



camphill
village
trust

Director of Fundraising and Communications Candidate Brief

A LIFE OF OPPORTUNITY
EST.1954

www.camphillvillagetrust.org.uk

Introduction and Welcome from Sara Thakkar, CEO

Welcome to the Camphill Village Trust.

Thank you for your interest in Camphill Village Trust's Director of Fundraising & Communication role.

You will be joining at a really great time in the Charity's story! An ambitious and future thinking Charity, one that plans to build on an incredible history to reframe its' bold and exciting future. We have used our re-emergence from Covid as a significant opportunity to build strong foundations, learn and re-new.

Our unique background in Social Farming and Green Care and our focus on the Environment as critical enabler's to supporting independent living and opportunity for Adults with Learning Disability and other mental health challenges will shape our future intent.

You will be joining a charity with a strong history and reputation for donor-centric fundraising, raising over £5m per year from 60,000 supporters. You would join us following a period of change and evaluation and, with a clear holding strategy for Fundraising, you will have an incredible platform to be able to take the Trust's profile and income generation to the next level.

You will form part of my top team influencing the way in which fundraising and communication is seen as part of everyone's role. You will lead the organisation in positioning our charity to receive 6 figure+ donations on an annual basis.

You will be adept at horizontal leadership and be a natural collaborator. You will support the executive team and leaders across the Charity in delivering amazing communication and you will ensure that the framework and tools for impact driven stakeholder engagement drives positive outcomes for the Charity as a whole. Our families are central to this, and you will bring a strong understanding of our philosophy to support the charity to move forward.

We depend on our fundraising to enable the charity to deliver support which ensures people with learning disabilities can live their best life through a life of opportunity model and with a strong ethos of co-production. We support more than 500 people, but we are ambitious to reach more people to support those living with a learning disability, autism or other mental health challenges to ensure everyone has the right to live an autonomous, healthy and active life using the proven benefits of nature and the natural environment.

You will work alongside me as a member of the senior team, overseeing the charity as a whole, contributing to policy, strategy and transformation across the organisation. If this sounds exciting to you, and you have the proven skills, experience and true passion to help us achieve our vision then please apply now!

Kind Regards



Sara Thakkar
Chief Executive



Our communities and services

Our support and services are presently organised within three broad geographical regions:

North:

- Botton Village
Whitby, North Yorkshire
- Larchfield Community
Hemlington, Middlesbrough
- Croft Community
Old Malton, North Yorkshire

South west / central:

- Oaklands Park
Gloucestershire
- Grange Village
Gloucestershire
- Taurus Crafts
Old Lydney, Gloucestershire
- Stourbridge
West Midlands
- Shared Lives

South east:

- St Albans Community
St Albans, Hertfordshire
- Delrow Community
Aldenham, Hertfordshire

- 
- 1 Larchfield Community
 - 2 Botton Village
 - 3 Croft Community
 - 4 Stourbridge
 - 5 Oaklands Park
 - 6 Taurus Crafts
 - 7 Grange Village
 - 8 St Albans Community
 - 9 Delrow Community
 - 10 Shared Lives

Camphill Village Trust does not have a Head Office. Instead our central functions are located within our communities.

Camphill Village Trust Values

Building connections

Camphill Village Trust offers a sense of belonging and community. That means we create opportunities for friendship, connecting people to build a community so they can feel valued rather than isolated.



Enabling potential

Camphill Village Trust enables people to develop, grow and be heard. This means we build confidence and the voice of the people we support informs what we do, at every level.



Promoting purpose

Camphill Village Trust promotes meaningful, healthy living. This means the people we support live an active life and can contribute to the wider community on an equal basis.

Environmental respect

Camphill Village Trust values and cares for the environment. This means that we see a connection between the environment we live in and our well-being and promote living sustainably, in harmony with the natural world.

Social impact

Camphill Village Trust believes our people and resources should make a positive contribution to society.

This means we support and develop initiatives to challenge issues faced by vulnerable members of society, which enable the people we support to achieve greater integration into the wider community.



