

shaw trust

**Chief
Impact
Officer**



Welcome

Dear Applicant

Thank you for your interest in joining Shaw Trust as our first ever Chief Impact Officer.

This is an exciting time to be joining our organisation as we seek to multiply the public benefit we deliver through innovative systems-changing programmes, projects, and the partnerships developed through our nascent Foundation. Our aim is for a new iteration of our Foundation to grow into being the recognised focal point for our choices and efforts to maximise the social value of our contracted services and our stand-alone solutions.

We recognise that good work is essential in creating better outcomes for all, but that access to good employment is linked to what happens in people's formative years, by the accessibility of opportunities, and the circumstances in which they live. To support social mobility, we provide a broad range of complementary services, including Employment and Skills, Children and Young People's Services, and Community Health and Wellbeing, through our 'child to career' framework. Over time, our Foundation will create multiplying impact at systems level by scoping, shaping, partnering, and delivering projects and programmes that build on our services and reputation.

We're looking for an exceptional leader who shares our sense of purpose. You will bring the vision, confidence and initiative needed to develop and drive the new Foundation to create and amplify impact and make best use of our resources. A highly influential, driven leader in your own right, you will spearhead our call to action, lead our fundraising activity and design options for the delivery of programmes and partnering, including impact measurement, evaluation, learning, research, and innovation.

This is a truly unique and brilliant opportunity for the right person to build from the ground up the team and the outcomes that will deliver our Board's intent. With your strong track record as a catalyst for social change and programme management, you will be comfortable working across complex organisations, using your collaborative approach both internally and externally to form alliances and generate even better outcomes.

If you believe you have the vision, drive and experience we're looking for, I very much look forward to hearing from you.



Chris Luck
Chief Executive Officer

About Shaw Trust

As a charity we add value to everything we do by investing back into the people and communities we support. The Shaw Trust Foundation gives the charity a visible and accountable focus for our charitable purpose and activity. The Foundation is funded by a percentage of the “profit” that Shaw Trust generates through its contracted services and will also actively seek to generate fundraised income.

Our aims

Through the Foundation we aim to create a better future for those we support across the UK. The Foundation will help us further our impact by delivering complementary advocacy work and maximising opportunities to generate social value.

While seeking to address systems-level challenges to better outcomes, the Foundation will spearhead social value adding programmes and support initiatives that build community and improve individual lives for those with barriers to progression in life.

The Foundation will also build a community of donors and collaborators to campaign for our cause and support our charitable mission.

Supporter engagement

The Foundation will cultivate relationships with Shaw Trust supporters, facilitating engagement and conversation, be clear what donors and supporters are helping with, and make it as easy as possible to give to the charity.

Income

The Foundation will receive income through internal contribution and external fundraising activity and donations. At the end of each financial year, a contribution of the net Shaw Trust surplus will be allocated to the Foundation.

Shaw Trust receives a small percentage of its annual turnover through donations and fundraised income. This is primarily through individuals running and fundraising on our behalf in the London Marathon, and unsolicited donations from individuals, community groups or corporates we have worked with, and a small number of legacies.

The Chief Impact Officer will work with our Chief People Officer to initiate a programme of workforce engagement and opportunities that contribute to the Foundation and support influence (for example, through colleague fundraising activities, colleague volunteering days, involvement in funds allocation and being part of success stories).

This work will encourage teams and individuals to understand the overall impact and social value that Shaw Trust has.

About Shaw Trust

Affect and Effect

Everyone has a role to play on an individual level in behaviours that when aggregated make a big difference, or when small step changes are made over a period then behaviours and attitudes are gradually shifted for the benefit of future generations.

The Foundation will work with the Commercial Directorate and operational colleagues to establish a social value framework in Shaw Trust, defining how Shaw Trust adds social value through its actions and services, setting the expectation for behaviours we expect to see of our workforce, people we support and partners, and establishing how we will measure and demonstrate our impact in this area.

Charitable Activity: Funding Programmes

While Shaw Trust works across multiple sectors and a range of people we support, we appreciate that we cannot offer support to all, and so will focus funds distribution and core activity across three programmes initially, covering grants to individuals, small project grants and a capacity building programme for organisations who support the same client group as Shaw Trust and need support to increase in size, scope or reach.

Governance

The Foundation will be directed by the Chief Executive and trustees through normal governance chain. Reporting to trustees will be through the committee structure.

Shaw Trust is registered with the Fundraising Regulator and will adhere to their Code of Fundraising Practice.

Find out more about Shaw Trust

To find out more please visit <https://www.shawtrust.org.uk/>

Please read Shaw Trust's [Vision 2030 Strategic Directive](#)



Main responsibilities of the role

Job Title Chief Impact Officer

Reports to Chief Executive

Location Hybrid; home working with regular travel into London and occasional wider UK travel to meet business needs.

