

UNITED in Hammersmith and Fulham

Programme Development Manager

£35000 pro rata for 3 days per week plus pension contribution

Initial one year contract extendable

Based at Sycamore Gardens, Hammersmith

1. About the organisation

UNITED in Hammersmith and Fulham is a new initiative which has been created by two long established trusts serving Hammersmith and Fulham respectively. Hammersmith United Charities (HUC) and Dr Edwards and Bishop King's Fulham Charity (DEBK) will be jointly celebrating their 400th anniversary in 2018. Both charities are grant making trusts who work to "relieve need" in their respective areas. As part of that celebration, they have come together to create a new entity to rebuild the tradition of local philanthropy which has made their work over the last four centuries possible. UNITED in Hammersmith and Fulham will be a new organisation with its own board, nominated by each of the founding charities with a high profile independent chair. Initial funding comes from HUC, Hammersmith and Fulham Council and City Bridge Trust but the aim is for the new charity to become a substantial and successful fundraiser in its own right. As a place based "giving scheme", it is part of a network of organisations with similar ambitions across London supported by London Funders – you can read more about the movement here

<http://www.londonfunders.org.uk/what-we-do/london-funders-e-bulletins/project-groups/place-based-giving>

You can read more about the two founding charities here

www.hamunitedcharities.com

<http://www.debk.org.uk/>

We have also attached our initial campaign document created for potential founding partners.

2. About the role

This is a new role to help us launch the campaign and kick start our fundraising strategy. We are looking for someone with experience of fundraising and strong communication skills who enjoys a challenge, has an imaginative and creative approach and can work largely on their own initiative. The post is initially for 3 days/week and for one year but we will keep both elements under review.

3. How to apply

Please send us a CV with a covering letter explaining how your experience matches the person specification and highlighting what you think you will bring to the role – by midnight on 21 August. Please send this to jobs@hamunitedcharities.com with UNITED application in the subject line. Please indicate any periods when you would be unavailable for interview in late August and include the names of two referees with details of whether you would be happy for us to contact them before interview.

If you would like an informal conversation about the role, please email Melanie@hamunitedcharities.com to arrange a time to speak.

UNITED in Hammersmith and Fulham

Programme development manager

Job role

1. Purpose of the post

- a) To establish the programme as a campaign
- b) To put in place the necessary infrastructure
- c) To kick start the fundraising process

2. Specific responsibilities

a) The campaign

- Assemble a resource bank of information about Hammersmith and Fulham to include analysis of data, information about local community groups, case studies to illustrate how lives can be transformed
- With external support, develop an appealing and recognisable brand for the campaign
- Develop and implement a communication strategy ensuring regular news stories disseminated and a clear presence on social media and in the local media
- Build a network of members running regular community based fundraising events for the campaign
- Build measurable awareness amongst community groups, schools, faith organisations, local statutory bodies and local businesses

b) The infrastructure

- Establish website – as part of the branding exercise
- Establish mechanism for regular updating
- Set up social media accounts and ensure are lively and active

- Arrange for database of donors and donations; ensure mechanisms for giftaid etc in place
- Develop and, if necessary, train a network of “ambassadors” taking the campaign to all parts of the borough
- Plan and run events as required
- Support the development of mechanisms to make grants including identification of grantees and processes to communicate outcomes

c) Fundraising process

- Develop a fundraising strategy with clear targets and identified responsibilities beyond the immediate staff of the partner organisations
- If necessary, work with external support to develop a practical implementation strategy including training for others
- Support fundraisers as required
- Ensure donors supported and thanked

d) Other

- Put in place reporting and monitoring arrangements to allow progress to be measured and successful approaches to be identified and further developed
- Support steering group meetings

Reporting

- a) To Head of Community Partnerships at Hammersmith United Charities
- b) To other senior staff in HUC and Dr Edwards and Bishop King’s Charity
- c) To the Chair and members of the UNITED in Hammersmith and Fulham Board

UNITED in Hammersmith and Fulham

Programme Development Manager

Person Specification

	Essential	Desirable
Qualifications		
Degree	x	
Fundraising qualification		x
Skills		
Strong communication skills – written and oral	x	
Strong fundraising skills – including fundraising from companies, high net worth individuals and community fundraising	x	
Excellent IT skills including use of databases and publishing packages	x	
Social media	x	
Good organisational skills	x	
Volunteer management		x
Event management		x
Report writing	x	
Research skills	x	
Training		x
Knowledge of the local area		x
Experience		
Previous experience of fundraising for a place based organisation		x
Previous experience of setting up and running a new campaign		x
Grant making		x
Personal skills		
Confident communicator – at all levels	x	
Good networker	x	
Creative and imaginative	x	
Able to take initiative and responsibility	x	
Comfortable working to a committee	x	
Enthusiastic and energetic	x	

The story - situation, complication, resolution

We are all better off in a well-connected and nurturing community.