Background

As the Charity approaches its 70th year and following significant changes in both its operating model (2015/16) and its re-emergence from the pandemic, the Trust has reviewed its purpose and has positioned itself to return to its roots as a national leader in Green Care and Environmental Sustainability with a desire to maximise its impact to create active, healthy lives for adults with a range of learning disability and Autism/mental health challenges.

The role holder will work to the Chief Executive and will demonstrate an experienced and mature approach to horizontal leadership, working in collaboration with the Director Group, Leadership Teams and wider Board and stakeholder groups. The role holder will make a significant, measurable and effective personal contribution to the overall leadership and long term sustainability of the Trust.

The role exists to drive significant income generation through a sustainable funding model which will deliver the strategic direction and enable the Trust to deliver its' long-term objectives; to provide adults with learning disability and other mental health challenges to lead healthy, active and independent lives through maximising our relationship with the environment, active support and education/therapeutic activities. The Trusts' aim is to ensure that the people we support have fulfilled lives and promote their potential for independence, choice, inclusion, and control.

The purpose of this role is to support Camphill Village Trust to achieve its vision of seeing more adults with learning and other disabilities lead a life of opportunity by securing significant voluntary income for the charity and ensuring that the brand and intent of the Charity is recognised across a wide range of associated sectors both regionally and nationally.

The role will be responsible for developing and leading the Trust's Fundraising and Communication Strategies to enable and deliver significant growth in the Supporter base, Income Generation and Brand positioning of a National Charity providing Learning Disability and Mental Health Services in a Green Care Context.

- Delivery of step change strategies for Voluntary Income Generation & Communication and the development and delivery of a long term sustainable Fundraising Model
- Outward facing role in realising potential in high-value relationship-led fundraising
- Responsible for meaningful stakeholder engagement, sector partnerships and networks that add value to the Charity vision
- Accountable for Quality Standards, Risk and Regulation, Value for Money and excellence in Governance
- An Ambassador for Green Care and Social Farming and Environmental Excellence
- Charity Brand and Brand Identity and associated collateral



Role Profile

| | |
|-----------------|---|
| Job Title: | Director of Fundraising & Communication |
| Responsible To: | Chief Executive |
| Management Of: | Fundraising Team Communication and Stakeholder Engagement Team External partners/contractors |
| Location: | Home worker with expectation to regularly attend meetings in London, York and maintain a profile in Communities run by the Charity: North London, Gloucester, Stourbridge, North Yorkshire. |

Key Responsibilities:

The purpose of this role is to support Camphill Village Trust to achieve its vision of seeing more adults with learning and other disabilities lead a life of opportunity by securing significant voluntary income for the charity and ensuring that the brand and intent of the Charity is recognised across a wide range of associated sectors both regionally and nationally.

Working corporately as a member of the Director Group, the post holder will positively contribute to the strategy and commitments of the Trust, ensuring that the Trust delivers on its objectives in providing efficient and cost controlled high quality integrated services, homes, and a life of opportunity to adults with learning disability within rural and urban community settings.

This will include actively contributing to culture, values, and the driving goals of the Charity, ensuring that a co-design, co-productive approach in working alongside adults with a diverse range of learning disability and mental health challenges and being cognisant of the role of families and stakeholders in a diverse environment.

Delivering top quality leadership that focuses on aligning people, communicating Trust direction through strong leadership behaviours and values, coaching, motivating and inspiring people to overcome barriers to change.

Main Responsibilities:

Providing Inspirational leadership and Management:

- Model the Trusts values and ensure a strong culture that facilitates collaboration and co-production encouraging creative thinking and innovation that delivers positive impact.
- Evidence a passion for transformation and continued improvement and an ability to drive person- centric approaches to decision making whilst balancing the needs of the long term sustainability of the Charity.
- Act as a valued member of the executive, work collaboratively to provide leadership, strategic oversight and support for the organisation, its employees and the Board of Trustees to make strong and risk mature decisions for the long term sustainability of the Charity within an everchanging and complex environment.
- Making time for meaningful coaching and support will be critical to motivate, inspire and energise our people to overcome barriers to change.
- Proactively develop relationships in the fundraising and other sectors and maintain awareness of sector developments and campaigns to drive forward an innovative team culture
- Provide reporting to Executive, Trustee Board, Investment Committee, Audit and Risk Committee as required in a high quality and timely fashion.
- Work closely with identified trustees between meetings to harness their knowledge and expertise and build a close working relationship with the board.

