

# Hello!

I am so glad you're considering applying for the Director of Strategic Relationships position at Kids Matter.

We work hard not only for our children, parents and communities, but also to build a brilliant culture at Kids Matter. Our motto is to be 'ambitious yet respectful'. You'll be stretched for sure but well-supported while that happens. We are all about growth, development, learning and having people work out of their sweet spot most of the time. We have a lot of fun along the way!

You will be joining us at such a key time in our journey; we're now nine years old and we're putting in place what we need to begin our next chapter. We know what we are doing and how to do it. Your job will be to help us extend our reach, grow at scale, and equip communities across the country with what they need to see real and lasting transformation.

This job pack includes:

- Details around what the job involves
- What we're looking for in applicants
- Specifics around employment in this role
- An outline of the application process
- An overview of our charity
- What we believe

I look forward to reading why you think you'd be a great fit on our team!

A handwritten signature in blue ink, appearing to read 'Eli'.

**Dr Eli Gardner, Clinical Psychologist**  
Co-founder & Chief Executive Officer



## Job Description

### Overall purpose

The Director of Strategic Relationships role is a unique and high-impact role working closely with the Chief Executive Officer to accelerate Kids Matter's growth and influence.

The Director of Strategic Relationships will identify, develop and secure transformational partnerships and funding opportunities beyond our traditional church-based networks. They will build relationships with corporates, philanthropists, foundations, government stakeholders and other strategic partners who can help us reach more families and strengthen the long-term sustainability of our work.

We are looking for a candidate with significant previous experience and this role is ideal for someone who enjoys opening doors, spotting opportunities others might miss, and turning relationships into meaningful partnerships that create both impact and income.

### Key responsibilities

#### 1. Strategic Partnerships & New Routes to Impact

- Identify and develop strategic partnerships beyond Kids Matter's existing church networks that expand our reach to families experiencing disadvantage.
- Build relationships with employers, businesses, foundations, charities and community organisations that can provide new routes to impact.
- Develop innovative partnership models that generate income, increase influence or create new delivery opportunities.
- Work with colleagues across the organisation to turn partnership opportunities into funded initiatives.
- Maintain a strong pipeline of potential partners and opportunities aligned with Kids Matter's growth ambitions.

#### 2. Major Philanthropy & Funding

- Support the CEO in cultivating, securing and stewarding relationships with major donors, trusts and foundations.
- Identify new funding opportunities that support Kids Matter's growth and strategic priorities.
- Research prospective funders and prepare briefing materials for key meetings and events.
- Build trusted relationships with philanthropists and identify opportunities to deepen their engagement with Kids Matter.
- Ensure excellent stewardship of strategic supporters through effective communication and follow-up.

#### 3. Strategic Influence & External Relationships

- Build and maintain relationships with key stakeholders across government, local authorities, Family Hubs and the wider family support sector.

- Support the CEO in strategic engagement activities that raise Kids Matter's profile and influence.
- Identify opportunities for collaboration, funding and partnership within the statutory sector.
- Represent Kids Matter at relevant meetings, events and stakeholder engagements.

#### **4. Strategic Growth Opportunities**

- Identify emerging partnership, funding and influence opportunities that could accelerate Kids Matter's growth and impact.
- Explore opportunities for national and, where appropriate, international collaboration.
- Develop recommendations for promising new initiatives and partnerships.
- Maintain awareness of developments across the charity, corporate, philanthropic and family support sectors.

#### **5. Strategic Partner to the Chief Executive Officer**

- Act as a trusted strategic partner to the CEO on partnership development, philanthropy and growth opportunities.
- Represent the CEO where appropriate, helping to maintain and strengthen key strategic relationships.
- Increase the CEO's capacity by leading the development of high-value external relationships and opportunity generation.

