

LandAid

THE PROPERTY INDUSTRY CHARITY

uniting to
end youth
homelessness

Head of Programmes & Impact Recruitment Pack



Head of Programmes & Impact

£45,000-£52,000 pa

Full time

Thank you for your interest in working for LandAid!

Our mission is to help end youth homelessness in the UK, and to do so through our partnerships with and support from the property industry. We bring remarkable businesses and individuals from across the industry together to create lasting social change. With the funds we raise and the free property advice we broker, we support outstanding charities across the UK, enabling them to deliver life-changing services for young people who are, or have been, homeless, as well as those at risk of homelessness. Through a unique network of corporate partners and an impressive calendar of awareness raising & fundraising events we're able to help companies achieve impact they could never achieve alone, and to promote the work of charities who might never get through the doors of our corporate supporters.

This is an exciting time for LandAid. We've just hit £3m turnover in 2017/18 (our highest ever income) and with a record number of supporters on board, backing our work, we're looking for someone special to lead our grant programme and our free property advice programme. Working closely with our Grants Committee (which you will service) and supported by a small and experienced team, your job will be to identify and recommend projects for grant funding that meet our criteria and help support invaluable work around the UK designed to end youth homelessness. You'll help us meet our target to provide 450 bedspaces for young people by March 2020 (we're already well on the way to exceeding that target) and will oversee the final stages of our support for City YMCA (London)'s new accommodation project, LandAid House, for which we have pledged to raise £1.5m. Most of the grants we give out are for capital projects, although there are some revenue grants too.

Many of the projects we fund also request free professional property advice which we can deliver through a programme of carefully brokered expertise, drawing on professionals from across the property industry. While our grant work is focussed completely on tackling youth homelessness, we can be more flexible around our offer of free property advice and support charities working in a wide range of disciplines.

Increasingly we are being asked to help companies engage more strategically in their local or regional areas and you will play a central role in helping to define the work being done, and crucially the impact that work has. Projects like East Street Mews in Bristol (www.eaststreetmews.co.uk) offer an insight into this sort of work and the role we might play brokering solutions between local authorities, charity partners and corporate supporters. We are also keen to further explore ways in which companies might invest socially, in accommodation projects that we broker - you will help develop and hopefully extend this work. You'll need to work very closely with our Fundraising and Partnerships and our Marketing and Communications teams to help us all achieve our goals.

This role will also lead on measuring and understanding our impact. In part, this data will be invaluable for us in informing whether we're making the right investments or interventions, but it will also be crucial in strengthening our corporate partnerships and our communications.

We are a small team so we work closely together, support one another and help each other out where we can. You'll have experience of team management, and the ability to motivate and support your colleagues, helping and coaching them when they struggle and championing them when they do well. You'll be genuinely interested in youth homelessness, keen to work with, listen to, and learn from our charity partners, but committed too to being guided by evidence of lasting impact. This will be especially important as we start work next year on our strategy for the 3-year period 2020-2023.

You can find out loads more by visiting our website (www.landaid.org) and by scanning through our social media channels:

- Twitter - @landaid
- Instagram - landaidcharity
- LinkedIn - LandAid

LandAid is a remarkable charity with extraordinary potential. If this role sounds exciting, you might be the person we're looking for to work with us and help fulfil that potential. If it does and you think you might be, we'd love you to apply.

Paul Morrish
Chief Executive

About us

Our Vision:

An end to youth homelessness in the UK.

Our Mission:

Every year, thousands of young people in the UK find themselves homeless. It's a problem that we're here to tackle.

We bring the property industry together to support charities delivering life-changing services for young people who are or have been homeless, or who are at risk of homelessness in the future.

Through a unique network of corporate partners, we invest funding and expertise where we can achieve lasting impact.

Together we can end youth homelessness.

We Aim To:

- Provide accommodation, support and training for those who have been homeless
- Prevent young people becoming homeless, through targeted work with those most at risk
- Protect young people who are homeless, particularly those who are on the streets and in immediate danger
- Profile youth homelessness within the property industry, especially where we can offer young people a platform to have their voices heard.

Our Values:

- **We collaborate** We're stronger in partnership
- **We enable** We empower charities
- **We learn** We embed learning in everything we do
- **We are responsible** We are accountable and transparent in the use of donations
- **We demand better** We always believe there's room for improvement.

Our Grants Programme

In 2017-18



£1.8m

was given out in
grant funding

to **39**
charities



7,764

young people were
supported through
LandAid-funded projects



444

young people received
accommodation



2,561

young people
supported into
work through
LandAid-funded
projects



17

empty properties
brought back into
use through our
Sponsor a Home
campaign



347

young people
moved into their
own independent
tenancies

Case Story – St. Christopher’s Fellowship in Ealing

St Christopher’s Fellowship provides accommodation to a range of vulnerable young people, including runaways, children in residential and foster care, care leavers and young people who are homeless.



