countries) benefit from the investment in education.



Our work

Through our direct work with 14-25 year old refugees and asylum seekers, we provide timely and accurate advice, support and advocacy about access to all levels of education; match young refugees with volunteer educational mentors to help them reach their academic goals; provide holistic casework and wellbeing support to those who are struggling; and train young leaders to be the change they want to see in the world.

Our capacity-building work with schools, colleges, universities, local authorities and voluntary sector organisations helps to embed change and amplify good practice, and our research examines refugee education globally, contributing to the evidence base on what does, and doesn't, work.

Our ethos

REUK was started as a small, local project in north west London by a group of volunteers from a local church who believed that one of the practical outworkings of the Christian faith is to welcome, dignify and support those who have been displaced.

Today, as a medium-sized national charity, we remain committed to the importance and relevance of our Christian ethos in our our values, behaviours and decision-making.

We respect the role of faith in people's lives and enjoy learning from the wide range of beliefs and religious backgrounds represented by our diverse staff team. We work indiscriminately with young refugees from all faith backgrounds and none.

Our values

Our team is united around the values which underpin our work:

A foundation of hope

We have a deeply held belief in hope – in good times and in bad - and invest in education as a practical demonstration of our belief in the potential for hopeful futures.

Valuing the individual

We believe that each person is precious and should be treated with kindness and dignity. We honour and respect everyone we work with – young people, colleagues and other professionals - and practice self care within our team, doing our best to work from place of rest and peace.

Changing the landscape

We know that structural change is needed. Together with the young people we work with, and have worked with, we conduct research, make policy recommendations and train others – in the hope that one day our work will no longer be needed.



About the Fundraising and Communications Projects Manager role

Role outcomes
and person
specification

Role background and overview

In the last couple of years REUK has grown significantly in terms of reach, impact, team size, income and expenditure, and we remain in an exciting season of change.

Fundraising and communications activities are currently shared across various staff members, including:

- The Heads of Programmes who write grant applications to trusts and foundations for their area of work;
- Other members of the Senior Leadership team who liaise with current and potential grant makers, corporate sponsors and major donors;
- The Senior Supporter Engagement and Communications Officer who implements a wide range of communications and individual donor fundraising activities;
- The Communications Governance Group which makes strategic decisions about what and how we communicate as an organisation;

- The Youth Advocacy Manager who seeks to embed the voices and perspectives of young people with lived experience across all aspects of our work.

We're now looking for a proactive team player to bring their skills and experience to the mix and help take our fundraising and communications to the next level.

You'll have a proven track record in overseeing and delivering successful evidence-informed projects, managing people and budgets and communicating effectively within and/or on behalf of an organisation. You'll need to combine creative, strategic thinking with strong administrative skills and will demonstrate sufficient technical fundraising and communications knowledge and experience to take full ownership of this role.

Please note that while the role described here is our preferred option, we are open to hearing from applicants with an interest in helping us achieve the role's objectives in other ways, for example by working part time on one aspect of the role or in a freelance consultancy capacity.

Role outcome 1:

All components of REUK's fundraising (including trusts and foundations, individuals and corporates) are well-managed and effective

To this end, key responsibilities include:

- **Taking responsibility for strategically growing REUK's income from individuals (regular donors, campaigns and major donors) and securing a minimum of £35k new income in Y1** (including through managing an annual donor communications calendar and CRM, creating content, and outsourcing tasks where appropriate);
- **Leading the development and implementation of regular fundraising appeals and campaigns** (including through target setting and budget management, content creation, detailed project management, monitoring and evaluation, and outsourcing tasks where required);
- **Supporting the Senior Leadership Team with fundraising from trusts and foundations** (including through administrative support to ensure timely and accurate submissions, writing applications and reports, keeping REUK's proposal templates up-to-date, researching potential new funders - NB there is not currently any officer-level support for this area of fundraising);
- **Overseeing relationships with a small but growing number of corporate donors and ensuring that at least £50k is generated from corporate relationships in Y1;**
- **Ensuring that REUK's fundraising is carried out in line with the Fundraising Regulator's standards and REUK's ethos and values** and that our fundraising policies and practices are kept up to date and appropriately communicated;
- **Providing effective and empowering line management to the Senior Fundraising and Communications Officer** who supports the day-to-day outworking of REUK's individual-focussed fundraising activities, ensuring their ongoing upskilling and professional development.