#### **6. Senior Leadership Team**

- Have a shared ownership of, and commitment to, Kids Matter's vision, mission and culture and its practical application.
- Strive towards achieving the strategic organisational goals.
- Ensure each new initiative and idea stands up against our cultural, missional and EDI values.
- Lead by example, being a standard bearer of the cultural expectations of the team.
- Work effectively in collaboration within the SLT, the wider team and with Trustees, ensuring strong communication across all levels.
- Proactively represent Kids Matter with external audiences and networks.
- Display a growth mindset, giving and receiving feedback at all levels of the organisation.
- Foster excellence in the effectiveness of their own team, providing a strong lead, taking responsibility and ownership of team goals and objectives.
- Have a strong commitment to empower and grow the wider team.
- Be an engaged and active member of all SLT meetings, wider team meetings and in-person team days.

#### **7. Wider team involvement**

- Contribute towards staff prayers and, on occasion, lead 'Thought for the Day'.
- Provide additional support to other teams when appropriate.
- Engage with team-wide meetings and trainings.

# Person Specification



| Category                     | Criteria                                                                                                      | Assessed by* | E/D              |
|------------------------------|---------------------------------------------------------------------------------------------------------------|--------------|------------------|
| <b>Skills/<br/>Abilities</b> | Ability to build and manage high-value strategic relationships and partnerships                               | I            | <b>ESSENTIAL</b> |
|                              | Ability to work to tight timelines and handle pressure                                                        | A/T          |                  |
|                              | Ability to take initiative and be proactive and remain self-motivated while working remotely                  | A/I/T        |                  |
|                              | Exceptional networking, relationship-building and influencing skills                                          | A/I          |                  |
|                              | Strong strategic judgement and ability to identify opportunities others may miss                              | A/I          |                  |
|                              | Excellent communication and presentation skills, both written and verbal                                      | A/I/T        |                  |
|                              | Strong organisational skills and ability to manage multiple priorities effectively                            | A/I          |                  |
|                              | Excellent communication and presentation skills, both written and verbal                                      | A/T          |                  |
|                              | Ability to use new systems/processes quickly and confidently (including CRM)                                  | A/T          |                  |
|                              | Ability to work independently and as part of a team effectively                                               | A/I/T        |                  |
|                              | Understanding of data imports/exports & finance software integrations                                         | A/I          |                  |
|                              | IT literate with knowledge and proficiency of Microsoft 365 programmes and zoom                               | A/T          |                  |
| <b>Experience</b>            | Experience representing an organisation externally and building credibility with a wide range of stakeholders | A            | <b>DESIRABLE</b> |
|                              | Experience representing an organisation externally and building credibility with a wide range of stakeholders | A            |                  |
|                              | Demonstrable track record of securing significant funding, commercial partnerships or growth opportunities.   | A/I/T        |                  |
|                              | Experience in philanthropy, corporate partnerships, fundraising or business development.                      | A/I          |                  |
|                              | Experience within the charity, social impact or faith sector.                                                 | A            |                  |
|                              | Experience working closely with founders, CEOs or senior leadership teams.                                    | A/I          |                  |
|                              | Experience engaging with government, local authorities or public-sector stakeholders.                         | A/I          |                  |