LandAid awarded a £36,000 grant to St Christopher’s Fellowship to enable the charity to create three new bed spaces for care leavers aged 18, in self-contained 1-bed flats.

The project follows the charity’s ‘staying close’ model, providing young people with some independence but with the knowledge they can always pop home to their previous accommodation - for a meal, a chat, and support.

The young people will receive ongoing support and have friendly faces to celebrate successes with, along with the knowledge that someone still cares. The charity’s Skills for Life team will help the young people develop the skills they need for independent living.

LandAid has also awarded a further £14,000 grant to create a communal kitchen and dining room at a separate St Christopher’s accommodation service in Camden. The accommodation supports 15 young people at risk of homelessness.

These communal spaces will make it easier for the young people living there to participate in activities and workshops to help them develop vital life skills.

Mhairi’s Story

When a young person leaves the care system, they can feel isolated and unprepared to face the world on their own. This places them at greater risk of homelessness. Studies show two out of three care leavers will be without a home at some point in their lives.

When Mhairi left care, she was helped to transition to independence with St Christopher’s ‘Staying Close’ model. After moving out of her children’s home, she was able to move into nearby semi-independent accommodation with the help of staff. They supported her with budgeting and Mhairi knew that they were close by, so she could always discuss any difficulties she was having. She never felt alone.



Mhairi has now been supported to move into her own flat. She says: *“It’s been a long journey and sometimes it felt like it was never going to happen or that I wouldn’t be able to cope but I made it. I have my own flat; my own space and things are really good.”*

Our Free Property Advice Programme



£250k

amount that LandAid brokered free property advice would have cost advisor companies



100%

of charities would recommend LandAid's free property advice programme



25

advisors offered free property advice



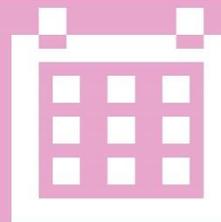
37

charity projects benefited from free property advice



1,849

hours of free property advice donated



or

77

work days

Case Story – Groundswell, London

Groundswell enables homeless people to take control of their lives, have a greater influence on services and to play a full role in our community. With the lease of their office expiring in just a few months, Groundswell had to find new premises while reducing costs.

Groundswell

Out of homelessness

Knight Frank helped Groundswell find new offices in central London that saved them £40,000 a year in rent and utilities.

Knight Frank visited the charity with LandAid to assess the charity's requirements and establish a number of options that would not uproot the charity. Knight Frank found new premises that are not only more affordable, but greatly improved the team's morale and ability to deliver its critical services, while also assisting Groundswell with valuable surveying and cost advice.

Katie Langford, Resources Manager at Groundswell, says: "The property that Knight Frank found for us is centrally located and saves us £40,000 a year in rent and utilities compared to our previous offices. It was a tall order to find the amount of square footage in central London with our budget constraints. Knight Frank were incredible and found us a couple of viable options - which was nothing short of miraculous in the current market! They were on hand to answer all our questions on the phone and by email and always responded very quickly."

The project also had a powerful impact on the young people Groundswell support. As one staff member says, *"When people who have been marginalised come into an office like this, they feel that they matter."*

The Job Description

Job Title:	Head of Programmes & Impact
Location:	Central London (with some travel and opportunities for some home working)
Hours:	37.5 hrs per week
Salary:	£45,000 - £52,000
Reporting to:	The Chief Executive
Direct Reports:	Grants & Projects Manager, Grants & Projects Officer

Role Summary & Purpose

This role helps deliver LandAid's mission and objectives through the development, design and delivery of a range of programmes intended to help tackle youth homelessness, including grant-making and the provision of free professional property advice.

You will develop and deliver our future investment strategy, ensuring that our grant making and engagement is informed by both a keen appreciation of the best ways in which we can harness our corporate supporters' generosity, and of the evidence of what works in tackling youth homelessness. In support of this, you will ensure we have appropriate and fully compliant systems to manage and track our investments – both financial and pro bono - and robust methodologies to understand and evidence the impact our work has. This understanding will inform our future investment work, help promote LandAid and help champion the best of the property industry's corporate engagement.

The role will oversee an increasing number of collaborative projects and initiatives (including a form of social investment) on the part of our corporate supporters wishing to engage with youth homelessness in specific areas or regions more directly.

You will work closely with the CEO to engage with and understand the needs of the charities we support and the young people they support, and as a member of our Senior Management Team, work closely with the Board of Trustees and our Grants Committee. You'll be an effective, passionate and thoughtful communicator about the work we do, and the needs we seek to address. Leading a small and professional team, you will provide support, challenge and development to your team and promote effective collaboration in all that you do.

