



**Chief Charity and  
External Affairs Officer**



# Welcome

Dear candidate,

This is a pivotal time for Hft and a really exciting time to join us as we build our new team and focus on our future.

Hft is one of the largest charities in England and Wales supporting people with learning disabilities. We are passionate about what we do and we use our unique understanding of the challenges facing the people we support to speak up with them to bring about positive change.

I joined Hft at the end of 2020 and it is apparent what an exceptional charity we have with a rich heritage and a clear vision. We are ambitious and wholly committed to what we can achieve for the people we support and have embarked on a journey of transformation that will ensure we can meet their changing needs and extend our reach and impact. We are looking to renew and re-energise our position as one of the top 100 charities to raise widespread awareness and understanding of all we can offer. And, in order to realise these ambitions, we have made some big decisions about how we invest in our team and leadership capability.



Our new Chief Charity and External Affairs Officer is one of seven new “Chief” roles we have created, forming a new Executive Board. This is a terrific opportunity for Hft to reposition ourselves externally and build our income, profile and relationships with our myriad partners, donors and policy makers. We have a responsibility to all of our stakeholders to be the best we can be and we see it as our duty to use our assets and our voice to do our utmost for the people we support. This role is critical in enabling this to happen.

This is a substantial role covering all aspects of our external affairs, national policy influencing and fundraising. We will be looking to you to build our presence, profile and income and you will be an exceptional fundraising and communications leader already well established in the charity sector and with a successful track record. This is an outstanding opportunity for an exceptional communicator to build and develop a high performing team. You will bring the leadership experience to do this alongside the values we cherish and the focus to deliver.

We can promise you the chance to create and innovate as part of a strong new executive team that is committed to achieving the best outcomes for the people we support. If this excites you and you feel you bring the skills and experience we need, we’d love to hear from you,

**Kirsty Matthews**  
**Chief Executive**





## About us

Hft is a national charity providing services for people with learning difficulties. We have over 3,000 staff supporting more than 2,500 people to live the best possible life. We provide support from just a couple of hours a week up to 24 hours a day.

At Hft our Board of Trustees is responsible for the overall strategic direction and effective management of Hft. The implementation of strategy and day-to-day running of Hft is managed by the Leadership Board. Both share a common goal to ensure that Hft delivers the best support possible and continually looks for new ways to ensure that the people we support have every opportunity to live the best life possible.

We are a strong, values-led organisation, and to fulfil our mission we must continue to transform our services and how we operate as a charity. This is crucial so that we can meet the changing needs of the people we support, and also support more people with learning disabilities in the long-term. We recognise that to be financially sustainable we must strengthen our commercial skills, while maintaining our reputation for high quality care, fantastic staff training, and for providing a voice of reason on the critical issues facing social care.

Hft is committed to diversity and equality of opportunity in all aspects of our work. We strive to be an inclusive employer and to be recognised by our current and future workforce and the people we support as a truly inclusive organisation where everyone feels valued, included, and empowered.

# Our Mission, Vision and Strategy

## Our Mission: The **best** life possible

### Our vision

People with learning disabilities should be able to live within their communities with all the choice and support they need to live the best life possible

For and **with** people with learning disabilities, their families and our partners **we** will focus on:

### Achieving outstanding quality and experience



#### Providing innovative support

- Co-produced, sustainable service models
- Excellent outcomes for people we support
- Partner of choice for funders
- Supporting more people who need our help



#### Providing excellent homes

- Expert housing design
- More future proof, sustainable homes provision with Hft and other partners
- Co-produced, well-regarded housing services



#### Growing our impact as a charity

- Brand, positioning, policy and influence
- Growing voluntary income
- Investing in research and development
- Increased social value, impact and reach

Enabled by working with the people who we support and our staff teams to deliver **strong foundations** and ensure we are **structured to support quality and growth...**

#### Great Governance

- Strong, accountable leadership driving performance and quality
- Effective, consistent governance and compliance framework across the organisation
- Consistent, on-target performance

#### Financial Sustainability

- Financial surplus across all activities
- Creating independence between housing and support
- Commercial development capability
- Increased fundraising
- Innovation

#### Outstanding People

- Attract, grow, nurture, retain agile, innovative people.
- Enhance leadership capabilities
- Embed ownership, accountability and service
- Dynamic, empowering, service culture

#### Organisational excellence

- Effective strategic planning and delivery
- Efficient structures + ways of working
- Robust, effective business information systems and IT
- Data driven decision making
- Metrics, reporting and delivery assurance

Underpinned by our shared **values** and common **purpose**

# Job Description

## Purpose of role:

The Chief Charity and External Affairs Officer will act as the custodian and promoter of the Charity and will provide stewardship across a range of functions that will ensure that Hft maximises the opportunities that our charitable status affords us. They will be accountable for developing the fundraising strategy to work across all areas of fundraising including corporate partnerships, legacies, major donors and for the implementation of all associated fundraising actions.