Role outcome 2:

All components of REUK's (internal and external) communications are well-managed and effective

To this end, key responsibilities include:

- **Developing** (in consultation with relevant staff members/external consultants), **implementing and evaluating a cohesive strategic plan to increase the reach and impact of REUK's communications** (including across our digital marketing suite and website), ensuring that they maintain a strong and consistent brand, promote our key messages, increase the number of followers and those engaging with our work;
- **Making and implementing strategic and evidence-based decisions about the most effective use of REUK's limited communications budget and capacity;**
- **Providing effective and empowering line management to the Senior Fundraising and Communications Officer** who delivers the day-to-day outworking of REUK's communications, ensuring their ongoing upskilling and professional development;
- **Being the primary communications focal point and decision-maker within REUK's team**, guidance and sign off as appropriate from the Communications Governance Group (CGG) and working with the CGG on key statements and organisational responses;
- **Ensuring that REUK's communications policies and practices are kept up to date** and that all staff are appropriately upskilled and supported to communicate effectively about REUK and their work;
- **Contributing to strong internal communications** by regularly writing and disseminating information to the wider staff team;
- **Activating and promoting our brand** across the whole organisation and externally.

Person specification

To deliver the role's outcomes, the postholder will be required to possess the following competencies (skills, behaviours and experience)

Person specification (required competencies)

Although each role requires particular competencies (see 4 below), we seek staff members - irrespective of role - who are willing and able to demonstrate core competencies related to 1) character and values, 2) personal working style and 3) team working.

1) Character and values

- **Integrity:** Earns trust, maintains confidences, speaks plainly, truthfully and kindly, takes responsibility and apologises for their mistakes and demonstrates humble confidence.
- **Values-led:** Is able to articulate their own values and is aligned with REUK's values (a foundation of hope, valuing the individual and changing the landscape).
- **Willing and able to work inline with REUK's Christian ethos:** Whether Christian or not, understands and engages with the importance and relevance of REUK's Christian ethos in our values, behaviours and decision-making.
- **Mission-driven:** Is committed to and motivated by REUK's mission of enabling young refugees to build positive futures by thriving in education, seeking to ensure that young people's perspectives are heard and valued.
- **Stewardship:** appreciates and honours the mission and resources that have been entrusted to our team, seeking to be wise and generous stewards of our time, money, gifts and skills.

2) Personal working style

- **Self care:** recognises their limitations and has developed and practices effective self care to avoid burnout, including the ability to maintain appropriate boundaries in order to keep workload at a sustainable level.
- **Self management and prioritisation:** plans their time well, displays flexibility and prioritises wisely when juggling competing tasks, deadlines and work streams, manages high pressure situations and maintains attention to detail while keeping sight of the bigger picture.
- **Self-awareness:** Works well independently, asks appropriate questions to make evidence-informed decisions and is confident to make such decisions on their own whilst recognising when it is appropriate to seek advice, input and/or support from others.
- **Motivation:** committed to excellence and seeking to work to the best of their ability for the benefit of REUK and those we serve.