| Category                        | Criteria                                                                                                                             | Assessed by* | E/D              |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------|
| <b>Personal qualities</b>       | Entrepreneurial, proactive and opportunity-focused.                                                                                  | A/I          | <b>ESSENTIAL</b> |
|                                 | Naturally curious and motivated by identifying new possibilities for growth and impact.                                              | A/I          |                  |
|                                 | High levels of integrity, discretion and professionalism.                                                                            | A/I          |                  |
|                                 | Willing to give and receive constructive feedback                                                                                    | A/I          |                  |
|                                 | Flexible and willing to be involved in a wide range of tasks                                                                         | I            |                  |
|                                 | Commitment to ongoing development of own knowledge and skills                                                                        | A/I          |                  |
|                                 | Personal commitment to the Christian faith and active support for the Christian ethos and values of Kids Matter.                     | **           |                  |
|                                 | Passion for Kids Matter's vision of seeing every child in need raised in a strong family                                             | A/I          |                  |
|                                 | Passion for innovation and building partnerships that create lasting social impact.                                                  | A/I          | <b>DESIRABLE</b> |
|                                 | Confidence in opening doors and initiating relationships with individuals and organisations with no prior connection to Kids Matter. | A/I          |                  |
| <b>Knowledge &amp; Networks</b> | Understanding of the challenges facing families experiencing disadvantage in the UK                                                  | A/I/T        |                  |
|                                 | Knowledge of the philanthropy, corporate social responsibility and charitable funding landscapes.                                    | A/I          |                  |
|                                 | Existing networks across philanthropy, business, government or the Christian sector.                                                 | A/I          |                  |
|                                 | Familiarity with Family Hubs and the wider family support ecosystem.                                                                 | A/I          |                  |

\* Assessment methods: Application form (A), Interview (I), Tasks (T)

\*\* Whilst this is an occupational requirement, the shortlisting process will not involve scoring candidates on their faith.

## Employment Information

**Job title:** Director of Strategic Relationships

**Reporting to:** Chief Executive Officer

**Location:** Remote (Based in England, Scotland & Wales with occasional travel required)

**Contract:** Permanent

**Start date:** As soon as possible

**Hours of work:** 21 hours per week (3 days)

*Monday mornings are compulsory due to a weekly team meeting, otherwise hours can be spread throughout Monday to Friday.*

**Salary:** £50,000 - £65,000 pro rata (£30,000 - £39,000 actual)

**Probation period:** 6 months

**Holiday entitlement:** 25 days (plus bank holidays) per year pro rata, with additional time off between Christmas and New Year's day

**Pension:** Automatic enrolment into a direct contribution pension scheme (5% employer contribution)

**Death in Service Benefit:** Aviva Life Assurance membership including a nominated person receiving 3x annual salary if you were to die whilst in employment.

### **This post is subject to an Occupational Requirement**

Kids Matter serves and supports clients within the Christian sector, the nature of the work requires that this post holder has an active faith in Jesus under the Equality Act 2010, Part 1, Schedule 9.

### **Equal Opportunities**

We actively support and welcome the integration of people from diverse backgrounds and varied experiences and skillsets to help shape the work and future of Kids Matter. We are particularly keen to receive applications from African and Afro-Caribbean, Asian and other diverse ethnic communities, and those who are neurodivergent and/or living with any kind of disability. If this role excites you, we encourage you to apply even if you don't meet every requirement.

# Application Process



## Stage 1

Complete a copy of our **online application form**.

We also ask for all applicants to submit an **Equal Opportunities Monitoring Form**, which will be sent to you to complete following the submission of your application form. This form will be used for anonymous analysis to ensure our overall recruitment procedures are fair and transparent. It will never be viewed or used as part of the selection process. It is optional to submit this form.

Deadline: **9am on Monday 19th October**

All successful and unsuccessful applicants will be notified via email by 5pm on Thursday 22nd October.

## Stage 2

Successful applicants will be invited to an initial 45-minute online interview, which will take place **on Tuesday 27th October**.

To ensure candidates can perform to the best of their ability, interview questions will be sent in advance of the interview date. Candidates will also be sent a short task to complete before attending their interview.

## Stage 3

Following initial interviews, 2-3 selected candidates will be invited to attend a second online interview, **on Tuesday 3rd November**. The interview will be 1 hour 15 minutes long and include 1-2 tasks.

The successful candidate and unsuccessful candidates will be informed of Kids Matter's final decision by 5pm on Thursday 5th November.

If you would like any application and interview support or you need any reasonable adjustments throughout the application process or if you would like an informal phone call to ask questions or discuss the role, please contact **Katie Washington (HR & Systems Manager) on [recruitment@kidsmatter.org.uk](mailto:recruitment@kidsmatter.org.uk)**.

