



# Baca

**Safe to heal, free to thrive**

## About us

### Our Vision

A world where all child refugees are welcomed, safe and inspired with hope to rebuild their lives for a better future.

### Our mission

It is our mission to serve young people who have been forced to flee their home country – offering safe homes, education, therapeutic care and support in every area of their lives.

We believe each young person, many of whom are victims of human trafficking, has a dignity worth celebrating, talents worth discovering and a life to live to its fullest potential, no matter their past experiences nor present circumstances. We are committed to providing an inspiring environment that raises hope and strengthens resilience.

### Our Values

#### Respect

*Treating everyone with dignity* in all circumstances.

#### Integrity

*Unexaggerated truth*, expressed with humility, purity of motive and sincerity of intention, in both our words and deeds.

#### Passion

*Embracing risk for the sake of the mission*, with courage to take bold risks and to innovate despite adversity.

#### Grace

*Costly additional opportunity for everyone*, to enable us to be our best by being perpetual learners.

#### Compassion

*Serving sacrificially*, rooted in an unwavering zeal to seek the best for those we serve and not self.

#### Wisdom

*Finding a way through a challenge* by listening, learning, perceiving what is at stake, applying insight and considering diverse options.

## Our Impact, Outcomes and Goals

We are passionate about seeing the young people we serve become positive and empowered individuals, building on their resilience and strengths to contribute to the world around them.

### Outcomes

We deliver this impact through our therapeutic support for all areas of life, specifically aimed at achieving the following outcomes - *Increased Personal Safety, Increased engagement with Education, Employment and Training, Improved Emotional Wellbeing, Improved Physical Wellbeing and Increased Social engagement*

### Strategic Goals

*Strengthen* Baca's holistic service for young forced migrants

*Enhance* Baca's service to maximise the potential of each young person

*Engage* locally, regionally and nationally to see a world where child refugees are welcomed, safe and have hope to rebuild their lives for a better future.

Thank you very much for your interest in this role at Baca. We support young people who have been forced to flee their home country, because of war, persecution, or trafficking. We provide the support they need which includes a safe home, education and therapeutic care. The young people we serve have lost the only life they know and have overcome all the odds to reach safety. Their courage inspires us but without support they are at extreme risk of harm and exploitation. We are committed to providing an inspiring environment that raises hope and strengthens resilience – enabling them to fulfil their potential and become thriving members of the community. We consider it an absolute privilege to be able to walk with them on a daily basis. We take heart from the several positive stories of young people's transition into adulthood, establishing their lives and being a positive contribution to the world around them. However, we recognise the huge pressures they continue to face and therefore, we believe there is still a long way to go as we continue to learn from them. We believe there are greater depths of development for each young person to achieve so that they do not fall back into exploitation or any other dangerous environment. If successful, you will be joining a passionate and committed team, with strong expertise. You will find that the team are committed to our values, which has built a culture that seeks to allow everyone to be their best in order to give their best for the sake of the young people we serve. I hope you will find all the information you need in this pack or on [www.bacacharity.org.uk](http://www.bacacharity.org.uk) to help you complete your application.

We wish you all the best,

Jimmy Zachariah, CEO

# Job Description

Job Title:	Head of Fundraising and Communications
Reporting To:	CEO
Contract Type:	Permanent
Location:	Loughborough or Cambridge (open to discussion) with regular travel to any other locations where Baca's services are delivered.
Salary:	£35,310 - £42,800 Full Time
Working Hours:	Full time – 37.5 hours per week

## PURPOSE OF THE ROLE

The Head of Fundraising and Communications is responsible for developing and implementing the:

- Fundraising strategy for Baca - ensuring we have the funds needed to undertake our work, that we continue to build a sustainable funding model that balances a range of funding streams and that donors feel engaged and part of the story of Baca.
- Communications and media strategy of the charity - ensuring that our communications to supporters, partners and within the media is excellent and on brand.
- Provide leadership and oversight of the Development Team.