3) Team working

- **Contributes to a kind, other-focussed organisational culture** by taking time to build relationships with colleagues, speaking affirmingly of others, being helpful, kind, generous and sensitive to their needs, celebrating and enjoying life together, and participating actively in relevant meetings.
- **Communication skills:** Communicates clearly, appropriately, promptly and warmly - both verbally and in writing.
- **Cultural competency:** Is sensitive to cultural differences and behaves respectfully and appropriately in a multicultural team.
- **Willing and able to work in line with REUK's brand and our policies and procedures,** including safeguarding, EDI (equality, diversity and inclusion) and data protection.
- **Ability (or willingness to learn how) to use the technology required for effective team working,** including email, online meeting forums, shared calendars and drives and case management tools.
- **Mutual coachability:** Gives and receives constructive feedback kindly, calmly, honestly and humbly, demonstrating a willingness to learn and grow personally and to invest in the development of others.

4) Role-specific competencies

Project, strategy and people management

- **Project management:**
 - has a strong track record of managing complex projects concurrently, keeping track of both the top level objectives and the detailed week-by-week actions required and delegating appropriately
 - demonstrates flexibility, creativity and ability to adapt the project's delivery as required while still meeting its objectives
 - Strong administrative mindset and ability
- **Budget management:** demonstrable experience of managing a budget, taking appropriate decisions about expenditure across project areas
- **People management:**
 - experience of providing supportive, empowering and effective line management to other staff
 - ability to effectively commission and engage with freelance workers where needed
- **Strategy development and implementation:** has a proven track record in developing, implementing and evaluating effective strategies (ideally, but not exclusively, related to fundraising and/or communications)

Fundraising

- Demonstrates an aptitude for and commitment to securing the funds needed for a project/organisation
- Demonstrates sufficient ability to deliver all aspects of Role Outcome 1 and has technical experience of at least one area of fundraising (for example, delivering successful fundraising campaigns, managing individual donor or corporate relationships, writing grant applications, researching trust and foundations)

Communications

- Demonstrates sufficient technical communications experience to deliver all aspects of Role Outcome 2 (including sufficient understanding of digital marketing, creating communications assets and activating a consistent brand)
- Has a proven track record of communicating clearly, compellingly and wisely within or on behalf of an organisation

Knowledge and lived experience

- Demonstrates an understanding of the refugee education sector (desirable)
- Has lived experience of forced migration (desirable)

Terms, conditions and how to apply

Equality, inclusion and representation

We are an equal opportunities employer and we want **all** staff members, in spite of their differences, to know that they are welcomed, respected and included at REUK, able to do their jobs free of discrimination.

Increasing lived experience and racial diversity

At REUK we work with young people from forced migration backgrounds, the majority of whom have experienced racism.

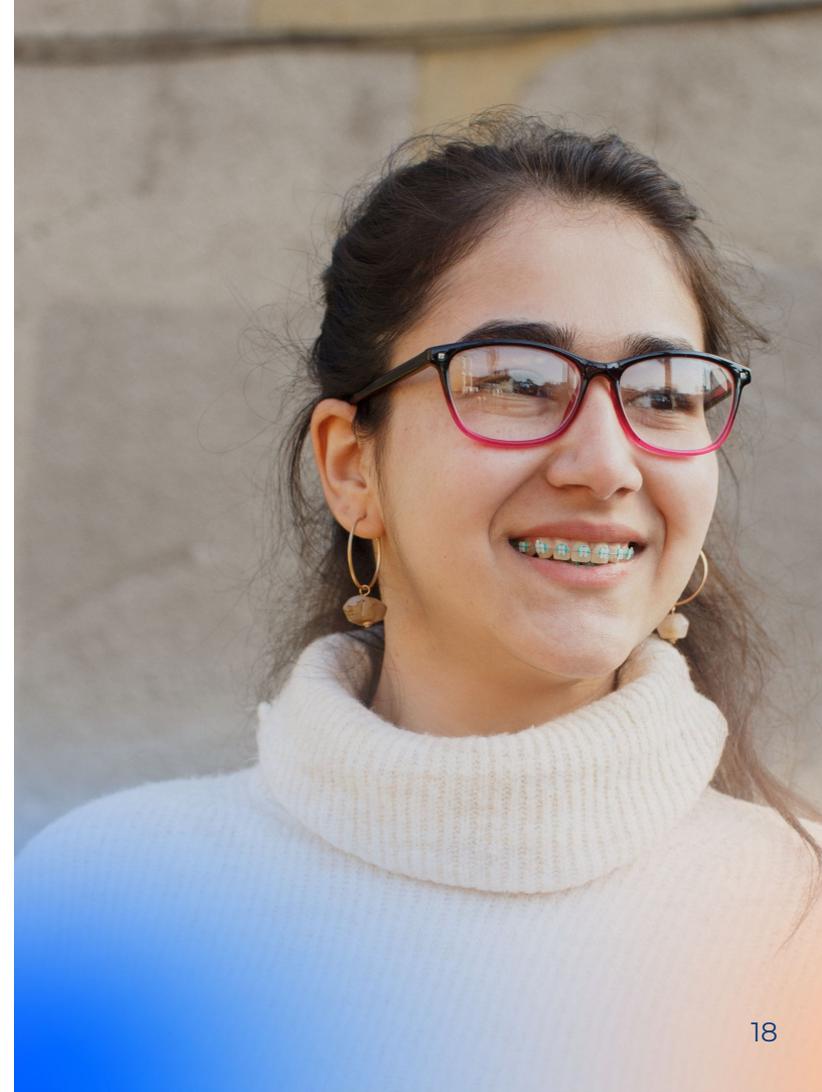
We recognise the positive impacts for young people of engaging with professionals who represent them, both in terms of relevant lived experience and racial identity. Furthermore, we recognise the wider benefits of this diversity to REUK and want to play our part in addressing racial injustice within our sphere of influence.

