



St Basils

**COMMUNITY FUNDRAISING EXECUTIVE –
COVERING THE WEST MIDLANDS**

Applicant Information Pack



St Basils
Psychologically
Informed
Environments





Our Mission

St Basils *works* with young people to:

- Enable them to find and keep a home
- Develop their confidence, skills and opportunities
- Prevent youth homelessness

Our Vision

Our vision for all young people is that:

- Homelessness is not part of their experience of growing up
- There are integrated education, employment and housing pathways
- They are able to access the support and development opportunities they need to secure their futures and realise their potential

Our vision for St Basils is that:

By 2027 we will continue to be the leading provider of accommodation, support and psychologically informed services for young people across the West Midlands.

- Our service developments will include:
 - Increasing our bed spaces outside Birmingham and growing our services in new areas
 - a nationally renowned centre of excellence for young people with complex needs
 - extending our service offer to Care Leavers
 - additional Live and Work schemes for young people engaged in education, training and work
- We are the national lead for:
 - Psychologically informed consultancy, training and reflective practice services
 - Youth Voice engagement and support

ABOUT US

St Basils works with young people aged 16-25 who are homeless or at risk of homelessness, the largest organisation working exclusively in the West Midlands helping some 4000+ young people each year across the region with specific services in Birmingham, Sandwell, Solihull, Walsall, Warwickshire, Worcestershire, the Wyre Forest and Coventry.

Every year some 1800 young people are housed in our 40 supported accommodation schemes, which for some young people includes their young children as well. We have a range of prevention, accommodation and support services to help young people regain the stability they need to rebuild their lives, gain skills, training and employment and move on. The aim is to help them successfully break the 'cycle of homelessness' so that they can go on to experience a bright, fulfilling future and never return to a state where they are at risk of homelessness again.

St Basils also works with young people and partners on a national basis (funded separately). We facilitate the National Youth Voice and National Youth Homeless Parliament, we are part of the national End Youth Homelessness Alliance and we are working to roll out our 'Positive Pathway' Framework nationwide.

During April 2022 - March 2023:

3,924 young people received advice and support

1,694 young people were supported by us during the year

1,121 young people lived in our 40+ accommodation schemes

603 young people stayed with us every night

88% of young people moved on from St Basils in a planned, positive way

"You often hear the phrase that Birmingham is Britain's second city but in my view, we should be proud of the fact you are Britain's first city when it comes to caring for vulnerable homeless young people."

"No-one else is doing it as well as St Basils."

HRH The Duke of Cambridge

WELCOME – from the Chair and Chief Executive

Thank you for showing an interest in our work. St Basils does really important work, which is focussed on ensuring that homelessness is not part of growing up for young people. We want young people to feel cared about, to have trusted support and somewhere safe, suitable and affordable to live that enables them to learn and work.

Our environment is often challenging and our margins are tiny. We are a registered provider, a company limited by guarantee and a charity. Unlike many registered providers, we do rely on charitable income to achieve our outcomes. Partnerships and relationships are critical to us at all levels, locally, regionally and nationally. We are a Psychologically Informed Environment and invest in developing the strengths and skills of our team and young people. Our model combines good quality accommodation and progression support including assistance with employability. Underpinning all of our work is the engagement and perspective of young people at every level, including full Board Membership.

Our Board is critical to provide the oversight and governance to keep us mission focussed and financially viable. We believe it is important to reflect the communities we serve at all levels within St Basils, including our Board. In addition to the specific knowledge base, we need Board members who believe in our work, who are courageous, committed, and understand good governance.

Feizal Hajat OBE
Chair



Jean Templeton
Chief Executive



OUR GOVERNANCE

The Senior Leadership Team led by Jean Templeton, Chief Executive is responsible for providing strategic leadership to the organisation.

Senior management are mandated to lead with clarity of purpose about the business we are in, and prioritise the delivery of services that meet our 7 strategic priorities. Our approach is one of 'Strategic Doing'.

St Basils is governed by a Voluntary Board of Non-Executive Directors and supported by two committees:

- Business Support and Audit
- Service Delivery and Development

In addition, we have a Fundraising Network of supporters

As a registered provider of social housing, St Basils is required (in accordance with the Regulator of Social Housing's Regulatory Framework) to adopt and comply with an appropriate Code of Governance. St Basils has adopted the sector specific NHF Code of Governance 2015. An annual statement of compliance in respect of the Governance Code is published in the Annual Report and Financial Statements.

St Basils is a registered charity, all Board Members are also Trustees. We are also a Company Ltd by guarantee.

Our aim is to improve and strengthen governance by ensuring that our Board has adequate representation in terms of skills balance, diversity and stakeholders including the two Youth Voice members and recruiting in an open and transparent manner.

We adopt a co-regulatory approach to governance by establishing a strong working relationship between Board members and service users and developing our governance arrangements with them. We have an Active Governance Programme where Board members visit services and a Policy to Practice internal assurance programme carried out by Senior Managers.

ROLE PROFILE – COMMUNITY FUNDRAISING EXECUTIVE

ROLE	COMMUNITY FUNDRAISING EXECUTIVE
RESPONSIBLE TO	HEAD OF FUNDRAISING AND COMMUNICATIONS
SALARY	Scale 6, Points 26 – 28 £26,229 - £27,982
HOURS	37.5 HOURS PER WEEK. FLEXIBLE WORKING WITH SOME EVENING AND WEEKEND WORKING REQUIRED. PART TIME MAY BE CONSIDERED

PURPOSE OF THE ROLE

The role of a Community Fundraising Executive is raising charitable donations, by building meaningful and engaging relationships to work with the communities we serve in the West Midlands. This is an exciting new role within the fundraising and communications team and we are seeking an energetic, confident and proactive fundraiser to join our team. This role will require a lot of travel and focuses specifically on developing our education, clubs and faith groups fundraising income streams. Working closely with the Head of Fundraising and Communications and the rest of the fundraising team, you will develop innovative ways to engage with new audiences and maintain current relationships, to achieve our annual fundraising targets.