Kids Matter will treat your application as private and confidential. Unsuccessful applications will be securely destroyed after one year.





## About Kids Matter

More than 4 million children are being raised in poverty in the UK and the stress poverty places on them (and their parents) can result in long-term emotional and social problems. We therefore exist to help strengthen families and interrupt that negative trajectory.

Research has shown that the most effective early intervention to help children is group-based parenting programmes. For children to thrive, it is important for mums, dads and carers to increase their own wellbeing and confidence in their parenting skills. Whilst all parents need support, our effective and accessible programmes have been written for families facing disadvantages.

We partner with local churches and their community networks across the whole country to run our evidence-informed programmes in communities and in prisons, equipping mums, dads and carers with the tools (confidence, competence and community) they need to build strong relationships and strong families. Not only will this have a positive impact on child wellbeing and future outcomes, but it will also reduce the social and financial costs of family breakdown.

### Our impact

Since launching in 2017, we have impacted **nearly 6,000 children** through our parenting programmes, equipping their parents (over 2,000 of them) with the skills needed to build a strong family. We have an ambitious vision to reach many more in the coming years.

[Read our most recent Impact Report here.](#)

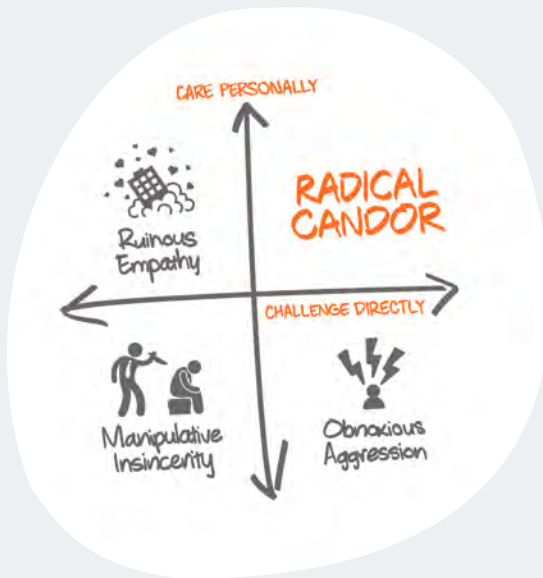
### Our team

We have a wonderful team of brilliant people committed to transforming society, one family at a time, and a group of top-notch trustees who support us every step of the way.

[Find out more about them here.](#)

*'It's worth doing, I would do it 20 times over and still learn something new in the twentieth session.'*

Tash, mum



At Kids Matter, we strive to have a culture where giving and receiving feedback from anyone in the team is a common occurrence. We place high value on getting to know one another to create a foundation of trust from which we can challenge directly. Teams regularly have 360 feedback sessions and managers are encouraged to regularly ask for feedback from their direct reports.

We don't always get it right, but our aim is to operate from a place of 'Radical Candor'.

### Our culture values are:

- Faithful** We put our faith in God and we are fiercely loyal to our mission and vision.
- Respectful** We draw alongside others and genuinely listen, affirming the dignity of everyone we encounter.
- Excellence** We go above and beyond to provide the best quality in all we do.
- Positive** We choose to be grateful, to be hopeful, and to see possibility in everyone.
- Ambitious** We push for all to achieve their full potential so that together we can fulfil our vision of every child in need being raised in a strong family.



# Statement of Faith



## Nicene Creed

We believe in one God,  
The Creator of all things,  
Who holds the universe in love and wisdom.

We believe in Jesus Christ,  
God's only Son, who is fully divine and fully human.

He was born to bring light into the world,  
Lived among us, teaching truth and grace.  
For our sake, He suffered, was crucified, and died.

On the third day, He rose again,  
Defeating death and offering us new life.

He ascended into heaven and reigns with the Father,  
And He will come again to restore all things.

Amen.

