

Deputy Director Job Description

First Give

First Give was founded in 2014 to inspire, equip and motivate young people to make a difference to the causes they care about. As we approach our second decade, it is an exciting time to join the charity. Our vision is of a more generous society where all people are willing and able to give their time, money and skills to causes that they care about.

We are currently developing a new strategy which by which we aim to have reached a million young people by 2034. We intend to do this by developing new programmes and activities that will support us to achieve our mission: to create opportunities for young people to be inspired and empowered to give their time, money or skills to charities and causes that matter to them. Our existing programmes are delivered in partnership with schools across England and Wales, ensuring that as many young people as possible, regardless of their background have the opportunity to take part.

Our values at First Give inform who we are and what we do. We are:

- Altruistic
- Inspiring
- Empowering
- Collaborative
- Professional

Deputy Director role

We are seeking a driven, passionate and experienced Deputy Director to support the Director and the First Give team in achieving our ambitions. As second most senior leader in the charity, they will provide leadership to the First Give team and support the Board of Trustees and Director with strategy and governance.

The Deputy Director will play an integral role in the development of the charity as we move into our second decade. They will spearhead our fundraising, communications and marketing to ensure the charity has the capacity to deliver against our strategic goals.

Contract

Full time, permanent

Salary

£53,000 (+£2,000 London weighting if applicable)

Location

Remote/hybrid. We welcome applications from across England and Wales, however desk space is available at our London office in West Hampstead should the successful candidate be based in London.

Regular travel to London (approximately once a month) and occasional travel across England and Wales will be required.

Reporting to

Director

Direct Reports

- Administrator

Key responsibilities

Organisational Leadership and line management

- Deputise for the Director when necessary
- Provide leadership and positive role modelling to the First Give team
- Support organisation-wide improvements and innovation, including strategic planning and organisational structure
- Develop connections and networks that increase the profile and opportunities for the charity
- Work with the Director and Head of Programmes to create opportunities for young people to influence and engage with our work and impact
- Line management of our Administrator

Fundraising

- Work with the Director and consultants to own and implement a robust fundraising strategy to support the organisation as it executes its new strategic plan
- Develop processes for managing fundraising applications and stewardship of existing funders and supporters
- Write and submit high quality, inspiring and tailored funding applications and reports for trusts and foundations (expected to be in the region of £10,000-150,000)
- Identify and develop potential new funding opportunities for First Give, including major donors and corporate funders
- Manage relationships with a set number of key funders, ensuring that we proactively seek feedback, engagement and involvement in our work

New School Partner Recruitment

- Oversee and co-ordinate all new school partner recruitment sales and marketing activity
- Work with our marketing agency to develop and implement marketing campaigns
- Support the Programmes Team to recruit new partner schools in priority regions
- Proactively seek opportunities for growth of the First Give partners network
- Develop and design and production of marketing and sales resources to support all sales activity
- You may also be required to deliver sales meetings with networks including Headteacher meetings and attend conferences to promote the work of the charity

Communications

- Lead the development and manage the delivery of our communications strategy, including all messaging to key stakeholders via a range of appropriate channels, including newsletters, social media and our website
- Be responsible for the First Give website, ensuring it is up to date, relevant and meets the needs of the organisation
- Brand champion, ensuring that all external communications and resources are aligned with our brand identity and tone of voice
- Management of retainer with external design agency

The job description gives an outline of key duties and is not intended to be an exhaustive list. The post holder may be asked to take on other relevant responsibilities as reasonably requested by their line manager.

Safer recruitment

Safer recruitment and safeguarding is of paramount importance to us, as an organisation that works with and for young people. The successful candidate will be made a conditional offer subject to two references (one of which must be your most recent employer) and any offer of employment will be subject to a DBS check.

Person Specification

Essential

- Passionate about young people and their potential to drive social change
- Leadership experience, ideally in a charity of similar complexity and scale
- Ability to triage between the strategic and operational with ease and confidence
- Demonstrable success as a fundraiser, particularly bid-writing, reporting and funder stewardship
- Experience of developing and implementing a communications strategy
- Experience of creating a range of content for different audiences and channels including marketing materials, newsletters, blogs, social media content etc...
- Experience developing and implementing successful sales and marketing strategies, preferably in the education sector
- Experience of writing and managing budgets, delivering plans using resources available
- Track record of stakeholder management at senior levels
- Experience of working in or with teachers and schools
- Excellent presentation skills, with an ability to deliver concise, engaging and persuasive presentations

Desirable

- Experience leading the development, implementation and evaluation of marketing activity and campaigns
- Experience of remote line management
- Experience of working in a remote, decentralised team
- Experience of using Salesforce

Why work for First Give?

First Give provides many benefits and prides itself on how it treats its staff. Our benefits include:

- Three additional days between Christmas and New Year given to staff gratis. An additional day off for your birthday in addition to your annual leave allowance. Annual leave allowance increases year on year after 3 years with First Give.
- Access to Health Assured (health and wellbeing) Employee Assistance Programme.
- As you will use your personal mobile for work, First Give provides a phone allowance to contribute towards your mobile costs.
- Training and professional development budget, with regular training offered through the Pears Foundation.
- Laptops are provided on a 'paid for through service' arrangement and become the employees after three years of service.
- Multiple team socials and volunteering days throughout the year.

The students we work with come from a diverse range of backgrounds, and so do we. We want to ensure that we are recruiting, retaining and promoting a diverse mix of colleagues. We want to foster a diverse and inclusive culture, to empower our teams to achieve our vision drawing on the broadest possible range of experiences. We therefore particularly encourage applications from candidates from minoritised groups currently underrepresented on our executive team, particularly black and minority ethnic and disabled candidates.

Please get in touch with Isaac Jones (isaac@firstgive.co.uk) if you would like to request reasonable adjustments to the recruitment process or to ask any questions.



Application process

Please fill out [this Microsoft form](#) which includes a statement of how you fulfil the specification above, and why you want this role at First Give. Please also fill out this [equality & diversity monitoring form](#) (this will not be linked to your application).

1. **Application closes:** Thursday 2nd May, 12pm
2. **Interviews:** Tuesday 7th May
3. **Start date:** ASAP