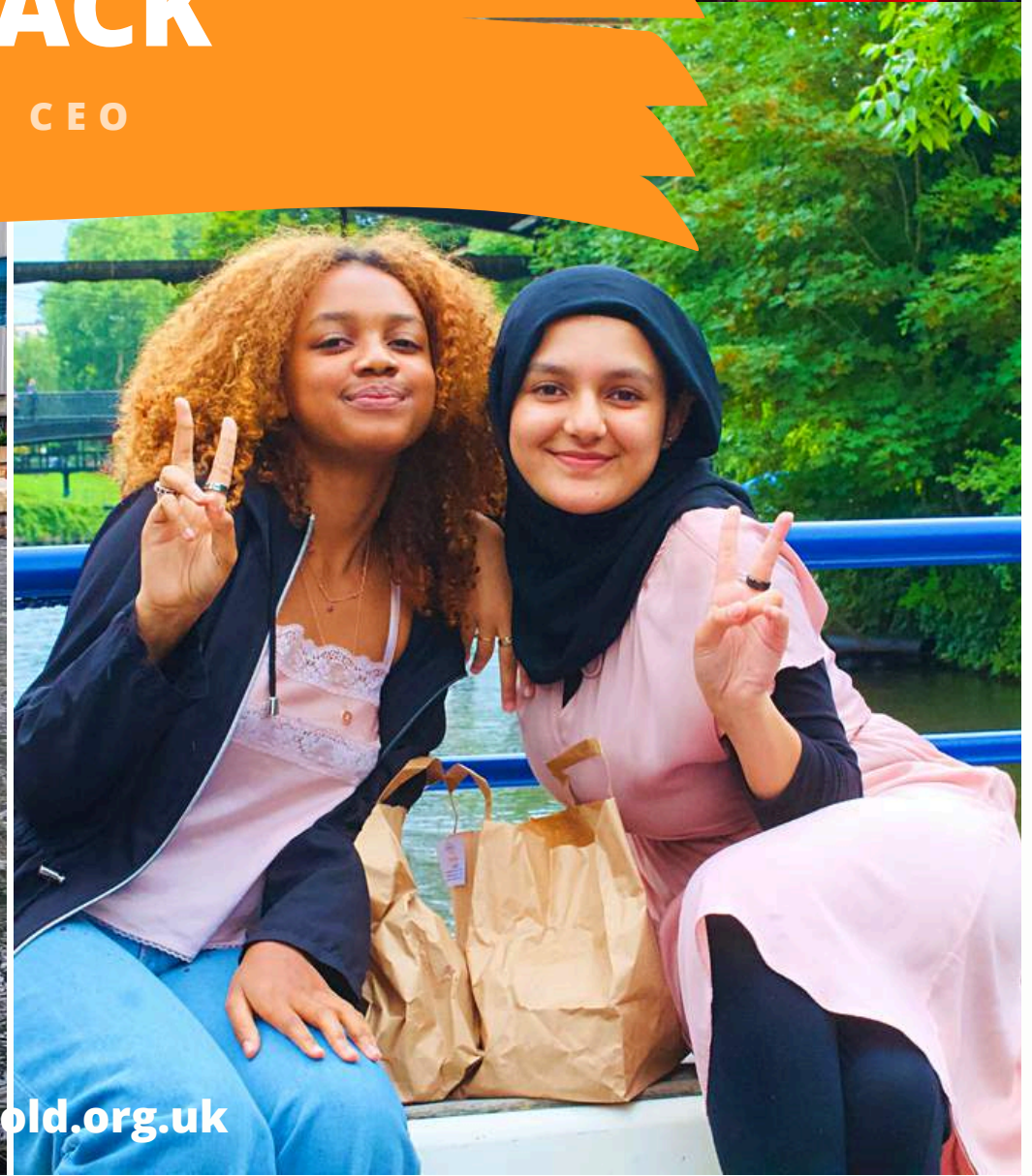




UNFOLD
JOB PACK
DEPUTY CEO



About Unfold

Unfold (formerly known as Westminster Befriend a Family) is a local charity, working closely with young people and families in Westminster and surrounding boroughs, empowering them to achieve goals that matter to them, with the support of mentors. With mentoring and peer support groups, we work with skilled, dedicated and trained volunteer mentors who provide regular sustained support for three to six months in a goal-focused programme tailored for the needs of young people aged 10 – 25 or women with children aged 5+.