Specific Responsibilities

Your principle responsibilities are to:

1. Ensure we deliver our mission and objectives through successful management of intelligent and effective programmes of investment/grant-making, collaboration and free property advice

2. Produce an investment and impact plan as part of LandAid's overall strategy, and to review and update the plan at least annually
3. Develop effective methods and systems for capturing the short and long-term impact of our investment and free property advice programmes
4. Significantly grow our free property advice programme to benefit our charity and corporate partnerships, ensuring we make best use of technology to improve efficiency, user experience and monitoring
5. Ensure we have robust, efficient and accountable systems and processes, and that we are compliant with relevant legislation, standing orders, guidance and good practice
6. Lead, manage and nurture the Grants & Projects Team, ensuring performance is regularly reviewed and that opportunities for personal and professional development are identified
7. Coordinate the activities of and provide the secretariat to LandAid's Grants Committee, working closely with the Chair and committee members to ensure we make impactful investments
8. Understand both the evidence base around youth homelessness and the needs of our charity partners, ensuring this insight is shared effectively internally and externally and used to inform and guide our grants programme
9. Propose, develop, test and implement new programmes and models of funding and investment where they may be able to increase the impact we achieve
10. Work closely with our Fundraising and Partnerships team and ensure close collaboration on joint initiatives and projects
11. Work with the Marketing and Communications team to provide simple and insightful content for internal and external communications, including our website and social media accounts, about the charity's grants programme and the impact of our work
12. Develop, manage and sustain positive relationships with other grant-making and corporate foundations and charitable trusts; identify opportunities for collaboration and partnership working
13. Oversee the delivery and quality of any events or meetings we might arrange with, or for our charity and third sector partners
14. Provide reports and data on all grant-making and project activity for which you and your team are responsible for to a range of audiences, including the Board of Trustees
15. Report any issues or areas of concern regarding grant-funded performance to the CEO and Grants Committee, and help design and offer practical solutions wherever possible
16. Be a committed and effective member of the Senior Management Team and provide effective leadership and line management to your team and direct reports

17. Advise the CEO and Head of Finance on all financial requirements as part of our budgeting process and to be accountable for managing your team and activities in line with your budget

General Responsibilities

18. Be an effective ambassador for LandAid and our work in support of charities tackling youth homelessness
19. Be committed to supporting and maintaining a working environment that fosters communication and collaborative working relationships – internally and externally
20. Take responsibility for your own professional development and continually look for opportunities to learn and improve what you do, and how you do it, making recommendations to the CEO whenever necessary
21. Adhere to our policies and procedures, and work confidently and enthusiastically within our values
22. Carry out any roles and tasks required to support the CEO and the priorities of the charity as requested by the CEO, including providing holiday cover as required.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

The Person Specification

Criteria	Essential	Desirable
Qualifications / Education / Training		
<ul style="list-style-type: none"> Relevant professional qualification (e.g. Project or Programme Management) 		✓
Knowledge		
<ul style="list-style-type: none"> Good understanding of the fundraising and grant awarding sector 	✓	
<ul style="list-style-type: none"> Understanding of or interest in youth homelessness 	✓	
<ul style="list-style-type: none"> Understanding of stewardship and customer/supporter journey 	✓	
<ul style="list-style-type: none"> Understanding of social investment and social finance 		✓
<ul style="list-style-type: none"> Understanding of charity finances and accounts 		✓
<ul style="list-style-type: none"> Knowledge of the property sector 		✓
<ul style="list-style-type: none"> Basic knowledge of General Data Protection Regulations (GDPR) 		✓
<ul style="list-style-type: none"> Working knowledge of Salesforce/other CRM systems 		✓
Experience of...		
<ul style="list-style-type: none"> Working at a senior level within a charity/third sector organisation 	✓	
<ul style="list-style-type: none"> Collaborating effectively with colleagues in different teams or departments 	✓	
<ul style="list-style-type: none"> Managing complex projects against agreed targets and outcomes; including oversight of financial management, reporting and record-keeping 	✓	
<ul style="list-style-type: none"> Delivering against financial and non-financial KPI's 	✓	
<ul style="list-style-type: none"> Successfully managing external senior stakeholders including corporate partners, charities and consultants 	✓	
<ul style="list-style-type: none"> Successfully managing, motivating and empowering a team to achieve targets and objectives 	✓	
<ul style="list-style-type: none"> Writing reports and papers for and servicing Boards and/or professional committees 	✓	
<ul style="list-style-type: none"> Assessing, monitoring and evaluating projects or programmes (experience of doing so with grant-making programmes is highly desirable but not essential) 	✓	
<ul style="list-style-type: none"> Brokering professional services either commercially or for social good 		✓