Role Purpose

The Shaw Trust Foundation is a more visible and accountable rallying point for the charitable purpose and activity in our organisation and a voice for the long-term change we champion for the people we support. The Foundation will be the recipient of the surplus ('profit') that Shaw Trust generates through its contracted services and will also actively seek to generate fundraised income, which together will be used to create better tomorrows for more of the people we support.

The Chief Impact Officer leads and shapes the trajectory of the Foundation, putting the people we support at the heart of all it does. Reporting to the Chief Executive, the post-holder will create, develop, and implement an income generation strategy distinct from our commercial activity with local authorities and government and lead the development and implementation of a fundraising plan. The role will also have lead responsibility for the Foundation's grant programmes and wider impact activities, as well as seeking and developing new programmes with donors and partners.

The Chief Impact Officer leads on fundraising, social value and impact measurement, evaluation, learning, programmes, and partnerships with a wide variety of stakeholders to successfully affect systems change. Most importantly, they will develop ideas in collaboration with colleagues from across the organisation, resulting in resources being directed towards activities that have the greatest impact in creating better tomorrows for more of the people we support over the longer term.



Main Duties and Responsibilities

Leadership and Management

- Provide exceptional leadership of Shaw Trust Foundation, so that Shaw Trust better serves the people we support.
- Establish structure, processes, competencies, and systems to ensure the Foundation is fully equipped to disburse the 'contribution' from Shaw Trust in a highly effective and transparent manner that increases the breadth and depth of outcomes to the people we support both directly and indirectly.
- Lead a Foundation advisory board which consists of Shaw Trust trustees, Shaw Trust colleagues and independent subject matter experts.
- Lead the development and implementation of a fundraising strategy that underpins Shaw Trust's strategic goals and grows income in a sustainable manner across a diverse range of income streams, embedding a culture of fundraising across the organisation.
- Inspire and develop all members of the Foundation.
- Create a culture of innovation, both in terms of creating new products and initiatives and of continual improvement of working practices and processes that meet the culture, goals, and aspirations of Shaw Trust.
- Oversee policies and procedures necessary for the Foundation's activities to be compliant with all applicable regulations, policies, guidance, and best practice.

Income generation (Fundraising)

- Lead the development and implementation of a fundraising plan, which includes key activities, areas of required investment, KPIs and milestones as well as the projected growth of fundraising income.
- Oversee the growth of our fundraised income and establish a range of new income streams, with a particular emphasis on the application of digital technology.
- Establish a commercially astute approach to income generation; making data driven decisions to support growth.
- Deliver exceptional stewardship by designing and managing a fundraising pipeline with well-defined recruitment and retention initiatives.
- Work with the Marketing and Communications team to ensure the right level of marketing support to enable the effective promotion of Foundation activity to all stakeholders, and to market and promote fundraising activities.
- Monitor new markets, trends, and regulations – testing new approaches to ensure our activities remain effective, resilient, ethical, and well governed.
- Ensure a supporter-centric approach to fundraising, using insight to drive activities and evaluating return on investment.
- Establish supporter segmentation and journeys as the basis for effective supporter engagement and align with wider stakeholder engagement across the organisation

Grant management

- Oversee on behalf of trustees through the Chief Executive all aspects of grant making, and the grant management processes for the charity, including ongoing review and improvement.
- Develop the Foundation's information needs – devising data capture and reporting requirements to demonstrate impact and inform future funds distribution.

Programmes and Partnerships

- Co-design and implement programmes which lead to social value creation.
- Develop a communications and engagement strategy for the Foundation that delivers our objectives whilst growing and engaging key audiences seamlessly across the organisation's activities and outputs.
- Establish, test and rollout a supporter acquisition programme, including the use of social media as a prominent means of reaching new supporters.
- Work collaboratively with colleagues across the organisation to ensure volunteering and giving are part of an integrated strategy to connect previous recipients of Shaw Trust's services, supporters, and colleague in a meaningful ongoing relationship with Shaw Trust and our charitable activities.
- Ensure our communications channels influence existing and potential donors, supporters, and partners of the charity.
- Convene and work with partners and influencers to amplify the messages and profile of the charity, leading to broader benefits being realised through collaboration.
- Act as an ambassador and spokesperson for Shaw Trust, actively promoting its work, networking, driving new business and developing beneficial relationships.
- Work to the Chief Executive to determine our advocacy priorities and oversee a programme of research, papers, and campaigns.