We aim to

- Boost well-being and confidence, developing a growth mindset
- Increase connectedness and reduce loneliness
- Build autonomy, independence and self-actualisation through goal-setting skills

Our programmes are based in positive psychology, supporting good mental health and wellbeing. Participants determine the focus of their mentoring or what happens in our peer support groups, and support might include developing healthy family and social relationships, enhancing wellness, access to education and career development and building important life skills. Our mentors and the experiences they offer inspire positive change as they nurture trusting and supportive relationships.

Who do we support?

While our programme is open to everyone, we target people who face the most challenges to ensure that we are supporting those who most need our support.



WHY WE DO WHAT WE DO?

UNFOLD'S THEORY OF CHANGE

Problem

- Young people, new and young mothers, city-dwellers and people from Black Asian and Minority Ethnic communities are more at risk of experiencing loneliness
- Social isolation increases risk of poverty
- Poverty and social isolation have negative, sustained effects on mental and physical health, with the knock-on effect of avoidable strain on health and social services
- Westminster has one of the highest levels of child poverty in London and the greatest wealth gap in the country

Strategy

- Provide immediate relief with consistent support from trained volunteers
- Connect people to their community
- Build individual's skills and confidence to independently manage challenges

Action

- Effective and fast signposting and referral to relevant services
- Regular one to one social, emotional and practical support for at least three months
- Goal-focused engagement
- Support to develop a growth mindset

Impact

- Participants are better connected to their community
- Participants are able to identify and achieve goals
- Participants have a reduced sense of loneliness
- Participants have improved mental health and well-being

Vision

- Young people and parents who are struggling and/or isolated can recognise and achieve their potential
- Cycles of poverty are disrupted as isolation is reduced and opportunity is maximised
- The Westminster community is better connected
- Westminster's resources are maximised, harnessing volunteer power, reducing the burden on health and social services, and optimizing utility of existing services

What do our mentees say about unfold?

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Mentoring helps you to get out of your comfort zone and build an identity you're proud of.

My mentor cleared up so many questions I had and gave me so much advice about my future, university and film because that's what I want to go into. She's working as a videographer which was perfect because she has been there and done that.

“

Mentoring has reminded me of my potential and it has been really great for my personal growth and confidence! When I think about achieving my goals I now have a clearer idea of how to do that.



“

Some sessions we would go online and I would say I just need to talk to you about loads of stuff and she was always there and it was great to be heard and given the space to express myself freely.

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Not only have I been given helpful tips and advice concerning any issues but I have also found the weekly sessions as a helpful break. Z,17

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'Before the mentoring, I was very shy, and tended to avoid public speaking. However, during the Programme I was able to do 3 virtual talks and presentations. Additionally, I managed to access new opportunities, in terms of work experiences which has enabled me to build my network. N,16

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Mentoring with James has been the best thing so far as he's been able to relate to me on a more personal level as he has experienced the same things. E,15

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It have help me achieve new goals which help to better me as a person. My mentee taught me how to create boundaries and know what I do not like and what I do like when it come to friendships. It have been a great 6 months. L, 16

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I was very anxious about my future before meeting my mentor, she helped clear any misconceptions I had and get started on finding the right path for me. K,14

What do our mentees say about mentoring?

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Mentoring helps you to get out of your comfort zone and build an identity you're proud of.

It was the first time I had someone consistently in my life. Meeting a person every week who gives me a unique and useful perspective on what I share has been really impactful for me.

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Mentoring has reminded me how important it is to feel self worth and create your own boundaries.



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My mentor had faith in me when at times I had lost it and had no one to vent my anxieties, frustrations and struggles. One hour a week for all these months helped me build myself up gradually, one step at a time.



Deputy CEO

About the role

Position title: Deputy CEO

Reports to: Chief Executive Officer

Hours: 37.5 hours per week

Pay: £50,000

Location: London, Victoria/ Remote

Closing date: 01/09/2024

The Charity

Unfold is led by the people we serve and we get people where they want to be. We're a bold, agile and growing organization, with a friendly, energetic and welcoming team. As an established local charity (previously known as Westminster Befriend a Family), we're powered by volunteers who support young people and families to identify and achieve goals that matter to them. We provide mentoring and peer support groups to people in Westminster, Kensington and Chelsea and the neighbouring boroughs.

For over 35 years, we have been providing support to vulnerable families who are at risk of social exclusion. Working with a network of trained and DBS-checked volunteers, we offer mentoring to women with children and young people, building independence and getting them where they want to be.

We support the local community and we have also developed specialised programmes for people with specific needs, including refugees, children excluded from mainstream school, children with experience of the care system and families facing homelessness.

