



UNFOLD

JOB PACK

FUNDRAISING AND
MARKETING OFFICER

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. 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 mentoring programme is based in positive psychology, supporting good mental health and wellbeing. Mentees determine the focus of their mentoring, 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 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.

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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.



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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



Fundraising and Marketing Officer

About the role

Position title: Fundraising and Marketing Officer

Reports to: CEO/ Managing Director

Hours: 37.5 hours per week

Pay: £28,000

Location: London, Victoria/ Remote

Closing date: 19/08/2024

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.

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 specialized programmes of support for people seeking asylum and those with refugee status. Last year we provided one-to-one mentoring to over 246 people, and group support to a further 252 people. With increasing demand for our services, we expect to provide direct support to over 350 individuals in the coming year.

We have an ambitious growth plan, and we're seeking a proactive, innovative fundraiser to help us establish a range of sustainable income streams. 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.

This role would be great for someone looking to further their career in the charity sector.

Job Purpose

Working with the Managing Director, you will support delivery of our fundraising and impact strategy, supporting us in identifying funding opportunities, submitting bids and ensuring reporting is completed. You will be responsible for maintaining all our communications channels, including social media, updating our website and creating copy and print materials for our programmes. You will help us to share our impact and tell the stories of the mentor and mentees. 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. You will analyse and use our data to tell stories that help us improve our work, expand our reach and increase our access to resources.

Role and Responsibilities

Funding

- Set up and manage funds on Beacon, our CRM system, tracking opportunities, applications, outcomes, reporting requirements and ensuring accurate record keeping.
- Support the delivery of our 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.
- Income planning, including identifying, prioritising and scheduling funding opportunities.
- Liaising with programme teams to develop proposals for programme development and gathering engaging information to demonstrate impact in reports.
- Supporting teams to manage monitoring and evaluation requirements for donor and internal purposes, developing and maintaining monitoring frameworks.
- Preparing and submitting proposals and tenders to donors, trusts and funds and government and local government contractors.
- Preparing and submitting timely donor reports in line with contractual requirements.
- Reviewing contracts and ensuring contract compliance.

Marketing

- Attending monthly content planning meetings online
- Planning and developing content provided by Unfold staff and partners
- Sharing planned content for review and sign-off
- Keeping up to date with messages and followers on Unfold's social media channels

- Keeping the team informed of updates on social media updates
- Design material for programme team to support with their work and outreach
- Create compelling stories from case studies and impact data
- Report every month on communications analysis so we can see trends on who is engaging with which platforms and to what type of contact.
- Build and develop our social media platforms with new brand and ensuring all communications meets the organisations brand guidelines.

Other Duties and Responsibilities

- Participate in regular management supervision, team meetings 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: Monday, 19 August 2024

We will aim to get back to you by: Wednesday, 14 August 2024. If you are successful you will be invited for an interview with Catherine Mahony, Unfold CEO.

Start: September/ October 2024

	Essential	Desirable
Skills & Experience	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Good organiser – ability to manage multiple tasks • Understanding of fundraising in the charity sector • Experience of marketing/ external communications including managing social media • Experience of creating communications material (in Canva or digital software) that fit within brand guidelines • Great storyteller who can create compelling case studies • Experience of running campaigns, using Mailchimp 	<ul style="list-style-type: none"> • Understanding of the Charity Sector • Experience of working with CRM systems and databases • Understanding of how to create a comms plan and implement it • Has knowledge or lived experience in the borough of Westminster or surrounding boroughs
Personal attributes	<ul style="list-style-type: none"> • Personable and positive • People orientated • Good listener • Willing and able to work the occasional evenings and weekends • Strong empathy skills 	
Values	Trustworthy, non-judgemental, transparent, caring and compassionate, empowering, proactive, self-motivated and accountable	