

# LandAid

## Programmes & Impact Manager Recruitment Pack

(LandAid Pro Bono Programme)



## Programmes & Impact Manager

**£36,000 - £40,000 pa**

Full time or Part-time (minimum 4 days per week)

**Thank you so much for your interest in working for LandAid!**

### First, some background

Our mission is to help end youth homelessness in the UK by 2026, 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 and fundraising events we're able to help companies achieve social 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 and challenging period for us. Having provided well over 500 bedspaces within our last 3-year strategic cycle (against a target of 450 bedspaces) and having pivoted hard to deliver an impressive emergency funding programme in response to the pandemic, this year we launched our new ambition to provide 1,000 bedspaces for young people facing homelessness by 2024, and to be brokering £1m worth of pro bono services from our network of corporate supporters. We plan to achieve this by developing our grant-making programme further, but also by working in partnership with established fund managers to design a social investment vehicle (or vehicles) to augment our capacity to provide bedspaces for UK youth homelessness charities.

But as we and our industry supporters emerge from the pandemic and acclimatise to the post-Brexit economy there will be significant challenges ahead, and we will need to be prepared and able to adapt and innovate.

### Role Summary & Purpose

The key focus of this permanent role will be on managing, maintaining, enhancing and expanding our pro bono programme. Supported by four major sponsors, or Founding Partners, CBRE, Savills, JLL and Newcore Capital, and with a budget of £100,000 per annum, the programme brokers pro bono professional support for almost any UK charity (we are especially keen to help homelessness and youth homelessness charities) from the 140 corporate partners signed up to the programme.

You will help charities apply for help (working with them to define their requests as skilfully as possible) and then both promote those requests to the network as well as identifying particularly likely corporate pro bono donors. Successful brokering will come through direct requests to partner companies, as a result of our regular Pro Bono Panel meetings (bringing together senior representatives from particularly engaged companies), and increasingly through our website and digital engagement (although this latter is very much work in progress). Ensuring these projects work successfully, for both parties, and that they deliver real, measurable and measured impact is key to future success and growth.

The programme has incredible support within and across the industry, but we can do more, ask more and achieve more. It comes at a time when there is more focus on the 'S' in ESG from across the property sector and many businesses see skilled volunteering as a valuable way in which they can achieve social impact, while also offering staff great ways to engage with charities and their communities. If you already have experience of running or working with corporate CSR programmes, with pro bono and/or volunteering programmes that work with the business community, there'll be plenty of scope to put that expertise to good use.

The programme aims to deliver one of our three core strategic goals (£1m of brokered support per annum, by 2024) and has strong support from our board, and Grants Committee. But in order to achieve that, the programme (and you) will need to work very closely with our Partnerships, and our Comms & Engagement teams – supporting their priorities as much as being supported to achieve yours through them.

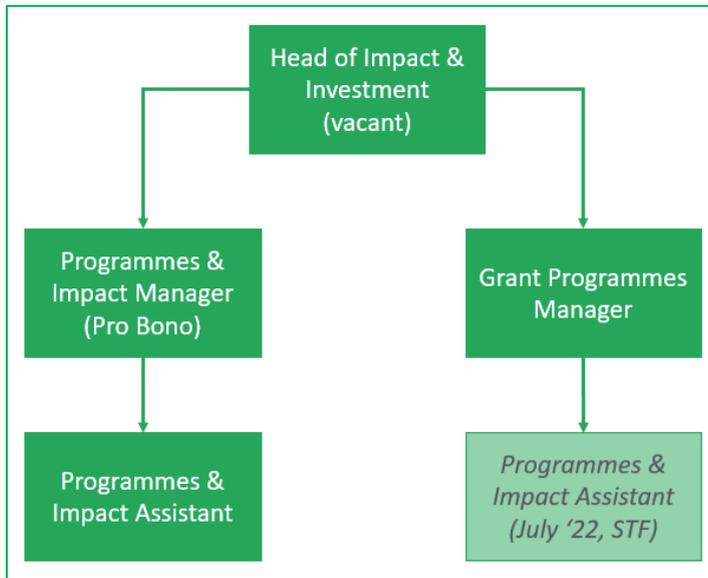
The successful candidate will have considerable scope to develop and expand the programme, continuing work to streamline and improve processes, data, impact measurement and participant experience. We will expect you to be a willing, enthusiastic, and ambitious champion and ambassador for the programme, able and willing to promote and raise the programmes' profile successfully.

We will also be keen to ensure collaboration with similar initiatives within the property industry and across the charity sector, so your ability to forge and nurture impactful partnerships will be key.

The role will be responsible for reporting LandAid's social value through the programme, alongside similar work on our grants programme.

At all times, you will be aware of the need to communicate evidence of impact to the corporate partners who fund our work, and to do so in a format that aligns with their own reporting cultures. Pro bono impact reporting is challenging, and an area we need to develop. We've been working closely with HACT ([www.hact.org.uk](http://www.hact.org.uk)) to devise a new Theory of Change that articulates the way we achieve our goals, and now a 'calculator' to help us measure and report the social impact we achieve. This data will be invaluable to us in informing whether we're making the right investments or interventions, but it will also be crucial in strengthening our corporate partnerships and fundraising as we will be able to evidence the impact of businesses' and individuals' generosity.