Leadership and oversight of Fundraising & Communications Directorate as a central function in a national charity.

- Provide leadership and management to a growing team currently at 12-15 staff working across the organisation to deliver significant voluntary income, high quality communications and stakeholder engagement that adds evidenced value.
- Ensure the team is well networked across the organization working closely with central teams and communities, visible, trusted and working in partnership with key colleagues
- Ensure the team achieves the agreed budget and objectives in year and lays the foundation for future years. Monitor the fundraising results, taking remedial action as needed and ensure GDPR compliance at all times.
- Own the department risk register, ensuring that mitigating actions are implemented.

Delivery of agreed strategies for Fundraising & Communication and Stakeholder Engagement.

- Working with the CEO and Board; Set the vision and direction for significant Income Generation and Communication at the Trust
- Identify and drive transformational organisational shifts and key relationships to enable the vision and drive evidenced outcomes
- Actively scan the external environment for major opportunities or policy impacts, providing well considered thought leadership and well-constructed reporting.
- Work with Executive Colleagues, Leaders and Stakeholders alongside the the Head of Communications to develop a high quality, high impact Communications and Stakeholder Management Strategy
- Oversee the delivery of the two-year Fundraising Strategy maximising Individual Giving and Legacy as a primary focus for the Charity.
- Deliver a transformational Fundraising Strategy by March 2025 focused on sustainable income growth and high-value fundraising
- Develop direct relationships with corporate partners and Trusts growing the breadth of scale of those partnerships and added value relationships

Realise potential in high-value relationship-led fundraising, close working with CEO and acting as front-line fundraiser for significant relationships

- Identify and manage your own pool of high-value prospects (individuals and trusts) engaging with CEO and trustees as co-canvassers as appropriate.
- Through a deep understanding of organisational strategy develop restricted-income projects and propositions and engage potential supporters in this work
- Cultivate and steward existing supporters on a 1:1 basis and through a cultivation/ stewardship programme through the year
- Identify the potential to grow high-value fundraising and lead organizational shifts to enable growth, such as; close engagement with CEO, SMT, senior volunteers (including trustees)
- Develop peer networks to assist with the implementation of the major giving strategy. Utilise the network to help secure transformative gifts by securing meetings, identifying people to help with approaches and scoping the usefulness and terms of a committee.

Continue the culture of collaboration to develop the Charity Wide Communication and Stakeholder Engagement strategy and evolve the Communications Enabling team

- Recognise the role of the Executive and Snr Leaders in Engagement, Communication and Stakeholder Management and identify key stakeholder groups and audiences for the Trust
- Develop comprehensive, multi-channel, communications and stakeholder engagement strategies that deliver step change in Charity profile, relationships, access to funding and innovation and creativity that add value to those served by the Charity

- Ensure the plan is effectively resources through direct departmental reports, broader Trust resource and agencies as required and that deliver great value for money.
- Ensure that the Charity moves away from Silo's and recognises its resource boundaries.
- Use enhanced data management techniques and analytics to focus communication efforts on highest impact and return on investment.
- Inspire action and change through impactful communications internally and externally.

Responsible for Service and Growth focussed Stakeholder Engagement

- Build strong and meaningful relationships with families of those that the Trust supports ensuring clarity, transparency and clear links to income generation opportunities.
- Actively seek out and develop outcomes focussed opportunities for collaboration and partnership working both locally and nationally
- Work effectively with Trust colleagues to ensure that best practice is identified and communicated /shared.
- The role will work collaboratively with both internal and external stakeholders to position the Trust as a respected, land based "green" care provider, creating simplification from a complex environment, whilst maximising the potential of our unique community settings and services.