We all want toddlers groups to thrive, youth clubs to prosper, community gardens to flourish, and the vulnerabilities that rich and poor always share - like loneliness, bereavement, dementia and mental health issues - to be dealt with sensitively by neighbours who really care.

A strong community makes us all richer – happier, more engaged, with a stronger sense of belonging, a clearer sense of purpose and better access to opportunity. Being a good neighbour helps keep others safe and boosts our own sense of wellbeing.

But thriving, connected communities don't just happen by accident. It takes a lot of work.

That is why our borough's two oldest charities have come together to form **UNITED in Hammersmith & Fulham** to galvanise local people into devoting the time, money, effort and thought into making it happen for all of us.

Our aim is to:

- Unite to support our vulnerable neighbours, whoever they are
- Unite to help people change their lives for the better
- Unite to create a safe and secure neighbourhood for everybody

Unite with us. It might just be the best investment you will ever make.

What we're going to do

UNITED in Hammersmith & Fulham is a new charity set up by two of the borough's oldest - Hammersmith United Charities (HUC) and Dr Edwards and Bishop King's Fulham Charity (DEBK)

- Together, we have been working with individuals, charities and community groups in the borough for 400 years.

Nobody knows Hammersmith & Fulham better than we do.

Up to now, the grants we have made have come from legacies established in the 17th century. But we wanted to do more, and with the new organisation, **UNITED in Hammersmith & Fulham**, our goal is to raise funds for the first time so that we have the means to promote and inspire action right across the community.

At **UNITED in Hammersmith & Fulham** we want to support the sort of activities that deliver a strong sense of community and a sense of belonging, the drop-in, front-line, first-response types of activity that anyone can use and anyone can volunteer for. And we want to involve every part of the community - the young, the old, the sporty, the artists and musicians, the listeners and mentors, the harassed parents and the carers, regardless of age or ethnicity.

In particular, we want to work across the community to support those activities that might take place in a community centre, that help you get to know your neighbours and that give you a better chance of having someone to call on when you have a bigger problem. We want to make the kind of connections that lead to someone calling you when you don't show up for a while; the kind of things that alleviate loneliness and support good mental health.

Working with you, we want to make Hammersmith & Fulham a better place in which to live, work, play and grow.

Who we are going to do it with, and the call to action

UNITED in Hammersmith & Fulham will be launched in 2018. It will be a fully registered and incorporated charity and it will give 100 per cent of the money it raises to local community organisations. Running costs will initially be met by the two founding charities until Gift Aid from donations can cover expenses.

Right now, **UNITED in Hammersmith & Fulham** is looking for launch partners who will:

- Provide a financial commitment to **UNITED in Hammersmith & Fulham** during its launch year in 2018, and ideally for two or three years after that.
- Work with **UNITED in Hammersmith & Fulham** as members of the charity's Advisory Group.

We expect launch partners to be made up of individuals, companies and organisations with an interest in creating a thriving, connected community in Hammersmith & Fulham for everybody who lives and works here.

Unite with us to make Hammersmith & Fulham a better place.

- Take a visible and leading role in the development of our community
- Work on a Corporate and Social Responsibility project that is of practical benefit
- Help develop a safer and more relaxed environment in which we can all live, work, play and grow
- Understand that you are doing something of real value for everybody in the neighbourhood
- The two founding charities behind **UNITED in Hammersmith & Fulham** will continue to provide grants on application from their original legacies to help individuals in severe need, local organisations committed to helping those in need, to counter isolation and to build a community of confident individuals and neighbours. Their Benefit Areas will remain Hammersmith, for the Hammersmith United Charities, and Fulham for Dr Edwards and Bishop King's Fulham Charity. **UNITED in Hammersmith & Fulham** will work across the whole borough.