They will strategically lead a number of corporate functions including having accountability for the development and delivery of Hft's brand and for integrated policy, influencing and external communication; whilst championing and systemically influencing health and social care legislation and relevant policy activity at a national level to create positive change for the people we support.

The Chief Charity and External Affairs Officer will ensure that Hft renews and re-energises its position as one of the top 100 charities to raise widespread awareness and understanding of all we can offer.

## Reporting:

Reporting to the CEO the Chief Charity and External Affairs Officer leads fundraising and external affairs and collectively delivers; as part of a team of six other support and functional Chiefs; the implementation of the agreed strategy; and leads the day-to-day efficient and effective running of Hft as an Executive Board.

There is a requirement to build the team in this role as the post holder will be establishing this as a newly created portfolio. There will be a number of existing direct reports to line manage and a wider team to lead.

## Scale & scope of the role:

- The Chief Charity and External Affairs Officer has accountability for interpreting strategic marketing insight to inform the future scope and direction of the Charity as well as all aspects of digital marketing, the Hft website and all external communications.
- The Chief Charity and External Affairs Officer will contribute to Hft's financial viability through accelerating the growth of fundraising across a diversified range of income streams, including identifying new income streams; to achieve long term, sustainable growth whilst embedding a culture of fundraising across Hft.
- They will be accountable for the development and achievement of all corporate Charity and External Affairs related objectives and targets as set out in the Hft Charity and External Affairs strategy and in year operational plan which will be developed as part of the Hft overarching strategy and annual Corporate Objectives.
- They will work in partnership with the Chief People and Organisational Development Officer to ensure alignment of key messaging regarding External and Internal communications.
- The Post holder will support the CEO and other Executive Board Members to shape and deliver all aspects of transformation that are essential to realise and deliver all Hft's organisational change, transformation and cultural plans.
- The post holder will work in partnership with the Chief Quality and Governance Officer to implement all mitigation plans regarding reputational risk including but not limited to the potential for negative publicity, or public perception that could have an adverse impact on Hft's reputation.



### What Defines Success in The Role:

Hft believes valuable qualities such as sound business principles, foresight and relationship-building skills are attributes that underlie the difference between effective and great people management. As the Charity and External Affairs team continues its journey of transformation, this will be a great opportunity to play a central role in enhancing the service and value that Hft provide.

### Key Attributes:

- Vision – to transform strategic goals into functionality by owning and implementing carefully planned steps to ensure the vision comes to fruition and is sustainable for the future.
- Value – to strengthen governance and accountability in order to add commercial value to the organisation via transformational, business, and operational strategies.
- Principles – to be a cultural role model, building and embedding effective ways of working. Have attention to compliance, diversity and being mindful of the positive impact that mutual respect throughout a diverse workforce has on the organisation and its social responsibility is key.
- Credibility – gain the trust of employees and company leaders. As the Chief Charity and External Affairs Officer act as a professional subject matter expert and natural leader who can take charge in any situation and utilise the best parts of the teams to achieve success.
- Reputation – known for delivering results through governance and risk management
- infrastructures with positive outcomes.



# Person Specification

## Knowledge and Experience

- Significant progressive leadership experience in a non-profit organisation with a successful track record in high- value fundraising and outstanding external communications.
- Proven experience designing and implementing strategic fundraising and supporter engagement programs and policies that incorporate individual, legacy, foundation, corporate, special events and non-traditional fundraising sources that provide the basis for significant income.
- Excellent financial management with a proven track record of managing large budgets to high standards.
- Proven experience of how to apply best commercial practice for the benefit of a Charity.
- Track record of effective strategic relationships with relevant external stakeholders and decision makers.
- Experience of efficiently and effectively running a charity and of introducing and then maintaining sound systems of governance and the highest standards in compliance with the Charity Commission regulations.
- Proven experience of developing good partnerships with existing and new third-party charity supporters and of ensuring a Charity has a sustainable and diverse supporter base.
- Experience of shaping policy and of developing a campaigning strategy.
- Proven experience of overseeing the creation and development of a Marketing and Communications strategy to raise awareness of a charity.
- Media trained experience of acting a spokesperson for a national Charity.
- Degree educated and any other relevant professional qualifications and time served relevant experience. A commitment to on-going personal development should also be evident.

## Skills and abilities

- Outstanding interpersonal and communication skills, both verbal and written, with experience of managing communications, marketing, and social media strategies to promote an organisation's vision and profile through a wide range of channels.
- The ability to achieve targets and goals while simultaneously ensuring excellent governance of a Charity.
- Engaging personality that can cultivate strong relationships and work successfully in partnership with a range of stakeholders, including Board Members, Trustees, donors, and staff.
- Ability to thrive in a mission-driven environment with strong values and culture; passionately committed to Hft's mission, vision, and strategic direction.