Therefore, another key priority in our recruitment decision-making - in addition to our overarching goal of employing kind and competent people with integrity - is to increase the racial diversity of our team and to grow the number of those with lived experience of forced migration and/or lived experience of navigating the educational and wellbeing barriers regularly faced by the young people we serve.

Promoting equality and inclusion in our recruitment processes

As we endeavour to build a kind and competent team which better represents the young people we serve, both in terms of lived experience of forced migration and racial diversity, we recognise that not everyone will have had equal opportunities to access and thrive in prior education and employment and that exam grades and previous job titles are not therefore the full picture. We are committed to breaking down barriers to inclusion by making our recruitment processes as accessible and equitable as possible, including by involving a diverse range of perspectives in shortlisting, progressing as many people as possible to face-to-face interviews and offering appropriate on-the-job training and support to new joiners.

If you require reasonable adjustments in order to carry out the role or attend an interview at REUK due to a disability, caring responsibilities or any other reason, please give details in your cover letter or get in touch with Emily Bowerman, Chief Programmes Officer (jobs@reuk.org) to discuss further. Please also contact Emily if you would like to discuss your suitability for the role before applying.



Terms and conditions

The role is **full time** (with an option for 4 days if preferred) and based in London (NW10). While we are happy to consider hybrid working options, we anticipate the postholder being required to be in the office for a minimum of two days per week for the purposes of growing a deeper understanding of REUK's work through regular in-person engagement with frontline colleagues.

The starting salary is Band B0-B2 (£36,750-£38,850), depending on the competencies and experience of the successful candidate, and the package also includes **25 days' leave and a pension.**

In line with our safer recruitment policy, the successful candidate will have to undertake a **DBS check** and all those invited to interview will be required to complete a declaration of suitability and provide references.

How to apply

Apply by submitting a cover letter (no more than one A4 page) and CV to Emily Bowerman via CharityJob by 8am on Monday 4th September. Your cover letter should include:

1. Why you would like to work at REUK generally and this role specifically;
2. Why you think your skills and experience make you a good candidate for this role;
3. When you could start the job if you were to be offered it (and how many days per week you would like to work).

Applicants will be required to complete a task in advance of an interview and references will be taken up prior to appointment. **Please note that you must have the right to work in the UK and/or a visa that allows you to work in the UK for the duration of this contract.**

