



# **Partnership & Fundraising Assistant Candidate Information Pack**

January 2018

## A message from the Chief Executive

Thank you for showing an interest in this position.

UKSA continues to deliver fantastic outcomes across our two key areas of work – Sea.Change and Sea.Careers.

In 2017/18 we will celebrate our 30<sup>th</sup> anniversary, having provided our services to over 100,000 people, see us further enhancing our financial sustainability, by ensuring our training revenues drive sufficient surplus into the charity thus enabling us to continue to invest in our transformational Sea.Change activities, but also look to the future.

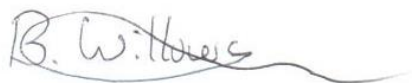
A new fundraising strategy has been developed to support our capital development plans. Some of this now relies on our key relationships with other charities who work with a similar demographic of young people. This partnership approach, which is favoured by funders, allows young people from these charities to visit UKSA for intensive programmes with the aim of helping them to break free from their existing lives and prepare them for other training and work. In addition we are actively seeking donations from individuals, Trusts and corporates who can help support our future sustainability. Since securing a grant for social investment in 2015/16, UKSA has been working towards becoming 'investment ready' for social finance which has allowed us to work with an external provider to build business plans to access social financing. This is integral to developing our capital plan as well as delivering more training to young people in need going forwards.

UKSA has recognised that in order for the charity to continue to develop and maintain its market position, investment is needed at its headquarters in Cowes. The accommodation is tired, inflexible and unsuitable. Creating a new flexible accommodation facility will enable an increase in capacity to maximise income and numbers of young people, and open up other income generating opportunities.

The necessary fundraising has commenced, with the aim to raise £3m to undertake the full refurbishment of the site. We intend to start building the new accommodation facility in the Autumn of 2018.

We have an exciting time ahead and we are looking for individuals who can be pro-active within a fast past and unique environment; who excel at being part of a team, thrive at solving problems and have a desire to be part of UKSA's future and in turn support young people who most need our help.

I look forward to your application.

A handwritten signature in blue ink that reads 'B. Willows'. The signature is written in a cursive style and is underlined with a wavy line.

**Ben Willows**  
Chief Executive

## About UKSA

We are a youth charity that uses the power of the sea to transform the lives of thousands of young people each year, from all around the UK. The charity was formed in 1987 by Noel and Sylvia Lister who wanted to educate and enrich the lives of young people, using their experience of the sea, including the infinite challenges and gifts it offers, and the power it holds to make change. Nearly thirty years on, this remarkable ethos remains at the heart of UKSA. Our activities fall into two areas:

### Sea.Change

We provide life-changing opportunities to schools and groups, disadvantaged and disaffected young people who are not in education, employment or training (NEETs) and young offenders. A common theme for many of these individuals is the low expectation they have of themselves and we challenge them to transform and to create opportunities for themselves.

### Sea.Careers

We are the world's largest provider of marine training, ranging from watersports instructor, through to training officers working on vessels up to 3,000 gross tonnes. This work cross-subsidises our 'Sea Change' activities.

We are proud of the large number of students who leave us to start their first jobs in the maritime industry, and go onto a lifetime of opportunity.

## Application process

Please complete the application form which is available on the website and email it to

[recruitment@uksa.org](mailto:recruitment@uksa.org)

