



Fundraising & Engagement Officer

Candidate Information Pack

November 2021

A message from our Chief Executive

Thank you for showing an interest in this position with us.

UKSA inspires and supports children & young people to broaden their horizons through our life enhancing water-based adventures, education and training for careers at sea.

Founded over 30 years ago by philanthropist and entrepreneur, Noel Lister and his wife Sylvia, over 150,000 people have benefited from our training and watersports programmes so far.

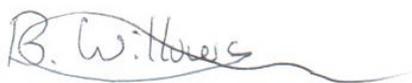
We believe all young people have a need but there are those that require greater support. Living through this period of austerity now, more than ever, the impact of COVID-19 has hit the schools and young people in the most disadvantaged areas the hardest. We know that many children and young people are missing out on life-changing opportunities because schools, local authorities and parents simply can't afford to pay for them. The fragility of these young peoples' mental health is exacerbated by a reliance on isolating social media 'screen time'. Our outdoor learning programmes on the water are the antithesis to this.

In conjunction, we know that a career at sea can provide a life of adventure for those who are inspired to follow this path. We support all students with an aspiration for a long-term career in Maritime. Our aim is to remove both financial and social barriers to enable students from any background to be able to access UKSA programmes. We want them to achieve their best and gain life-changing experiences, qualifications and careers.

2020 has been an unexpected challenge for all but we enter 2021 with renewed optimism for the future. We will start the construction of a new 136 bed accommodation on site in Cowes, having raised £3.8m from donations to fund the project. With the news of the COVID vaccine being rolled out across the UK, we are eagerly awaiting the arrival once again of children and our students back to their programmes and courses. Our new strategy (summarised below) is centred on extending our reach to more children and young people with the aim of helping them break free from their existing lives, the new 'normal' that COVID-19 has created and continue to prepare them for training and work.

We have an exciting time ahead. Adapting to COVID-19 has been a challenge, but one that UKSA has met due to our amazing staff base.

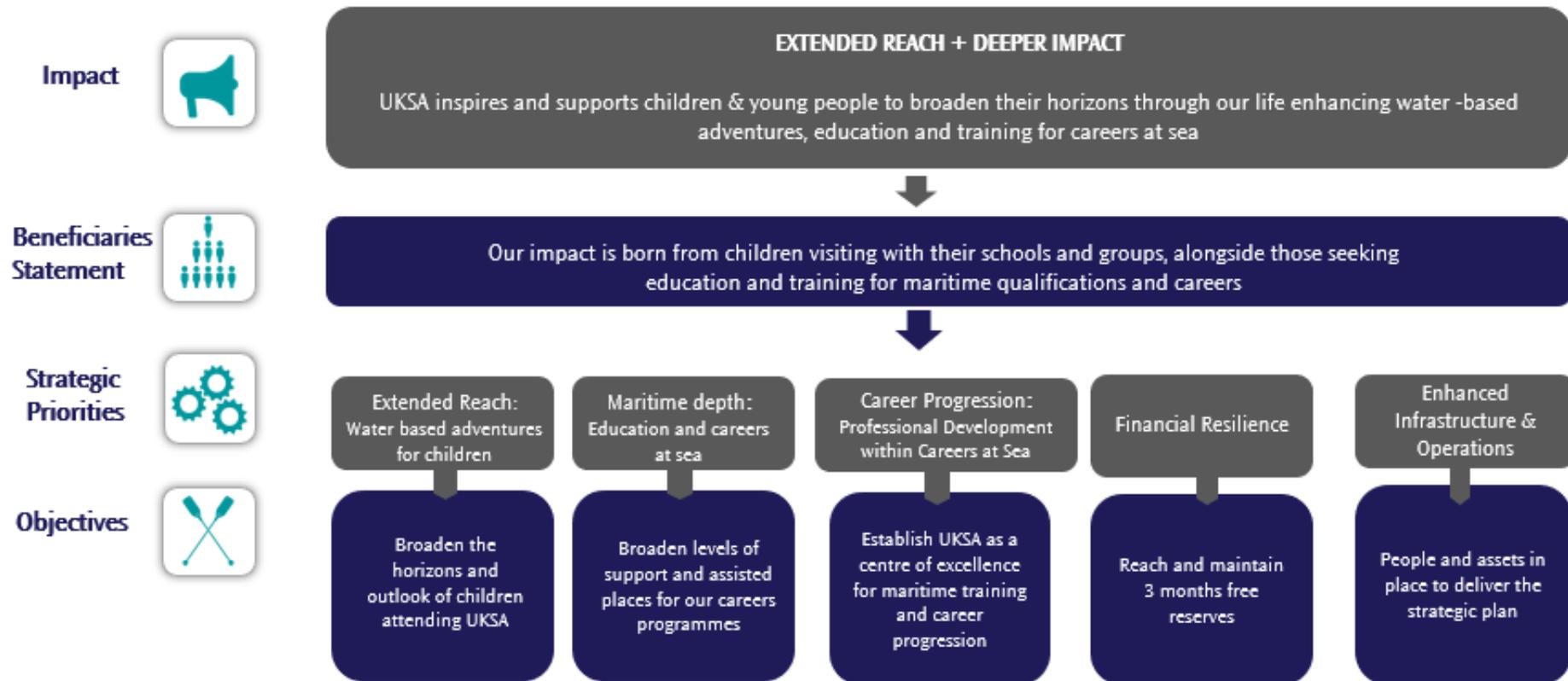
If you have any questions, then please do not hesitate to contact me and I look forward to your application.

