

SOPHIE HAYES

F O U N D A T I O N 

Sustainable freedom from human trafficking

Candidate Pack

Head of Fundraising &
Engagement



Dear Candidate,

I hope you are as excited reading this application pack as we have been putting it together!

With an estimated 130,000 people in the UK currently in situations of slavery and exploitation, the scale of this issue is stark. For over a decade, Sophie Hayes Foundation has been working to support survivors of modern slavery and human trafficking in the UK, to achieve true and sustained freedom from exploitation.

Our programming enables and empowers survivors to rebuild confidence, find a community, and develop skills and experiences to benefit from future lifelong opportunities. We work closely with partners in the modern slavery and human trafficking sector to maximise our impact.

None of our work would be possible without the generous support of our funders. These include grant-making trusts and foundations, major donors, corporate partners, and a growing community of engaged supporters.

In 2024, we have created and adopted a new organisational strategy which paints a picture of a future in which Sophie Hayes Foundation will always provide the hand of help to survivors, meeting them wherever they are and taking them to where they want to be; as well as amplifying their voices to advocate for a future where their rights are upheld and where policymakers, businesses, and citizens have a much better informed understanding of exploitation.

There's no better time to jump into a new role at the Sophie Hayes Foundation to stand alongside us to deliver our bold new vision. We have an expert and highly collegiate team, and can promise fulfilling work, numerous opportunities to build leaderships skills and test creative ideas, to feel part of a flourishing and supportive group of colleagues, alongside a competitive benefits package.

If you are motivated by good causes, excited to share the Sophie Hayes Foundation story with external audiences, and convince a range of partners to support out transformative work, we would love to hear from you!

We value a wide range of experience, so if you see yourself captured in any of the specifications below, please do get in touch.

Emily Death
CEO

Mission Statement

Founded in 2011 by Sophie Hayes, a British woman trafficked into sexual exploitation overseas, Sophie Hayes Foundation's work has always been centred around sustainable freedom. Sustainable freedom means freedom from exploitation, slavery, and trafficking; and freedom to look to the future with renewed confidence, rebuilt skills, and a sense of purpose for survivors.

Whilst our mission of sustainable freedom has continued over the last 13 years, forms of exploitation, as well as the landscape of support to survivors of exploitation, has changed beyond recognition. To adapt and respond to this, our new clearly defined and executed mission, coupled with enhanced brand awareness, and with survivor voice at its heart, will enable us to raise awareness, provide leadership, and develop the conversation on modern slavery and human trafficking in the UK.

Freedom from modern slavery, and human trafficking must be achieved through creating a community of survivors whose voices are amplified to challenge assumptions about slavery and trafficking and to work with policymakers and businesses to understand and tackle root causes of the exploitation of vulnerabilities.

We will build on our core strengths to consolidate, expand, and diversify our funding streams for the immediate benefit of our services and the long-term stability and growth of our organisation, opening up and seizing opportunities and partnerships which arise, to expand and improve our support to survivors.

Our strategy will bring stability and transformation, will be created through collaboration and inspirational leadership, will provide foundational support to survivors and empower them as actors for change.

We will work at two levels:

1

Freedom to look to the future with renewed confidence, rebuilt skills and sense of purpose can only be achieved by meeting survivors where they are in a complex survivor support landscape, adapting and responding to need as it arises, and pursuing new and innovative ways to open essential pathways to lifelong development, employment, and education opportunity, and long-term support to survivors of exploitation, slavery, and trafficking in their journeys towards independence and freedom.

2

Whilst adapting and responding to need, we will boldly assert that survivors deserve better than a system in collapse, recognising their right to comprehensive care and a genuine pathway to sustainable freedom. To this end, Sophie Hayes Foundation will take up our place as a dynamic and recognised charity, carving out a thought leadership niche for ourselves where our unique voice will enable us to attest to measurable advocacy achievements which improve life for survivors in the UK, and in turn make society more equitable.

Foundation Values

We are BOLD

Slavery and trafficking are abhorrent crimes which have no place in the modern world. Survivors' stories of bravery and survival inspire us to be courageous in boldly challenging assumptions about slavery and trafficking, and in advocating with integrity to policymakers and citizens, businesses and consumers, for a future free from exploitation for all.

We are INQUISITIVE

We are experts in our work with a thorough understanding of the context and realities of modern slavery and human trafficking, centred around lived and learnt experience. But we see great value in continued learning, and take up all opportunities to develop our skills and understanding. We invite everyone to inquire alongside us and believe in their roles as agents of change.

We are INCLUSIVE

We seek to build understanding and awareness of all areas in which exploitation of vulnerabilities can lead to modern slavery and human trafficking and the profound significance of intersectional marginalisation on survivors. We champion and amplify voices of survivors in. We actively welcome and respect different perspectives and experiences from amongst staff, survivors, volunteers, trustees, and supporters, to enhance the quality of the services we provide and the work we do.

We are CREATIVE

We are flexible, adaptable, and responsive to change. We look to innovate, with an entrepreneurial and creative approach to providing opportunities for survivors and to expand our work. We are open to partnership with a wide range of institutions and businesses, and collaborating with them to co-create bold approaches to tackling exploitation and providing pathways to sustainable freedom.