Criteria	Essential	Desirable
<ul style="list-style-type: none"> Improving the donor/supporter experience and/or developing partnerships 		✓
<ul style="list-style-type: none"> Delivering presentations and public speaking 		✓
<ul style="list-style-type: none"> Working within the housing or homelessness sector, and or in social/supported housing development 		✓
Skills and abilities		
<ul style="list-style-type: none"> Strategic thinking, and skill in planning, prioritizing and organizing a team to meet organisation-wide strategic objectives 	✓	
<ul style="list-style-type: none"> Excellent project management skills, with an ability to design and implement effective project management systems 	✓	
<ul style="list-style-type: none"> Building, managing and developing strong professional relationships with people at all levels and from a range of backgrounds 	✓	
<ul style="list-style-type: none"> Interpreting, evaluating and communicating evidence and data to improve practice 	✓	
<ul style="list-style-type: none"> Managing and overseeing complex, multiple programmes 	✓	
<ul style="list-style-type: none"> Working effectively, collaborating and communicating with a wide range of people 	✓	
<ul style="list-style-type: none"> Ability to lead, manage, develop and motivate a small team 	✓	
<ul style="list-style-type: none"> Developing and operating effective decision-making and quality systems, processes and procedures improving and streamlining them where possible 	✓	
<ul style="list-style-type: none"> Creation of opportunities for growth and innovation 	✓	
<ul style="list-style-type: none"> Excellent communication skills, especially written communication skills, focusing on clarity, simplicity and brevity 	✓	
<ul style="list-style-type: none"> Excellent numeracy skills with attention to detail and ability to analyse budgets and data 	✓	
<ul style="list-style-type: none"> Proficiency in Word, PowerPoint, Excel and Outlook 	✓	
<ul style="list-style-type: none"> Willingness to learn and seize opportunity 	✓	
<ul style="list-style-type: none"> Willingness and ability to engage in effective social media activity 		✓

Personal Qualities

- We need you to be **flexible** in the way you work and the way you think
- If you have a **positive & enthusiastic** outlook, it'll be helpful
- Are you a **strategic thinker** – do you have the ability to see the 'big picture'?
- The role requires you to be a **problem solver**
- Are you **proactive & self-motivated**? You'll need to take responsibility for coming up with ideas, and to keep yourself focused and on-track
- We need the post-holder to be **driven to exceed targets**
- In a small team, your ability to **collaborate** will be vital, but so will your willingness to be **decisive**
- If you haven't got a **commitment to our values**, or a working style that reflects these, you may want to think again about working with us
- There's always a lot on, so you'll need to be **organised**, and to enjoy working through periods of **pressure** to get the job done **as well as you can**, and **to deadline**
- We're a **friendly** but **professional** team. It'll help if you are too

Terms and Conditions

Holidays: 25 days per year (not including bank holidays)

Pension: Employer pension contribution of 5% into a personal pension on completion of your probationary period.

There will be occasional work outside normal work hours and you will be expected to undertake some travel and to stay away overnight from time to time.

Additional Benefits

- Scope for flexible working including occasional working from home
- Free annual Flu jabs and annual sight tests
- Cycle to Work Scheme (salary sacrifice)
- ½ day a month entitlement to volunteer for a charity of your choice, in work time
- Interest-free Annual Travel Card Loans
- A Professional Development Fund
- Commitment to wellbeing (we're signatories of Mind's Time to Change Pledge)
- An Employee Assistance Programme
- Staff discount scheme through Perkbox (www.perkbox.com)
- Support for external mentoring
- Free fruit every week!

How to apply

Please download and complete our application form in full, ensuring you provide **clear evidence** and **examples** of how you meet each **essential requirement** of the person specification, as well as any **desirable requirement** you meet, together with what you think you would bring to this role. If there are significant desirable criteria that you can also evidence, please tell us **but be mindful of the word limit**.

When you've finished, please send your completed application to admin@rootshr.org.uk by **noon on 3rd December 2018**. Alternatively, you can post it directly to:

Roots HR CIC
35 & 36 Worcester Street
Kidderminster
Worcestershire
DY10 1EW

For an informal, confidential conversation with Paul Morrish, CEO at LandAid, please contact Roots HR on 01562 840060 or via email at admin@rootshr.org.uk with your name, contact details and availability.

First interviews will be held on Monday 10th December 2018 and second interviews are expected to be held on Friday 14th December 2018.

Please also let us know if you require any special provision should you be called for interview.

**Thank you for your interest in joining LandAid.
We look forward to receiving your application.**