We're open to everyone, but we target those who face the most challenges: 93% of the people we work with describe themselves as coming from a racialized group, 85% of the families we support are single-parent households headed by a woman, and 75% of the children we support are eligible for free school meals. We also run specialised programmes of support for refugees, children excluded from mainstream school, children with experience of the care system and families facing homelessness. Last year we provided one-to-one mentoring to over 246 people, and group support to a further 252 people and we expect to increase the number of people we reach this financial year.

We have an ambitious growth plan, and we're seeking a proactive, innovative Deputy CEO to maintain and develop our successful mentoring and peer support programmes. We've made incredible progress in both programme scale and quality, and we want someone to help us identify and articulate the change we make, so that we can keep improving and demonstrate the value we deliver. Over the last five years our income has grown five-fold, while our reach in mentoring has increased to more than ten times what it was five years ago, and our team has grown from 1.6 to 12 staff in that time. With nearly 60% of our income secured in multi-year grants, we're in the process of developing our strategy for the next five years, envisaging continued growth, maintaining quality and impact while adding a social justice dimension to our mission.

Role Purpose

The Deputy CEO will support the development and implementation of Unfold's organisational strategy, responsible for the delivery of programme, funding and impact strategies. Supporting the CEO, they will play a key role in ensuring excellent programme delivery and financial stability of the charity by maintaining a sustainable funding pipeline. As a senior leader, they will be responsible for promoting the charity and cultivating its positive reputation. The Deputy CEO will identify funding opportunities, oversee bid submission and ensure quality reporting and compliance. You will develop Unfold's relationships with corporate partners, donors, as well as individual supporters, so that we have a robust and sustainable income to support our growth plans. You will support us to use our data management system, Beacon, to track both our funding pipeline and commitments, as well as our programme impact data.

Key Performance Indicators:

- Annual income: c£700k
- Number of direct reports: 3
- Number of (additional) indirect reports: 7
- Number of annual users: c500

Role and Responsibilities

Organisational and Strategic Development

- Supporting the CEO in creating, executing and monitoring the performance of strategic objectives.
- Overseeing employment, professional development and employee performance activities of programme and funding teams.
- Oversee and proactively support the performance, development and wellbeing of team members.
- Supporting the understanding of and compliance with Unfold's policies, Standard Operating Procedures and related protocols.
- Embodying and championing the organisational culture and monitoring its adoption.
- Take an analytic approach to risks and challenges and provide solutions to ensure the organisation thrives and grows.

Programme Management

- Managing Programme Managers and supporting the development and delivery of programme strategies.
- Supporting teams to develop, deliver and report on annual workplans, in line with strategies.
- Advising and updating the CEO on Unfold's activities and position in terms of programme performance.
- Managing the Volunteer Coordinator, supporting their development and delivery of the Volunteer Recruitment and Retention Strategy.
- Managing the Business Support Officer to ensure the team have the equipment, tools and resources required for programme delivery, ensuring Unfold's Finance Manual for procurement and financial transactions.

Impact

- Use Unfold's data management system for analysis programme scale, reach, gender and ethnicity data for volunteers and service users.
- Improving impact assessment, data analysis and communication of impact, specifically for three programme objectives (wellbeing, connectedness, and goal setting skills).
- Supporting the development of a case study library in line with strategic objectives and target audience
- Develop research and evaluation, looking at long term and wider impacts
- Developing a structure for assessment and analysis of volunteer impact and experience
- Annual report preparation.
- Social Media consultant management - overseeing monthly planning meetings with team, using Unfold data for output, signing off material, overseeing adherence to Terms of Reference

Funding strategy development and delivery

- Overseeing the income, fundraising activity and financial stability of the charity
- Support the development and delivery of a fundraising strategy, with specific focus on developing a portfolio of sustainable, multi-year grants, trusts and funds and service delivery contracts, while considering how we can expand individual giving, online fundraising and developing corporate relations to build free reserves.
- Income planning, including identifying, prioritising and scheduling funding opportunities.
- Manage the Funding Officer, to ensure effective management of funds on Beacon, our CRM system, tracking opportunities, applications, outcomes, reporting requirements.
- Overseeing the Funding Officer in the preparation and submission of proposals to donors, trusts and funds and government and local government commissioners.
- Exploring opportunities for commercial income stream development.
- Preparing and submitting donor reports.

Deputising for the CEO

- Representing Unfold at external events.
- Cultivate and maintain relationships with donors, funding bodies, and partners.