We are HOPEFUL

In supporting survivors to, and advocating for, sustainable freedom, we need to inspire people with hope and belief that a better future is possible. Adapting our approach to recognise the challenges people face, we remain optimistic and look to find and provide inspiration wherever we can.

Head of Fundraising & Engagement

Salary:	£45,000 - £50,000 per annum
Benefits:	3% contributions to pension scheme of your choice 32 days annual leave (inclusive of bank holidays) Hybrid working, remote and London office (generally 2 days per week) Health Shield employee benefit package
Contract type:	Permanent; 5 days per week
Location:	London office: Fleet Street, London, EC4A 2AB
Reports to:	CEO
Direct reports:	4

The Role

Sophie Hayes Foundation is a dynamic charity, focused on supporting survivors of modern slavery and human trafficking rebuild their lives and achieve sustainable freedom by providing invaluable training, coaching, work experience and advocacy across the UK.

We are seeking a Head of Fundraising & Engagement to provide vision, leadership and hands on delivery for income generation and communications to inspire and empower a small team and drive growth in the charity's income, communications and campaigns.

Bringing proven experience in successfully developing and implementing fundraising and communication strategies, you will be an expert in building relationships with partners and donors and have a track record of delivering voluntary income growth.

Today there is greater need than ever before for survivors of modern slavery to be supported to rebuild their lives and remain free. If you are passionate about seeing this happen, we'd love to hear from you.

Key Responsibilities:

Fundraising

- Develop and implement effective income generation strategies through major donors, corporate partnerships and individual donations.
- Build and steward strong relationships with funders and donors, which grow and diversify over time.
- Set clear fundraising targets with aspiration for growth.
- Bring engagement expertise to all income generating activity, maximising each opportunity to raise the charity's profile.
- Ensure all fundraising activity is in line with the required legislative frameworks and complies with best practice.
- Work with the Senior Management team and Development Committee to identify and create excellent fundraising opportunities.
- Identify opportunities for growth, secure new contracts, and increase awareness of our programmes.
- Oversee the database of funders and donors and ensure contact is up to date.

Engagement

- Develop the Communications & Engagement strategy across all aspects of communications, through stakeholder mapping, delivery of messaging, digital content, traditional media, social media, and publications to deliver the charity's overarching strategic priorities.
- Create and deliver effective communications campaigns, assisted by team members, to drive supporter growth and engagement, profile and credibility
- Be our brand guardian and develop tone of voice to enhance our profile and engagement through all channels.
- Develop and implement stakeholder engagement plans to correlate with the charity's activity, in particular campaigns, 'always on' communications and fundraising.
- Develop and oversee media relations and protocols for media engagement.
- Oversee the production of all publicity materials, such as the annual report and programme materials.
- Oversee the charity's duty of care to participants who share their stories, ensuring we approach this with due care and sensitivity, working with the Safeguarding Lead to ensure sufficient safeguards are in place.

- Ensure monthly reporting of social and traditional media analytics.

Leadership:

- Work in collaboration with the senior leadership team and trustees to support the strategic development and governance of Sophie Hayes Foundation.
- Manage the small team with posts covering trusts and grants fundraising; community giving; digital content; and comms.
- Collaborate closely with the finance manager and CEO to provide accurate and timely reports for the risk and finance committee.
- Work closely with all colleagues to ensure brand, key messaging and tone of voice are used correctly and consistently across all communication.

General:

- Undertake any other duties as directed by the CEO which may be required.
- We would expect the person to be able to work from our London office, as well as occasionally visit programme offices and our partners.
- Some flexibility may be required to attend events and meetings outside of normal working hours.

Person Profile

Experience

- Significant experience of impactful charitable fundraising from a diverse range of income streams.
- Significant experience of communication and digital development; campaigns, PR and engaging with media contacts.

Skills and knowledge

- Exceptional verbal and written communication skills with the ability to write copy in a creative and engaging way, for a range of different audiences.
- Ability to build excellent collaborative working relationships across a wide range of people; colleagues, external partners and funders.
- Ability to prioritise workloads, project manage and deliver to deadlines, often with competing priorities.
- A knowledge of the Modern Slavery sector & trauma-informed practices is desired but not essential.

Qualities/Attributes

- A commitment to the vision, purpose, and values of Sophie Hayes Foundation.
- Inspirational and collegiate leadership, people management and motivational skills.
- Positive, pro-active and dynamic.
- Highly organised and personally effective.
- Diplomatic, empathetic and tactful; able to build effective relationships.

How To Apply

Please send your CV and a covering letter explaining why you are applying for this role to recruitment@sophiehayesfoundation.org

The closing date for applications is Sunday 7th July 2024 at 23:59.

Interviews: Between 10th – 19th July 2024.

Preferred start: September onwards, negotiable but as close as possible to 1st September preferred.

The people that we work with come from all over the world and have a wide variety of beliefs, experiences, backgrounds. We are committed to sharing in and reflecting this rich diversity amongst our staff, volunteers and trustees and would strongly encourage applicants from minority and under-represented groups and from those with lived experience.

Additionally, all candidates must provide **proof of the right to work in the UK** during the interview process.

Thank you for your interest in Sophie Hayes Foundation!