Responsible for Campaigning and Regulation

- Work with all members of the Executive team to design the Trust's campaigning agenda and in developing and delivering campaigns, promoting effective collaboration and cross-organisational, multi-stakeholder planning.
- Work with the executive team to ensure all strategies led from the campaign programme deliver change, maximise supporter engagement and impact and take advantage of political, social and other opportunities to further the Trust's strategic objectives.

Director-level responsibilities within the Trust - governance, policy, transformation and change, active and committed member of Senior Leadership Team and Executive Management Team

Be a full and active member of the Executive Board working with the CEO and fellow Directors to oversee the charity.

- Member of Senior Leadership Team (Directors, Heads)
- To understand and be supportive of the charity's founding philosophy.
- To help keep all vulnerable adults safe by adhering to the Trust's safeguarding policy.
- To undertake appropriate CPD in relation to job responsibilities.
- To undertake any other duties, as required.

Person Specification

Qualifications:

Essential: Relevant Professional Qualification and evidenced professional impact in similar role(s)

Knowledge and experience

Essential:

- Proven track record of senior level fundraising and communications experience
- Proven experience of leading and managing multi-disciplinary fundraising teams
- Experience in influencing policy and decision making (governance) at a range of levels.
- An inspiring and ambitious leader who is driven to make a positive contribution to the Trust's long-term vision.
- Proven experience in project management
- Proven experience in transformation and change
- Strong written and verbal communication skills - able to coach and train others where required.
- A strong networker and public speaker used to driving networking opportunities that evidence outcomes and impact and a high profile individual
- An ability to convey the Trust purpose simply across a wide range of stakeholder groups.

Desirable:

- Legacy and Individual Giving Experience
- Understanding of what drives behaviour change
- A love of nature and the environment

Personal Attributes:

- A commitment to the objects of the trust and a commitment to working with people with learning disabilities
- A collaborative leader who is open to ideas and able to quickly build trust
- Adaptive to a constantly changing environment.
- A strategic thinker
- A team player

Key Employment Terms and Benefits:

| | |
|----------------------|---|
| Hours: | 37.5 hours a week (a job share will also be considered) |
| Salary: | C. £75,000 |
| Holiday entitlement: | 25 days plus statutory public holidays |
| Pension: | There is a standard auto-enrolment pension scheme, with the option to contribute 10% of gross salary for a 6% contribution by the employer. |
| Probation: | The appointment is subject to a 6-month probation period. |

Benefits

In addition to the above key terms we offer the following additional benefits

- We offer flexible working, remote or hybrid depending on role.
- Death in Service Insurance
- Access to an Employee Assistance Programme with a 24/7 helpline for advice and support, including face-to-face counselling.
- Statutory Maternity, Paternity and Adoption Leave Allowance
- Peoples Pension - auto-enrolment pension scheme, involving a 5% contribution by the employee and 3% by the Trust. We have the option for employees to increase their contribution to 10% and will receive a 6% contribution by the Trust.
- Blue light card discount card
- A range of training and qualifications for career progression
- Enhanced Sick pay entitlement, we will top up your SSP to full pay as follows, based on service:
 - More than one month but less than three years - 4 weeks
 - Three to five years - 8 weeks
 - Five years or more - 12 weeks
- Employees and their families have access to preferential prices and discounts in-store and online for a wide range of goods and services, ranging from laptops and other electronic items, holidays, and cinema tickets and a points-based reward/cashback scheme.
- A chance to take part in the Health & Wellbeing initiatives within the Trust.

Timetable and Process

Valued Recruitment is working exclusively with Camphill Village Trust to recruit for this pivotal role. We are an ethical recruitment company, intent on hiring inclusively and transparently.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to anna@youarevalued.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at Camphill Village Trust. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.

Closing date for applications:

Thursday 25th May

Meeting with People we Support (Virtually) & psychometric testing :

w/c 5th June

Final interviews and presentations with CEO and panel:
(Likely to take place in London - travel will be expensed)

Friday 16th June



camphill
village
trust