You will be a member of the Programmes & Impact team, working on common goals, and especially in the run up to Grants Committee meetings. You'll be an effective, passionate, and thoughtful communicator about the work we do, and the needs we seek to address. You will be organised, and resilient, able to manage a complex and ambitious programme very largely



**Figure 1 - Impact & Investment Team structure**

dependent on the good will and discretion of participating companies with confidence. You will provide support, challenge, and development to the Programmes & Impact Assistant for whom you will have management responsibility.

We are a small team, so we work closely together, support one another and help out where we can. You may have experience of team management but will bring to the team your ability to motivate and support colleagues, helping and coaching them when they struggle and championing them when they do well. You'll also 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.

You can find out loads more by visiting our website, [www.landaid.org](http://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**

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Programmes &amp; Impact Manager (Pro Bono Programme)</b>		
<b>Location:</b>	<b>Flexible or Home-based.</b> There is some travel across the country (around 2 days per month), Covid allowing, and our main office is in Baker Street, London.		
<b>Hours:</b>	<b>37.5 hrs per week</b>		
<b>Grade Band:</b>	<b>Band 4 – Senior Manager</b>	<b>Scale:</b>	<b>£36,000 - £40,000</b>
<b>Reporting to:</b>	<b>Head of Impact &amp; Investment</b>		
<b>Direct Reports:</b>	<b>Programmes and Impact Assistant</b>		

### Specific Responsibilities

Your principal responsibilities are to:

1. Ensure clear strategic and operational (business) plans underpin the development and growth of our pro bono programme, as one of our key means of delivering impact
2. Manage and lead our pro bono programme, sourcing requests from across the charity sector, developing scopes of work alongside applicants, brokering appropriate support from our corporate partners, and ensuring streamlined and effective programme administration
3. Develop resources and guidance for donors and recipients of pro bono to enable both parties to make the best of the opportunities the programme can offer
4. Work with our Comms & Engagement Team, our Partnerships Team and potentially with external agencies to advertise, market and promote the pro bono programme to charities working across the UK to increase requests for pro bono assistance, and to companies keen to offer help and support through the programme
5. Sustain and develop effective strategic partnerships with our pro bono programme Founding Partners (sponsors) and their key operational leads for the programme
6. Ensure an up-to-date awareness and record (working with the Partnerships team) of our corporate partners' respective professional areas of specialism, enabling us to tailor approaches more effectively
7. Manage and co-ordinate the regular Pro Bono Panel meeting to discuss learnings from recent projects and present prioritised pro bono requests
8. Work closely with our lead on national development and with our regional boards (comprising property professionals who volunteer to support LandAid's mission) on supporting the promotion and delivery of regional pro bono projects
9. Report to the CEO, the Board and LandAid's Grants Committee (LAGC) on progress against KPIs specifically and more generally on programme performance, working

closely and strategically with the chair of LandAid's pro bono Panel

10. Assist in the comprehensive measurement of LandAid's social value by capturing, analysing and reporting on the impact of our grant-making, pro bono and other collaboration work.
11. Manage, support and develop the Programmes & Impact Assistant, one of whose main day-to-day tasks will be the collection of survey feedback and market value data from both providers and recipients of pro bono support.
12. Develop and sustain strong relationships with charity partners, key infrastructure groups and other funders, supporting the development and expansion of our pro bono and grant-funding
13. Seek opportunities to collaborate, and partner, with other pro bono programmes and initiatives
14. Seek opportunities to test, trial and evaluate innovations and new ideas in evolving our programme to respond to emerging needs and opportunities
15. Promote the programme through professional and social media channels, and through presentations, articles and blogs.
16. Help ensure a healthy pipeline of pro bono applications and support the process of assessing and progressing projects that achieve real impact
17. Ensure effective integration and knowledge sharing with other team members to enable effective engagement with and stewardship of our corporate partners
18. Manage the programme's budget in line with our Financial Procedures

## General Responsibilities

Your general responsibilities are to:

1. Be a committed member of the LandAid team, supporting and maintaining a working environment that fosters communication and collaborative working relationships – internally and externally
2. Be an effective ambassador for LandAid and our work in support of charities tackling youth homelessness
3. Take responsibility for your own professional development and continually look for opportunities to learn and improve what you do, and how you do it
4. Adhere to our policies and procedures, and work confidently and enthusiastically within our values
5. Carry out any roles and tasks required to support the Head of Programmes and Impact and the priorities of the charity as requested by the Head of Programmes and Impact 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.*