KEY RESPONSIBILITIES

- Supporting the Head of Fundraising and Communications in the development of St Basils fundraising action plans that are relevant to the fundraising strands this role will focus on.
- Cultivate and build meaningful relationships with education, clubs and faith groups within the local area. Maintain established relationships which encourage long term commitment and giving.
- To attend meetings, exhibitions and events, meeting face to face with these groups as and when required.
- To follow up on all fundraising approaches/enquiries relevant to the areas this role will focus on.
- To research, develop and co-ordinate new fundraising approaches in line with strategic goals.
- To keep accurate records on our CRM system, tracking meetings and actions on a timely basis should we need to use this data for future campaigns.
- To actively engage on social media to support those who are working with us.
- Any other duties consistent with the above, and any other relevant duties required as the job develops including working out of office hours when required.
- Objectively review the success and achievements against agreed targets, identifying strengths, weaknesses and areas for development.
- To work with the Head of Fundraising and Communication to make sure that all our fundraising activities and GDPR compliant.

GENERAL	<ul style="list-style-type: none"> • To be responsible for your own health and safety whilst at work, and the health and safety of any other employees or visitors. • The post holder must take responsibility for their own self development and ensure that the knowledge and information they use in their job is current and relevant. • Promote good practice in equal opportunities and diversity in all aspects of the postholders work. • To undertake any duties deemed necessary by the Head of Fundraising and Communication in order to ensure the efficient and effective operation of the organisation as a whole. • The Postholder needs to have a level of confidence and communication skills which allows them to operate effectively with both external partners and the staff of St Basils, plus the organizational abilities to ensure that a professional image is projected at all times.
MEDIA	<ul style="list-style-type: none"> • To consult with his/her Line Manager and/or the agency's PR/Media Officer when likely to be involved in any campaigning issues or before any involvement with the media on matters relating to St Basils.
ESSENTIAL RECORD KEEPING	<ul style="list-style-type: none"> • Ensure all information relating to services are accurate and up-to-date • Maintain accurate records of progress towards the achievement of agreed goals for service. • Follow & promote all policies and procedures at all times
HEALTH & SAFETY	<ul style="list-style-type: none"> • Follow & promote the health, safety and welfare of yourself and others at work in line with St Basil's policies. • Ensure that Health & Safety regulations are met and that Fire regulations, risk assessment and behavior management procedures are adhered to at all times.
ACTIVELEY CONTRIBUTE TO THE TEAM	<ul style="list-style-type: none"> • Liaise and communicate with other employees and external professionals appropriately to ensure a coordinated approach to programme planning is in place. • Attend and contribute to team meetings • Advise the management team of any concerns, changes or supplementary services needed • Be supportive and respectful to colleagues and management
CONFIDENTIALITY	<ul style="list-style-type: none"> • Confidentiality is of the utmost importance and must be maintained at all times

PERSON SPECIFICATION

COMMUNITY FUNDRAISING EXECUTIVE		
APPLICANT SHOULD ENSURE THAT THEY ADDRESS THE REQUIREMENTS OF THE POST WITHIN THEIR APPLICATION		
	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> Maths and English GCSE Grade C or above, or other equivalent qualifications. 	
ROLE EXPERIENCE	<ul style="list-style-type: none"> Experience of working within a customer facing role 	<ul style="list-style-type: none"> Relevant experience or involvement in the charity or volunteering sector Experience of successful collaborative fundraising activities Experience of building new and maintaining existing relationships or partnerships within your previous job roles. Working knowledge of using IT systems, CRM databases and an understanding of Microsoft applications Familiar with the use of social media platforms and confidence in using such platforms
KNOWLEDGE	<ul style="list-style-type: none"> Computer literate including spreadsheet, database and power point Good working knowledge of social media and how it can be used to build relationships Knowledge of and commitment to Equal Opportunities and Diversity/Anti Discriminatory Practice 	<ul style="list-style-type: none"> Knowledge of and commitment to Equal Opportunities and Diversity/Anti Discriminatory Practice Some knowledge of the charity or voluntary sector. We are happy to consider candidates from transferable backgrounds such as sales, business development or community roles?
SKILLS	<ul style="list-style-type: none"> A natural communicator, people person with good written and verbal communications skills Strong presentation skills with the ability to influence others. A self-starter with the ability to work on your own initiative and manage their own workload Good organizational skills with ability to manage multiple initiatives and deadlines. Ability to keep accurate records. Ability to follow through decisions and monitor. 	

	<ul style="list-style-type: none"> • Full, clean driving license is essential as the role requires extensive driving at key times of the year. 	
CONDITIONS OF EMPLOYMENT		
<p>Wherever you are initially based, it must be recognised that the company reserves the right, giving reasonable notice, to re-locate the post holder, dependent on the requirements of the Agency, at any time. All employees MUST abide by the Terms and Conditions as per St Basils Staff Handbook and Equal Opportunities & Diversity Policy document.</p>		
HOURS OF WORK / LUNCH BREAK/HOLIDAYS	<p>37.5 hours per week, which excludes daily half hour for lunch. The role requires a level of evening and weekend work and will be compensated with time off in lieu in negotiation with Line Manager.</p> <p>We may consider a part-time role for the right candidate.</p> <p>28 days per annum, plus 8 Statutory Bank holidays holiday, pro-rata, per annum.</p>	