Other Duties and Responsibilities

- Participate in regular management supervision, team meetings, including the Senior Management Team Meeting, and annual appraisal; help to identify your own job-related development and training needs.
- Adhere to Unfold's code of confidentiality, safeguarding, equal opportunities and all other policies.
- Undertake your role in a professional manner and maintain a high-quality standard of work in accordance with aims, values and ethos of Unfold.

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

The role may involve out-of-hours working, for which time off in lieu will be granted.

Working at Unfold

Holidays: 25 working days (along with additional Christmas closedown days)

Pension: We offer generous pension provision: New staff are automatically enrolled for a pension after three months, and after six months we will match your contribution up to a maximum of 8%.

Salary: We are committed to paying the London Living Wage in line with the Living Wage Foundation and review salaries annually.

Team Working: We are a small but brilliant team: we're supportive, diverse and we help each other out. There are always opportunities to get involved in different aspects of the organisation, or lead on new initiatives.

Wellbeing - How we feel matters: Staff have access to a comprehensive Employee Assistance Programme, and our staff Wellbeing Champions support the delivery of our Wellbeing Strategy. Staff can join free on-site yoga classes, monthly massages and regular 'Drinks and Links' sessions with the team and colleagues in similar organisations.

Flexible Working: We're happy to consider flexible working arrangements in line with the requirements of the role.

Hybrid Working: We work from the office or at least two days a week between Tuesday and Thursday. (Depending on your role you may need to work from the office or other London locations on other days.)

Ecofriendly, Modern Offices: We work in a beautiful, accessible, eco-friendly co-working space with a number of other charities, with plants, a leafy roof terrace and free hot and cold drinks, breakfast cereals and fruit. With comfortable spaces to read quietly or talk in a group, our workspace is somewhere you'll want to be. You can find out more about our on-site benefits at <https://www.fivefields.community/>.

Applying for this role

What to send: A CV of no more than two sides, and a covering letter of no more than two sides explaining why you are suitable for the role.

Submit your application via CharityJob

Deadline for your application: Sunday, 01 September 2024

We will aim to get back to you by: Tuesday, 03 September 2024. If you are successful you will be invited for an interview with Catherine Mahony, Unfold CEO.

Start: October/ November 2024

	Essential	Desirable
<p style="text-align: center;">Skills & Experience</p>	<ul style="list-style-type: none"> • Track record of fundraising within third sector organisations. • Proven record of success within a fundraising role, at Fundraising Manager or Senior Fundraising Manager level • Experience of developing or improving monitoring and evaluation systems. • Ability to analyse and communicate programme data, both qualitative and quantitative. • Ability to write accurate and engaging proposals and reports using programme data and wider research. • Strong communication skills (verbal and written), with excellent written and spoken English and an ability to communicate with a range of audiences. • Excellent IT skills including MS Office suite and ability to use spreadsheets, databases, social media and email. • Ability to work as part of a small team, listening to and valuing the contribution of all staff, service users and volunteers, whilst also working independently. • In-depth knowledge experience in the voluntary or not-for-profit sector 	<ul style="list-style-type: none"> • Experience of managing CRM systems for fundraising and client data management • Experience of developing and delivering organisational strategies, particularly fundraising and M&E strategies • Knowledge and experience with regard to safeguarding the welfare of children or vulnerable adults, ideally in volunteering contexts. • Experience of administering, managing, monitoring and evaluating projects effectively. • Experience of building and sustaining effective partnerships and external networks. • Knowledge of Westminster and neighbouring boroughs

	Essential	Desirable
Skills & Experience	<ul style="list-style-type: none"> • Proven experience in a senior management role, performance managing and motivating team members • Ability to prioritise, with an organised and proactive approach. • Strong analytical and problem-solving abilities • Strong qualitative and quantitative analytical skills • Proficiency in developing and implementing strategic objectives • Committed to Unfold’s mission, vision and values. 	
Personal attributes	<ul style="list-style-type: none"> • Passionate about supporting young people and families to improve outcomes for children, young people and parents. • An excellent and inspiring communicator. • An innovative, solutions-focused approach • An interest in data and the stories it tells • Collaborative and inclusive, with a strong commitment to inclusion, diversity and equity. • A strong team player with a ‘can do’ attitude, and a pragmatic and solution-focused approach. 	

	Essential	Desirable
Values	Trustworthy, non-judgemental, transparent, caring and compassionate, empowering, proactive, self-motivated and accountable	