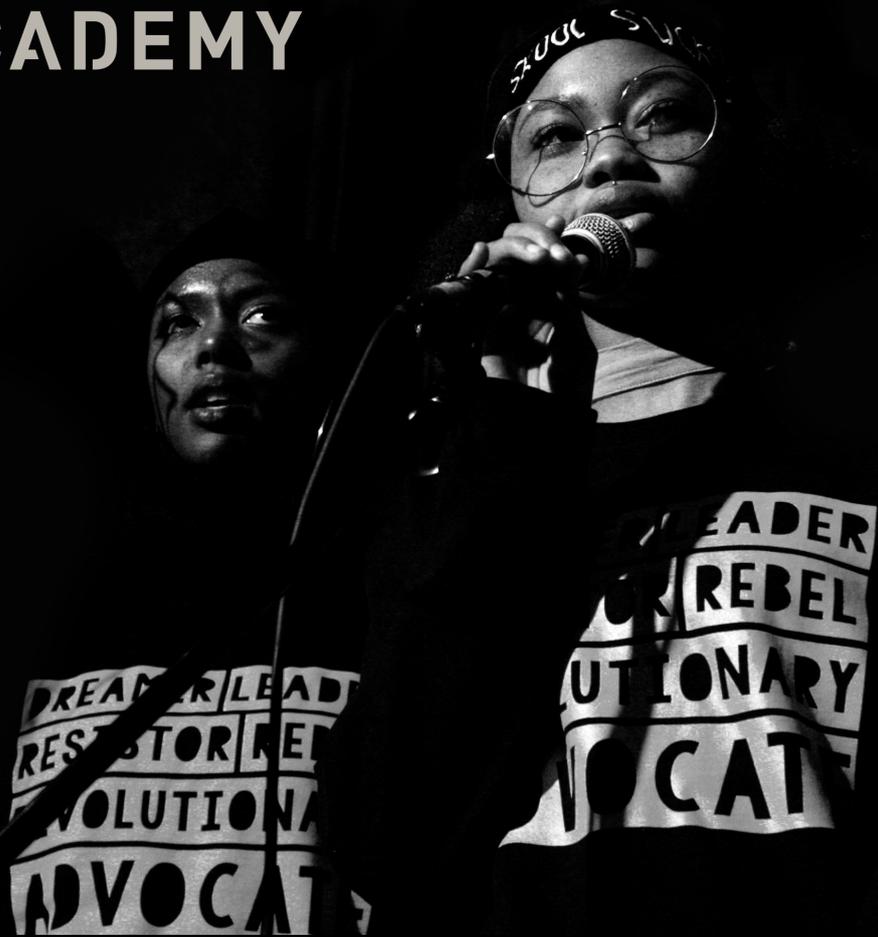


THE ADVOCACY ACADEMY



DEVELOPMENT DIRECTOR

Information for applicants

CONTACT FOR ENQUIRIES

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Recruiter, NFP

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WELCOME

Thank you for your interest in becoming our Development Director.

The Advocacy Academy (TAA) is a youth movement working to unleash the power of disadvantaged young Londoners to create a more just and equal society. Across a transformational eight-month Fellowship programme, we give these young leaders the knowledge, skills and confidence to make a real difference in their communities.

We are at a critical point in our development. We are young, dynamic and ambitious; we have proven the need for our existence; we have proven the efficacy of our programmes; and we have the vision, drive and determination to lead in the field of social justice education. We must now focus on our ambitious plans for growth and increased financial sustainability.

We have spent the last year exploring business models that will allow us to scale sustainably. We now need a dynamic Development Director to bring these plans to fruition.

The Development Director I want to appoint is someone who, alongside your strong commercial acumen and income-generation track-record, lives our values – someone who firmly believes that there is nothing inevitable about injustice and inequality, and that young people have the power to drive social change.

This is a fantastic opportunity for an experienced commercial leader to work at the heart of a fast growing and values-driven social justice charity. We are honoured to be supported by some of the sectors leading Foundations and Trusts, including: Comic Relief, The Paul Hamlyn Foundation, The Tudor Trust and Esmée Fairbairn. Building on this strong base, we need your commercial leadership skills to design and realise a new business model, enabling us to become a more impactful and robust charity.

With excitement,

A handwritten signature in black ink that reads "Amelia Viney". The signature is fluid and cursive, with a large, stylized initial 'A'.

Amelia Viney
Founder & CEO

ABOUT US

WHAT

The Advocacy Academy is a youth movement working to unleash the power of disadvantaged young Londoners to create a more just and equal society. Across a transformational eight-month Fellowship programme, we provide a holistic education in social activism, giving these young leaders the knowledge, skills and confidence to act together to achieve long-term, systemic change. Our participants learn how to take action on issues that are personal to them, because movements against injustice and inequality are best led by those who are directly affected.

WHO

Our beneficiaries are all young people aged 16-18 from across several London boroughs. 75% are from Black, Asian and Minority Ethnic backgrounds, 70% are women, 80% identify as working class. None have a history of civic participation. Since 2014, we have been building our capacity, and now offer a class of 20 places on the Fellowship, with four applicants for every space.

More than 250 expert campaigners, academics, politicians and creatives from across the UK come to pass on what they know to our Advocates. We also have youth workers who provide pastoral support to our participants across the retreat and throughout our programme.

OUR WORK

We want young people to have the power to influence decisions about their lives, but right now 88% feel like their voices are completely unheard in society (*Sky Survation Poll, 2014*). We are hugely proud of how we have responded to this need over the past two years. Our first big achievement was to grow our 30-hour pilot programme into a 300-hour curriculum, fully co-created with our beneficiaries. Our method of education is absolutely unique - carefully crafted to give our Fellows the power to envision the society they want to be part of, and develop the skills to make it a reality.