Monitoring, evaluation, and learning

- Oversee the development of a social value measurement framework for Shaw Trust and ensure we are capturing, utilising, and communicating the added value Shaw Trust generates on an ongoing basis.
- Ensure all programmes developed are measured, evaluated and learning is shared.

Other

- To undertake any further training as identified in the Shaw Trust review procedures.
- To ensure full compliance with all of Shaw Trust's policies, and statutory obligations.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post, seniority, or the need of the organisation.



Person Specification

In your application, please refer to Part One of the Person Specification set out below. Part Two will be explored at interview for selected candidates

Part One

Knowledge and Experience

- Strong reputation as a capable, senior and strategic leader with a personal profile and track record of supporting, inspiring and managing others effectively.
- Experience of setting up new organisations, teams or functions from scratch, or from limited resource.
- Deep experience of building and nurturing strong and productive relationships within and outside organisations, with a track record of collaborating with others to realise the goals of a charity or other complex organisation.
- An understanding of the marketing and communications opportunities available to a new and developing foundation and experience of utilising them.
- Proven experience of designing, developing and delivering grant making frameworks and programmes, with evidence of having catalysed social change through innovative grant giving or income generation.
- Experience of developing and implementing fundraising strategies, including digital fundraising, that grow and diversify income streams and support impact and sustainability (this will likely include experience of developing pipelines and proposals, cultivating relationships and securing partnerships).
- Experience gained in supporting disciplines such as developing KPI frameworks and managing supporter data.
- Persuasive track record as an effective and influential advocate who has worked across different audiences to inspire and bring about change.

Part Two

Skills and Behaviours

- Able to work as an integral member of Shaw Trust (the Foundation will not operate as a separate entity) in full alignment with the Trust's commercial direction of travel.
- Strong interpersonal and influencing skills with the ability to establish credibility, confidence and trust at board level.
- Visionary in approach and can turn vision into measurable results on the ground.
- Highly effective communication and skills with the ability to advise and engage stakeholders and offer challenge and feedback where needed.
- Adaptable, entrepreneurial; flexible style to work with a range of stakeholders in different environments, from those Shaw Trust supports to Government.
- Open-minded, positive, enthusiastic and tenacious.
- Deep personal commitment to Equal Opportunities and Diversity.
- Motivated to improve lives for the better.

This post requires a DBS check. The successful candidate will bring an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults.

Terms of Appointment

Remuneration

Salary is expected to be £120,000-£140,000.

Location

Home based with UK-wide travel.

Employee benefits

Shaw Trust offers generous benefits listed below:

- 25 days annual leave (plus Bank Holidays), increasing to 26 days after 3 years, 27 days after 4 years and 28 days after 5 years' service
- 2 paid days volunteering leave
- Discretionary paid Christmas leave 3.5 days
- Option to purchase up to 1 weeks additional leave
- Enhanced maternity, adoption, shared parental pay after 2 years' service; this is 14 weeks full pay and further 4 weeks half pay plus statutory entitlements
- Two weeks of paternity leave with full pay
- Enhanced pension (our provider is Aviva) after 6 months service, single matched contributions up to 6% of your basic pay (eg 6% employee, 6% employer, total contribution 12%). Our pension is salary sacrifice
- Life assurance at 3 x annual salary
- Healthcare cash plan for employee and up to 4 dependants (under the age of 18, or under 24 if in full time education) to claim back all or some of the cost of everyday healthcare expenses including dental and optical treatments
- Employee Assistance Programme (free and confidential support on a range of matters, and includes up to 8 structured telephone counselling sessions for employee, partner and certain dependants)
- Workplace savings via Cushon
- Shopping discounts and other savings (eg cinema discounts) via Vivup
- Gym discounts via Get Active with Aviva
- 30% off Microsoft Home
- Opportunities to connect with our employee diversity networks (LGBTQ+ Support Network, Racial Equality Network, Disability Equality Network, Women's Network, MANaging Network)

How to apply for this appointment

We hope you will consider making an application to become our Chief Impact Officer at Shaw Trust. To make an application, please go to <https://starfishsearch.com/jobs/shaw-cio/> and click on the apply now button, with the following prepared:

- a CV (no more than three sides) or equivalent biographical information
- a short covering letter that explains your motivation and responds directly to Part One of the Person Specification
- please tell us if there are any dates during the selection process (outlined below) when you would **not** be available to participate.

We would also be grateful if you would also complete the anonymous Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

The closing date is **Monday 20th May 2024**

Selection timetable

First stage discussions for selected applicants will take place in **the last few days of May 2024**.

Agreement of the final shortlist, and candidate notification, will be by the **end of the first week in June 2024**.

Shortlisted candidates may be invited to complete psychometric testing in **early to mid-June 2024**.

Final stage interviews for selected candidates will take place in **mid-June 2024**.



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