## POSITION IN THE ORGANISATION

In this role, you will be part of the Leadership Team and report directly to the charity's Chief Executive. The role is currently responsible for a team of 2 people.

## MAIN RESPONSIBILITIES

### Income

- Provide strategic leadership, ensuring that the charity is focussed on sustainable income and not over reliant on any single donor or stream - including driving innovation to secure new income streams, testing new concepts, and assessing commercial viability.
- Develop, lead and deliver the Fundraising Strategy for Baca, ensuring sustainability of services with effective financial oversight of income plan.
- Lead the Development Team to be excellent - ensuring they are working in line with Baca's Vision and Values, whilst maximising their skills, meeting targets and managing performance; providing excellent return on investment for the charity.

- Working with the team, ensure a robust strategy is in place which delivers against the budget, providing stretching but achievable targets.
- Ensure all activities are aligned with Baca's Values and overall strategic direction and meets statutory and regulatory requirements and our ethical and sustainability policy.
- Responsible for ensuring all supporters have a clear stewardship plan which maximises their engagement with the charity and ensures that they feel engaged.
- Oversee the use of the donor data, in compliance with UK regulations.
- Review the effectiveness of the team periodically and implement change to maximise potential income.
- Develop and maintain policies and procedures relevant to the Fundraising Team.
- Ensure all risks are identified, communicated, and managed in line with Baca's Values and enable the achievement of our strategic goals.
- Provide fundraising reports to the Board - ensuring that performance is monitored effectively and investment made strategically.

#### Communication

- Develop and outwork Baca's communication strategy - to engage supporters and underpin income generation, raise awareness about the issues faced by child refugees without families, fleeing their countries from war, persecution and exploitation.
- Oversee the generation of tailored content (films, photographs, our annual report, donor updates, digital assets, website and socials etc) reflecting the work of Baca to maximise income, engage stakeholders and to raise awareness about the work of the charity
- Ensure that our brand guidelines are kept up to date and outworked consistently across Baca's internal and external communications
- Drive the planning and execution of an integrated traditional and social media engagement strategy - to amplify key messages and create positive awareness amongst key stakeholder groups
- Drive the development of policies and standards around all communications outputs and ensure they are implemented consistently in line with Baca's Values.
- Ensure that the Values of the charity are reflected in all communications, and that corporate identity is applied consistently

### Leadership duties

- Serve as a fully active member of the Leadership Team, supporting the CEO in developing and delivering the organisational strategic objectives.
- As appropriate, speak into all areas of the charity - to help ensure that we work as effectively and efficiently as possible.
- Increase understanding and awareness across Baca regarding income generating activities, encouraging all staff, Trustees, Ambassadors and others make an active contribution towards income generation and promotion of the charity.
- Produce reports, investment proposals, presentations, and associated documents for internal and external audiences, including Trustees.
- Manage external stakeholders, attend events, and give presentations to drive awareness and support for Baca.
- Working as part of the Leadership Team, develop, maintain, monitor, and report on financial performance, budgets, and forecasts and KPIs.
- Ensure all income generation activities are fully integrated across Baca, recognising the importance that all of the team plays in helping to raise funds for the work.
- Take on special projects, outside the remit of the role, as required.

### GENERAL

- Be a role model, leading by example in practicing the Values of Baca to achieve our Vision and Mission.
- Play an active and supportive role within the organisation
- Take ownership of all administrative aspects of the role.
- Maintain strict confidentiality in relation to work undertaken and ensure all confidential material is stored according to Baca's Confidentiality statement and Data Protection Policy.
- Treat all staff and young people fairly and without prejudice, in line with Baca's Equality and Diversity policy and adhere to all Baca's policies and procedures
- Be adept in employing the correct procedures for dealing with any safeguarding incidences or concerns, in line with Baca's Child, Vulnerable Adult Protection & Safeguarding Policy
- Ability to work flexible hours, including evenings and weekends, in line with the needs of the team.