Each Fellow is given the opportunity to:

- Attend over 150 workshops, delivered by expert campaigners, academics and politicians
- Write and deliver a lobbying speech to Helen Hayes MP in the House of Commons
- Host a roundtable on local issues with their Councillors in the Town Hall
- Attend small-group policy seminars led by PhD students
- Plan and run a grassroots campaign together in their community
- Deliver their own creative campaigns, supported by one-to-one coaching

Our evaluation shows that the programme is having a transformative impact - of our Class of 2015-16, 86% felt better able to articulate their opinions in public with clarity and impact, 93% felt more confident to improve their communities, and 100% have taken action on an issue that matters to them because of the Fellowship.

Read more about our work - and the values that inform it - on our [website](#). You might also enjoy our [videos](#) and our recent piece in [The Guardian](#).

JOB DESCRIPTION

This is a fantastic opportunity for an experienced commercial leader to work at the heart of a fast growing and values-driven social justice charity.

Job Title	Development Director
Salary	£40,000 - £45,000
Hours	37.5 hours Monday - Friday
Location	London
Contract	Full-time, permanent (part-time considered)
Reports to	CEO

ROLE PURPOSE

The Development Director is a new and key role at The Advocacy Academy with responsibility to develop and implement a new business model; moving from predominantly philanthropic income to a largely earned/commissioned model. The Development Director will lead on business development, negotiating contracts and managing all aspects of fundraising and grant-management.

KEY AREAS OF RESPONSIBILITY

1. Strategy & General Management

- Lead the development of TAA's new business model, informed by the current business model outline (as developed alongside KPMG)
- Support development of organisational-wide strategy alongside CEO and Trustees

2. Traded income & Business Development

- Market analysis and identification of contracting opportunities from Local Authorities and other statutory commissioners either as sole-bidder or in consortium with like-minded partners
- Lead end-end contracting process including stakeholder mapping, bid-writing, contract mobilisation, contract management and evaluation
- Lead development of relationship with schools and other institutions who have the capacity to procure TAA's programmes to support the development of their young people
- Lead programme costing and budgeting, supporting both full cost recovery and value for money for commissioners and partners

3. Fundraising

- Market analysis and identification of income opportunities from philanthropic sources, including: Foundations, Trusts and Individuals
- Lead end-end fundraising process and grant management of current donor portfolio including Esmée Fairbairn, The Paul Hamlyn Foundation, The Tudor Trust and Comic Relief
- Develop and manage cultivation events for donors as needed

4. Partner & Donor relationship management

- Develop and build effective relationships with partners, supporters, funders and potential funders to maximise opportunities for income generation
- Support key grant management activities and reporting
- Support on-going development and management of financial systems and processes

5. People management and team-working

- Championing the professional integrity of TAA and its values
- Contributing to organisation wide business improvement and development initiatives
- Providing guidance, direction and support for assigned volunteers
- Managing grant bid-writers (if required)

PERSON SPECIFICATION

ESSENTIAL EXPERIENCE

- An appropriate level of management responsibility for income generation within a comparable setting, i.e. traded/commissioned income for a not-for-profit organisation, social enterprise or private sector equivalent
- Working to agreed income targets
- Responsibility for managing standard business processes, e.g. project planning; managing financial information, reporting on financial forecast to the board
- Operating in compliance with legislation and reporting within standard performance management frameworks

DESIRABLE EXPERIENCE

- Experience generating income from Foundations and Trusts
- Experience of working within the social justice, education or advocacy arenas
- Experience of growing and developing SME charities utilising a mix of voluntary and commercial income streams

SKILLS & ABILITIES

- Ability to provide strategic vision and translate this to operational objectives
- Planning and organising skills in order to produce operational plans, manage projects and establish appropriate organisational business processes
- Empathy and social skills in order to build effective working relationships with others, e.g. participants, donors, supporters, decision makers and colleagues
- Effective negotiating, influencing and persuasion skills at a senior level
- Excellent oral, written communication and presentation skills including the ability to present in public with gravitas
- Effective team-working and collaboration skills
- Financial and business acumen (assessing opportunities and applying resources effectively)
- High level of innovation demonstrated by practical examples of creativity
- Capacity to build an organisation and comfortable working in a small, entrepreneurial team

PERSONAL CHARACTERISTICS

- Committed to helping create a more fair, just and equal world
- Authentic (open & honest)
- Compassionate and respecting others' views
- Calm and flexible
- Strong interpersonal skills (listening, questioning, assertive in nature)
- Integrity & humility

HOW TO APPLY

For an informal discussion about the role, please contact:

Shivani Smith, NFP (official recruiter). **M:** 07985 712 387 or **E:** shivani.smith@NFPConsulting.co.uk or

Dominique Airey, Trustee. **M:** 07540 371 014 or **E:** dairay@khulisa.co.uk

Application is by way of CV and a supporting statement, which should concentrate on the experience and knowledge requirements and be no more than 1,000 words. Candidates are welcome to present their supporting statement in an alternative format, such as a video.

Closing date: **6 p.m. Friday 20th October 2017**

SELECTION PROCESS & TIMESCALE

Stage One:

First round of screening interviews conducted by NFP, one trustee and a young person w/c 23rd October

Stage Two:

Formal panel interviews involving two trustees, CEO and external stakeholders with a pre-prepared presentation task w/c 31st October.

Accessibility

We actively encourage applications from people of colour, women, LGBTQ folk and disabled people. Please let us know if you have any special requirements which we might need to consider in relation to the selection process. Any requests will be taken into account and will not affect your equal opportunity in the selection process.