**Closing date:** Midday Monday 15<sup>th</sup> January 2018

**Date for interview/selection:** Monday 22<sup>nd</sup> January 2018 / Wednesday 24<sup>th</sup> January 2018

<b>Job Description and Person Specification</b>	
<b>Job Title:</b>	Partnerships and Fundraising Assistant
<b>Reporting to:</b>	Partnerships Coordinator
<b>People/Team Management:</b>	None
<b>Band:</b>	B5
<b>Key purpose:</b> <ul style="list-style-type: none"> <li>• Support the implementation of an effective donor stewardship plan</li> <li>• Support the coordination of events</li> <li>• Provide general administrative support to the Fundraising Team</li> <li>• Undertake research and assist with applications / approaches to potential donors / partners</li> <li>• Support the development of campaigns and campaign materials.</li> </ul>	
<b>Donor stewardship</b> <ul style="list-style-type: none"> <li>• Work with colleagues to ensure donors and supporters are appropriately updated and engaged with our work via phone, newsletter reports and in-person.</li> <li>• Assisting with collation, analysis and presentation of reports to external funders: liaising with beneficiaries, colleagues and partners to collect and analyse feedback, testimonials, data and evidence.</li> </ul>	
<b>Event coordination</b> <ul style="list-style-type: none"> <li>• Support the fundraising team and volunteers to prepare for events, including contacting and liaising with suppliers and sponsors; sending invitations and monitoring RSVPs; overseeing resource planning and logistics; volunteer recruitment and coordination; venue set-up; assisting in the development of materials and assisting at events to ensure they run smoothly.</li> </ul>	
<b>Administrative support</b> <ul style="list-style-type: none"> <li>• Assist with agendas, preparatory documents and minutes to ensure meetings run efficiently</li> <li>• Schedule meetings and appointments and printing relevant papers as required</li> <li>• Assist with paper and electronic filing</li> <li>• Assist with the management of databases and data on Salesforce, including data verification and maintenance.</li> </ul>	
<b>Research &amp; applications</b> <ul style="list-style-type: none"> <li>• Research on potential donors and supporters identified by volunteers and board members</li> <li>• Research on Trusts and Foundations, and assisting with the application process</li> <li>• Research on potential partners and beneficiaries, identifying target groups.</li> </ul>	
<b>Campaigns and campaign materials</b> <ul style="list-style-type: none"> <li>• Contribute to the development of innovative and engaging fundraising campaigns to promote UKSA's charity programmes and the organisation's wider successes</li> <li>• Assist the Fundraising and Marketing teams with the design and development of promotional / informational materials for events and campaigns, including videos, brochures, reports and presentations.</li> </ul>	
<b>Health &amp; safety</b> <ul style="list-style-type: none"> <li>• Demonstrate a duty of care of your own health and safety and that of other employees, co-workers, customers and other UKSA personnel to help everyone meet our share legal requirements.</li> </ul>	
<b>Individual performance and development</b> <ul style="list-style-type: none"> <li>• Ensure adherence to all policies and procedures and promote the Vision, Purpose and Values of UKSA</li> <li>• Understand your objectives and how these fit in with individual, team and business performance</li> <li>• Take responsibility for your own performance and development by preparing for and take full part in 1-1 reviews and appraisals with your manager.</li> </ul>	
<b>General</b>	

- Comply with and promote UKSA equality and diversity, data protection and health & safety policies and procedures.
- Make a commitment to deliver excellent customer service.

This Job Description and Person Specification is not exhaustive and reasonable flexibility is expected to meet the changing needs of the business; it will be reviewed and may be updated from time to time in conjunction with the post holder.

Person Specification		
	Essential	Desirable
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• GCSE English A*-C or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• A Levels or equivalent qualification</li> <li>• ICT qualification.</li> </ul>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Experience organising successful events</li> <li>• Experience using and maintaining databases for research and reporting, ideally Salesforce</li> <li>• Administrative experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working for a charity or in a fundraising or marketing role</li> <li>• Experience in developing HTML newsletters</li> <li>• Experience in conducting research and in compiling reports.</li> </ul>
<b>Skills / Knowledge:</b>	<ul style="list-style-type: none"> <li>• Exceptional organisational skills – able to multi-task and prioritise</li> <li>• Excellent writing skills, with a strong attention to detail</li> <li>• Strong interpersonal and listening skills</li> <li>• Influencing skills</li> <li>• IT Skills including Outlook, Word, PowerPoint and Excel.</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of a variety of social media channels.</li> </ul>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• A confident ambassador representing UKSA's purpose</li> <li>• Ability to build and sustain effective relationships with donors, volunteers and partners</li> <li>• Commitment to personal and professional development, embracing opportunities to learn.</li> </ul>	<ul style="list-style-type: none"> <li>• Creative – able to contribute ideas to campaigns and materials and continually improve.</li> </ul>

## Partnership & Fundraising Assistant - Key terms and conditions

<b>Salary</b>	<p>Circa £16,000 - £18,000</p> <p>Payable on 28<sup>th</sup> of each month</p>
<b>Annual Leave</b>	<p>25 days plus Bank Holidays</p> <p>The leave year runs from 1 December to 30 November.</p>
<b>Working Hours</b>	<p>40 hours per week</p> <p>Some flexibility in your hours will be required to include weekends, public holidays and evenings as the needs of the business dictate.</p>
<b>Location</b>	<p>This role is based at UKSA, Arctic Road, Cowes.</p>
<b>Pension</b>	<p>National Employment Savings Trust</p> <p>Employer contribution of 1%</p>
<b>Sickness</b>	<p>In the first three months of employment you are entitled to Statutory Sick Pay only, thereafter UKSA will pay up to 6 casual or "waiting" days in any rolling calendar year.</p>
<b>Notice Period</b>	<p>During the probationary period notice will be 1 week and after that 4 weeks notice will be required.</p>
<b>Probationary Period</b>	<p>6 months</p>
<b>Disclosure and Barring Service check</b>	<p>Not applicable</p>