# PERSON SPECIFICATION

Criteria	Essential	Desirable
<b>Qualifications / Education / Training</b>		
<ul style="list-style-type: none"> <li>Degree in any subject</li> </ul>		✓
<ul style="list-style-type: none"> <li>Project management qualification</li> </ul>		✓
<ul style="list-style-type: none"> <li>Social housing management or development, or property qualification</li> </ul>		✓
<b>Knowledge &amp; Interest</b>		
<ul style="list-style-type: none"> <li>Demonstrable interest in CSR, and in how businesses can be supported to achieve social impact</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Interest in corporate (or skilled) volunteering</li> </ul>		✓
<ul style="list-style-type: none"> <li>Knowledge of social value and social impact reporting methodologies.</li> </ul>		✓
<ul style="list-style-type: none"> <li>Knowledge of the social housing or homelessness sectors</li> </ul>		✓
<ul style="list-style-type: none"> <li>Knowledge of the property and construction sectors</li> </ul>		✓
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Project assessment and appraisal (grant or funding programmes would be particularly welcome)</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Effective management or co-ordination of committees – or experience of achieving positive results within significant stakeholder meetings.</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Promotion and presentation of services through strong and persuasive communication.</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Experience of managing relationships with senior stakeholders</li> </ul>	✓	
<ul style="list-style-type: none"> <li>Experience of designing or delivering CSR programmes, corporate (or other) volunteering programmes, or pro bono initiatives</li> </ul>		✓
<ul style="list-style-type: none"> <li>Designing, developing and establishing new products, services and/or projects</li> </ul>		✓
<ul style="list-style-type: none"> <li>Capital project development, especially in the social or supported housing sectors</li> </ul>		✓
<ul style="list-style-type: none"> <li>Tenacious and resilient project management of</li> </ul>		✓

Criteria	Essential	Desirable
significant capital projects		
<b>Skills and abilities</b>		
• Ability to create, manage and develop highly effective partnerships.	✓	
• Influencing and negotiating to deliver positive results	✓	
• Ability to support, communicate, facilitate joint working and set up projects	✓	
• Ability to plan and project manage effectively	✓	
• Ability to solve problems creatively, at speed and in collaboration with multiple senior decision makers	✓	
• Ability to work effectively and collaborate with a wide range of people, bringing the best out in others	✓	
• Excellent communication and listening skills, including the ability to present	✓	
• Tenacity and resilience	✓	
• Willingness to learn and seize opportunity	✓	
• Excellent numeracy skills with attention to detail and ability to analyse budgets and data	✓	
• Creating effective digital content and ability to engage in effective social media activity		✓
• Familiarity with using CRM systems to manage workload and relationships		✓
• Proficiency in Word, PowerPoint, Excel and Outlook		✓

## 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**.

## About us

LandAid has been around since 1986, created by and working with the UK property industry to try and harness a collective desire to do good. Since 2016/17, our focus has been exclusively on creating a corporate movement within and across the industry to tackle and end youth homelessness.

We are overseen by a board of trustees comprising leading figures within the industry, many of whom have worked with and supported LandAid for many years. We have four standing committees to the board: Finance, Governance & Risk; Fundraising; Nominations; and Grants (the terms of reference for the Grants Committee are currently under review to ensure that they align more closely with our new strategy and intent).

We draw support from well-over 200 property and associated companies although that support is tiered: Strategic Partners donate at least £30k per annum; Foundation Partners donate at least £10k per annum; and Supporters donate at least £5k per annum. We also have companies that only support us with pro bono expertise, but many of our core partners provide pro bono as well.

In addition to our corporate donations, we fundraise from events we organise as well as those organised on our behalf by our supporters. We receive impressive levels of support from the property media which helps get our message and calls to action across clearly and consistently. We also have a growing network of professionals supporting our work through our Ambassador programme, some of whom are also linked to our regional fundraising campaigns driven by our five regional boards.

The team is small but growing. By the end of this financial year and together with the new roles illustrated in the structure chart above, the team will comprise over 20 individuals covering fundraising, partnerships, comms, engagement, digital, data and finance.

### Our vision:

Our vision describes the specific change in the world we seek to achieve. For us, this remains: **An end to youth homelessness in the UK.**

### Our mission:

Our mission outlines the specific role that LandAid and our supporters have in helping to achieve our vision. For us, our mission is: **Uniting the property industry to end youth homelessness.**

### Our values:

At the heart of the way we work are five clear values. They are that:

- **We collaborate** - we're stronger in partnership
- **We enable** - we help charities to achieve real change
- **We learn** - we put learning at the heart of everything we do
- **We are responsible** - we are careful, accountable, and transparent in the use of donations
- **We demand better** - we always believe there's room for improvement

## How to apply

We are committed to making our recruitment process as easy, as straightforward, and as unbiased as possible, so we use the BeApplied application portal (<https://www.beapplied.com/why-applied>). You can find the link to the apply on our website.

The platform will ensure your anonymity throughout (until we make our final shortlist selection) ensuring we focus on what you write in response to a limited number of important questions, and not on your previous experience, your age, gender, ethnicity, sexuality or any other protected characteristic. We believe this will help us make the best appointment possible.

**The deadline for submission of applications is 5.00pm, Thursday, 3 February 2022. However, we will be operating a rolling selection process and will interview candidates who score highly at application stage as soon as practicable, and potentially before the closing date.**

**Thank you for your interest in joining our team in this important role.**

**We look forward very much to your application.**