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

Below is a summary of our "Extended Reach" Strategy:

IMPACT LED STRATEGIC APPROACH



About Us

For over 30 years we have been helping children take their first steps on the water, launching careers, pushing personal training development with world-class training and offering transformational opportunities as a leading youth charity.

We provide adventures for 8,000 children and train over 1,500 professional career students to work within the growing global maritime sector each year. We support our students to believe in themselves by providing a hand up not a handout. Our professional education, mentoring and training pathways create exciting long-term maritime career opportunities empowering our students to succeed for themselves, their communities and society.

Our aim is to remove both financial and social barriers to enable students from any background to be able to access UKSA programmes. We want them to achieve their best and gain life-changing experiences, qualifications and careers.

In 2019 /20 we welcomed over 8,000 children and their leaders from 130 schools and groups across the UK. Our water-based programmes are designed to increase children's life and leadership skills, build confidence and encourage teamwork with their peers. For many, UKSA is their first experience of the sea and being away from home.

Our world-class professional training and further education courses provide an alternative to university, we provide vocational training and qualifications to gain a career in the Maritime industry. We are also widely recognised throughout the world for our MCA and RYA training courses and are one of the world's top providers of MCA yachting certificates.

As a charity, we do much more than deliver training and certification. We also offer a range of development programmes that help transform the lives of those from the most deprived areas of the UK.

If we sound like the place you want to be, and you are ready to make a difference, check out our application process below.

Application Process

Please complete the application form which is available on the website and email it to recruitment@uksa.org

Closing Date: 6th December 2021

Interview Date: 8th December 2021

Shortlisted applicants will be invited to:

- Take part in a data analysis task
- Attend an interview

Job Description:

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| Job Description and Person Specification | |
| Job Title: | Fundraising and Engagement Officer |
| Reporting to: | Major Gifts Manager |
| <p>Key Purpose:</p> <p>This exciting role will support the fundraising team in a variety of ways, including organising events, bringing new supporters on board, and completing administration tasks. The successful candidate will be responsible for data administration and analysis for our user journey work and evaluation measurement process. Alongside this, the role will work with our beneficiaries and staff to create compelling case studies, blog posts and other ways to engage audiences with the charity. The ambitious fundraising team raise income to transform the lives of thousands of young people each year through our development programmes and capital campaigns.</p> | |
| <p>Administration support:</p> <ul style="list-style-type: none"> • To monitor and evaluate UKSA's impact on our beneficiaries and the environment through data inputting and analysis • To manage the admin for our organisation wide data collection tools and processes • Keep our database up to date • Support the fundraising team with administration tasks as needed | |
| <p>Engaging our audiences:</p> <ul style="list-style-type: none"> • Work with teams across the organisation to understand who our audiences are, segment the data and create compelling user journeys towards financial support for the charity • Work with the marketing team to lead an organisation wide rolling campaign to get our current and new audiences to opt-in to hear about the work of the charity • Produce detailed analysis of campaign results, digital engagement and performance data to inform future fundraising activity | |
| <p>Fundraising support:</p> <ul style="list-style-type: none"> • Support Individual Giving Coordinator with community fundraising, individual giving fundraising and event organisation where necessary • Support with application and report writing for trusts & foundations, major donors and corporate foundations | |
| <p>Other:</p> <ul style="list-style-type: none"> • Represent UKSA to external organisations and people • Undertake any other activities as necessary and required in the Fundraising team, some of which may require you to work unsociable hours, including weekends. UKSA operates a 'time off in lieu' policy • Effective use of Salesforce database for recording and prospecting • Monitor and report against budgets, outcomes and KPIs • Keep up to date with best practice in fundraising | |
| <p>Health & Safety:</p> <ul style="list-style-type: none"> • 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. | |

Individual/Team Performance and Development:

- Ensure adherence to all policies and procedures and promote the Vision, Purpose and Values of UKSA
- Understand your objectives and how these fit in with individual, team and business performance
- Take responsibility for your own performance and development by preparing for and taking full part in 1-1 reviews and appraisals with your manager

General:

- 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

| Person Specification | | |
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| | Essential | Desirable |
| Knowledge: | <ul style="list-style-type: none"> • Knowledge of UKSA's work | <ul style="list-style-type: none"> • Knowledge and understanding of impact measurement • Knowledge and understanding of the Yachting and Watersports industries • Knowledge and understanding of qualitative and quantitative research methodologies |
| Experience: | <ul style="list-style-type: none"> • Experience of business administration • Experience of fundraising/event organisation • Managing relationships with external stakeholders and/or donors • Coordinating and programming meetings | <ul style="list-style-type: none"> • Experience in the Yachting and Watersports industry • Experience of working in teams • Developing qualitative and quantitative impact measurement tools • Experience of creating, producing, and providing reports |
| Skills: | <ul style="list-style-type: none"> • Strong data analysis skills • Strong IT skills • Strong CRM skills • Writing and presenting • A confident and influential communicator with the ability to network, build and maintain collaborative relationships, at all levels of the organisation. • Self-starter who works at pace and with energy | |

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| | <ul style="list-style-type: none"> • Highly organised and able to deliver to deadlines independently • Have a confident and calm manner • Good decision maker | |
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Key Terms and Conditions

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| Salary | <p>£20,000 per annum</p> <p>Payable on 28th of each month</p> |
| Annual Leave | <p>25 days plus Bank Holidays</p> <p>The leave year runs from 1 December to 30 November</p> |
| Working Hours | <p>40 hours per week over 5 days</p> <p>Flexibility in your hours will be required to include weekends, public holidays, and evenings as the needs of the business dictate</p> |
| Location | <p>You will be based onsite</p> <p>UKSA Arctic Road Cowes Isle of Wight PO31 7PQ</p> |
| Pension | <p>National Employment Savings Trust</p> <p>Employee contribution of 5%</p> <p>Employer contribution of 3%</p> |
| Sickness | <p>In the first three months of employment, you are entitled to Statutory Sick Pay only and thereafter in accordance with UKSA Policy</p> |
| Notice Period | <p>Probation period of 6 months</p> <p>During the probationary period notice will be 1 week and after that 3 months' notice will be required</p> |
| Disclosure and Barring Service check | <p>Basic DBS disclosure will be applicable</p> |