# We are UKSA

## This is how we work

**Staff code of conduct:** We are one team – collaboration across departments and functions is critical to the success of our organisation and the excellent care and quality of delivery to our clients. Professionalism should flow through everything we do and

customer care should be our priority; Professional presentation of staff, site, delivery and service is at the heart of all we do.

### Our clients see everything we do

Respect and support your colleagues – “that’s not my job” doesn’t exist at UKSA

Our organisation expects us to support each other and work together. Our values support this:

- Challenge, have fun and smile
- We take care of ourselves, those around us and this place
- Be part of who we are and help others do the same
- Tell the truth, hear the truth, act truthfully
- ‘If not you, who? If not now, when?’

### UKSA Dress code

- Staff must adhere to our dress code at all times
- Front of house, maintenance, housekeeping, instructors and lecturers will wear branded uniform
- Smart office wear is expected for all other staff
- Tailored shorts are acceptable in the summer
- Neat board shorts are acceptable for watersports instructors
- No flip flops for any staff.

### Phones

- We have a phone policy – it is expected that all staff are aware of it and work within the policy
- Calls should be answered within 3 rings
- Everyone should take their own calls – **it maybe a customer**
- If messages are taken, caller information must be accurate and details should be emailed and passed on
- Employees must take ownership of their answerphone messages
- Personal mobile phones should not be used during working hours – unless it’s agreed with your manager or a personal issue that is urgent
- Every office will have an overflow line

## Email and letters

- Respond to all correspondence within 3 days
- If you cannot reply fully within that period, contact should be made confirming a realistic timeframe of when a response will be made (maximum of 10 working days)
- Only CC someone into an email if necessary and note that the copied individual/s do not need to action anything
- Conversations should not be taking place over email; email should primarily be used to pass over information – if a discussion is required, face to face or phone communication is preferable
- Email is not there make a record and collect evidence of someone not doing something
- All staff should use the UKSA standard out of office message when not in the office
- Respond to all meeting requests and where possible, meetings should not be scheduled in over lunch time.
- Where possible, planned meetings / 1-1's should not be cancelled at short notice without prior discussion

## Complaints

- Acknowledge the complaint within 24 hours and provide a timeframe for a full response if unable to provide one immediately
- Provide a full response within 10 working days
- Extend the timeframe only where absolutely necessary and an explanation for the delay should be provided
- If you are the person a complaint is raised with then it is incumbent on you to ensure the complaint is resolved to a conclusion

## Work Stations

- Free tea and coffee will be provided to all staff in the Lister Kitchen
- A microwave can be used by all staff in the Lister Kitchen
- Hot food is not to be consumed at desks
- There should be no refreshment areas in offices
- Desks / work stations should be left tidy and organised at the end of each day
- Office cleaning standards will be upheld

## Smoking

- Staff are only able to smoke in the designated smoking area on site
- Staff are not allowed to smoke outside the front gates and in front of Victory. Staff are expected to ask students not to do this
- There is no smoking on yachts when alongside in marinas (anywhere)
- Staff are not permitted to smoke when out on corporate sailing days

## Site, Classrooms & Accommodation

- The rear car park area behind the swimming pool needs to be kept tidy, and available for groups parking when required – it is not used to store staff personal boats, or equipment
- **All staff** are expected to adhere to the lecture room user guide – **all staff** must support this by leaving rooms to the correct standard and layout; it's everyone's responsibility
- If a piece of equipment is left / found in the wrong place then return it to its correct location
- Evening duty staff will set the rooms up and site appropriately for the following day
- Site and fleet workshops must be kept clean, safe and tidy at all times

## Timelines and objectives

- Completing work on time is vital for success – timelines for completion of work / projects must always be agreed. If these cannot be met it is not acceptable to let them go past the agreed deadline without prior agreement
- All staff are expected to work within the UKSA objective framework and ensure this is updated and agreed with your manager

## Our Clients

- Meeting and greeting our clients is critically important – All staff are expected to make our clients feel welcomed and cared for at all times
- Say good bye! Showing our clients that we care and we want them to come back to us is very important; we must always say goodbye and please come again