# Executive Board Behavioural Framework

## Expertise

- Risk – applies robust risk governance, balancing growth with stability, ensuring accountability for all risk-based decisions and actions and encouraging awareness, engagement, and consistent behaviour in every employee. Completes regular risk reviews and clear articulation of principles. Thinks ahead, responsible for recognising, responding to and mitigating risks and threats. Applies judgement to balance quality with financial performance to make appropriate risk-based decisions.
- Finance - interprets financial data and metrics to make sound decisions and to drive continuous improvement.
- Strategy –Thinks ahead, sets clear business targets and expectations. Creates plans that provide clarity and direction enabling others to perform effectively and monitors progress to ensure success. Is driven and develops high performance strategies that focus on future growth and sustainable outcomes.
- Stakeholder Relations – understands the importance of engaging with internal and external stakeholders in order to leverage their expertise and forge mutually beneficial connections.
- Corporate Governance – ensures that Hft complies with corporate governance guidelines around fairness, accountability, responsibility, and transparency, quashing any doubt of integrity. Is expert at delivering within a governance framework regarding decision-making processes, policies, and procedures. Works collectively with others but demonstrates independent judgement reasonable care, skill, and diligence. Encourages and is responsive to scrutiny.

## Approach

- Emotionally Intelligent – is empathetic, seeks to understand others experiences and frames of reference. Is self-aware.
- Accountable & Performance Orientated – takes personal responsibility and holds self and others accountable for delivering goals, and for improving their own performance and that of the team. Continually promotes best practice and measures KPI's. Builds a performance culture to improve efficiency, quality, and stakeholder satisfaction.
- Visionary & Innovative – recognises the value of innovation and creative thinking to organisational development and success. Is able to challenge conventional wisdom and is open-minded about new and alternative approaches to ideas and problem-solving. Is solutions focused.
- Ethical – adopts the social and environmental responsibility of working in an ethical and sustainable manner. Demonstrates integrity, values the team, and is disciplined, responsible and accountable.
- People-Centered - embraces and values diversity, equality & inclusion always treating everyone with utmost respect. Has a passion to support people with learning difficulties. Continually looking for new ways to ensure that the people we support have every opportunity to live the best life possible.





## Talents

- Strategic Thinking – thinks creatively and evaluates opportunities. Is an early adopter of new ideas, is decisive and demonstrates optimism. Has the ability to develop and translate thinking into action.
- Analysis & Decision Making – has an enquiring and analytical mind-set, takes effective and timely decisions by gathering and evaluating relevant information from within or outside of Hft.
- Communication – via written and verbal mediums communicates with impact. Engages clearly and confidently with others to build confidence and trust. Energizes and inspires all around them.
- Leadership – invests time and energy to actively develop self and others to help realise their full potential, and to build Hft's capability for the future.
- Commercial, influencing & negotiating - ensures all communication is branded appropriately for optimum brand recognition. Predicts and changes behaviour to ensure commercial impact, delivering concrete actions for both quick wins and longer-term strategy. Demonstrates sound commercial acumen and ensures that in decision making there is consideration applied to all factors including people, processes, and strategy.



# Terms of appointment

## Salary

Circa £90,000, negotiable dependent upon experience, plus car allowance of £4,800 per annum

## Pension

We enrol eligible employees into the People's Pension [www.thepeoplespension.co.uk/employees](http://www.thepeoplespension.co.uk/employees)

## Working pattern

A normal working week is 37.5 hours. As a member of the Executive Board there is a requirement for the post holder to provide leadership cover across the full working week Monday to Friday.

## Holiday

25 day per annum plus statutory bank holidays.

## Location

Whilst Hft's central support office is in Emersons Green, Bristol, no geographical limitations are put on this role. COVID-19 has demonstrated that Hft can be agile enough as an organisation to deliver the team function remotely. There will however be the requirement for face-to-face team meetings once the current COVID-19 restrictions are eased.

## Additional benefits:

- Eligibility to join Hft's Health insurance scheme
- Life assurance of three times annual contracted salary





# How to apply

**We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Katy.Giddens@starfishsearch.com](mailto:Katy.Giddens@starfishsearch.com) or [Juliet.Brown@starfishsearch.com](mailto:Juliet.Brown@starfishsearch.com) and we will be happy to arrange a call.**

To make an application, please go to <https://starfishsearch.com/jobs/hft-cc-ext-aff-off/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria.

<b>Closing date</b>	Monday 17th May 2021
<b>First round interviews</b>	w/c 31st May and 7th June 2021
<b>Agreement of the final shortlist</b>	mid June 2021
<b>References taken up for shortlisted candidates</b>	Following shortlist
<b>Final interviews with Hft</b>	End of June