## PERSON SPECIFICATION

Baca is looking for someone who can take the strategic lead for all aspects of Baca's fundraising and communications to ensure young people who are unaccompanied asylum seekers aged 16 to 18 have the best chance to rebuild their lives for a better future. The successful applicant will have the best interests of the young people at the heart of their role. They will be willing to learn from the young people consistently and will ensure that safety and a learning attitude will be at the core of Baca's external engagement. They will be able to subscribe Baca's values and demonstrate them in their behaviours. They will be very organised, practical, proactive whilst managing a varied and busy workload. They will be very approachable and enjoy working as part of a diverse team and supporting others. The role will require the successful candidate to complete an enhanced DBS check.

COMPETENCY	ESSENTIAL	DESIRABLE
Personal Qualities	<ul style="list-style-type: none"> <li>Highly organized and able to work under pressure and prioritize tasks effectively; operationally effective; a completer finisher</li> <li>Energetic; humble; disciplined; wise; determined; pro-active; self-starter; courageous</li> <li>Strong networking and influencing skills; ability to build effective relationships with people at all levels, both internally and externally</li> <li>Alignment with Baca's Value to achieve our vision, mission and strategic goals</li> <li>Ability to respond to change at short notice and a flexible attitude notice</li> <li>Ability to be lead with hope, patience, calmness and tenacity in very challenging circumstances</li> <li>Ability to think critically and creatively to innovate solutions</li> </ul>	
Knowledge and Understanding	<ul style="list-style-type: none"> <li>Knowledge of issues, challenges and strengths of unaccompanied asylum seeking young who may also be trafficked.</li> <li>Have a genuine concern for and commitment to young asylum seekers/refugees, and unaccompanied young people in particular.</li> <li>Knowledge of what motivates team and how to support them to achieve a common end goal is desirable.</li> <li>Degree educated or relevant experience</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Fundraising qualification</li> <li>Management qualification</li> <li>Knowledge of safeguarding practices</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Track record of raising funds in the charity sector - across different income streams</li> <li>Experience of working in a communication focussed role</li> </ul>	

	<ul style="list-style-type: none"> <li>• Experience of strategically leading teams including staff training, coaching, to achieve stretching targets</li> <li>• Experience of planning and implementing fundraising and donor relations strategies</li> </ul>	
Skills and Abilities	<ul style="list-style-type: none"> <li>• Ability to attract, build, motivate and retain high performing team</li> <li>• Networking and relationship building</li> <li>• Strong financial skills to budget and forecast finances. Strong understanding of translating vision practical operational plans.</li> <li>• Able to understand the big picture and apply this to the details, communicating this with the wider team and stakeholders.</li> <li>• Ability to manage multiple tasks any one-time, prioritising workload to meet competing deadlines.</li> <li>• Excellent verbal and written Communication skills</li> <li>• Excellent Team working skills</li> <li>• Excellent personal organisation and high attention to detail, working systematically to release staff team.</li> <li>• Taking initiative and Problem-solving skills by analysing workable solutions is essential.</li> <li>• Good ICT skills for using Microsoft Office package.</li> </ul>	
Other	<ul style="list-style-type: none"> <li>• Ability to drive to all locations where Baca's service is delivered</li> <li>• The successful applicant will be required to have an enhanced DBS.</li> <li>• Adherence to all policies and procedure of the organisation</li> </ul>	



## How to Apply

You can apply electronically by sending a cover letter and CV to [recruitment@bacacharity.org.uk](mailto:recruitment@bacacharity.org.uk) clearly identifying the post you are applying for.

Completed cover letters and CV's should be returned to us by *9:00am on 23 February 2024.*

Please make sure that your cover letter demonstrates how your experience, skills and abilities meet the selection criteria set out in the Job Description and Person Specification. You may be asked to provide us with further information as part of the recruitment process.

## Interview Process

A 30-minute online interview could be conducted as part of shortlisting. If suitably strong candidates are shortlisted before the deadline, in-person interviews will take place immediately after shortlisting.

If you are shortlisted for in-person interviews, we will contact you as soon as possible, to let you know the details of the interview process.