



Role Description: Standing Tall Connector

Standing Tall – What We Do

Standing Tall is an award-winning social business helping people leave homelessness for good. We match each person we help with a stable job, a safe home and 12 months of one-to-one support. It's the combination of all three that makes the difference: 4 out of 5 people we help are still off the streets and in the same job 12 months later.

We partner with businesses across the UK who want to create meaningful social impact and make a practical contribution to ending homelessness.

We've been working in Birmingham since 2020, and in London and Manchester since 2022. In 2024, we began working in Liverpool, Leeds and Bristol and last year we started operations in Nottingham and Derby.

In November 2023 we won Social Enterprise UK's 'One to Watch' Award. And in 2025 we won the NatWest SE100 Pioneering Newcomer Award and the SME & VSCE Social Value Award from Social Value Portal.

As we continue to grow, we are launching a network of volunteer Connectors across our cities to help expand our reach within the business community.

The Role

We are looking for well-connected, purpose-driven professionals to become Standing Tall Connectors in Birmingham, Bristol and Manchester.

This is an unremunerated volunteer position for individuals who believe in our mission and want to use their local networks, influence and business connections to help more people leave homelessness behind for good.

Connectors will represent Standing Tall within local business communities, attend networking events, and build relationships with businesses that want to be part of the solution to homelessness, either as Employer Partners, providing permanent entry-level jobs, or as Mission Partners, whose investment of £1,000 + VAT over 12 months helps one person leave the streets for good.

This role is ideal for someone who:

- Is passionate about making a tangible social impact
- Enjoys connecting people and opening doors
- Has strong local business relationships
- Wants to contribute their skills and network to a meaningful cause

Key Responsibilities

The primary role of a Connector is to leverage their networks, attend relevant business events and identify opportunities to engage prospective corporate partners.

While there is no prescriptive approach to the role, Connectors are expected to help secure £12,000 + VAT of Mission Partner investment annually – enough to help 12 people leave the streets for good.

This may be achieved through a number of relationships and introductions, or through a smaller number of highly engaged partners. Our focus is on creating meaningful connections that help more businesses become part of the solution to homelessness.

Connectors are also encouraged to help identify prospective Employer Partners and facilitate introductions to the Standing Tall team.

Time Commitment

Connectors will sign up for a 12 month term that starts in July.

Generally speaking, we would anticipate that Connectors will:

- Attend approximately 1–3 business events per month
- Make introductions and connections where opportunities arise
- Participate in occasional meetings with the Standing Tall Team

We are flexible and understand availability may vary.

Knowledge, Skills and Experience

We are seeking individuals who:

- Believe strongly in Standing Tall's mission and values
- Have an established network within their local business community
- Are confident communicators and relationship-builders
- Are proactive, professional and enthusiastic
- Are comfortable attending events independently and representing Standing Tall
- Can commit time consistently throughout the year

Experience in business development, partnerships, sales, leadership, entrepreneurship or community engagement would be highly valuable.

What You'll Receive

While this is a voluntary and unpaid role, Connectors will receive:

- The opportunity to make a meaningful difference in people's lives
- Recognition and visibility as a Standing Tall Connector
- A toolkit with key messaging and marketing collateral
- A dedicated Standing Tall contact for onboarding and ongoing support
- Opportunities to connect with local Talent Scouts and the wider Standing Tall team
- Regular updates on our impact, partnerships and progress

How Standing Tall's Story Began

Christy Acton, Standing Tall's Founder and CEO, previously worked for a charity where he was responsible for setting up and running a night shelter in Birmingham. A significant number of people coming into the shelter were ready and capable of finding and sustaining stable employment. Over a three-year period, 20 people were matched into stable jobs, enabling them to move into their own homes. It was through this experience that the concept of Standing Tall began. As a social entrepreneur, Christy is determined for Standing Tall to make a significant impact on reducing homelessness.

Our Values

These are the set of values we live by at Standing Tall, helping to guide our work and actions. They are based on our beliefs and how we see the world!

1. We are people-focused – People are at the centre of what we do. Standing Tall is built upon care and compassion.
2. We believe in working together – Drawing on everyone's skills and experience, we can make change happen together.
3. We believe in what people can do – People have skills and strengths to offer and we're about building on these.
4. We champion innovation – We push boundaries and show the world how to make real, lasting change.
5. We are forward-thinking – We want to influence society to apply new ways of thinking. Changing what people believe is possible.
6. We believe in taking responsibility – Enabling purpose-driven organisations to use their position of trust and influence to make good change happen.
7. We treat everyone with dignity – We believe that all people should be treated with the respect and dignity they deserve.
8. We make good change happen – We know good change is possible. A change in situation, a change in perceptions or a change for society.