

Amber

transforming lives

Fundraising Manager

Candidate Brief

Contact for enquiries



Vikki Park, Principal Consultant
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Welcome letter

Dear applicant,

In 2022, we were delighted to open our fourth centre for young homeless people, which is just outside of Ashford, Kent (above).

Over the last few years we have been building our reputation locally with funders and supporters and we are now seeking an outward looking, experienced fundraiser to lead on generating income for the centre. It is a broad role and will suit someone who thrives working with a wide range of people, from major donors to volunteers, and who can fundraise across a range of income streams. You will benefit from an organisation with good connections in Kent but the ideal candidate will have a drive to create new opportunities in the region.

We do great work helping young people to turn their lives around and we are looking for someone who can communicate that to funders and the community with passion. Amber has been working with young homeless people for 30 years and we have a good idea of what works but we are always striving to learn so that we can offer the very best support to those that need us.

We do not have a 'head office' and this role will need to have a large presence at the centre, with the ability to work from home. We are very open to flexible arrangements and are ideally looking at someone who can offer at least 3.5 days a week or up to full time hours and have a presence at the centre.

I hope you feel inspired to apply and I look forward to receiving your application and hopefully to meeting you in due course.

Thank you again for your interest in Amber.

A handwritten signature in black ink, appearing to read 'S. Ballantyne'.

Stephen Ballantyne
Head of Fundraising & Communications

About Amber

We see the potential in everyone. Based at four residential centres in Kent, Devon, Wiltshire and Surrey, we offer a supported housing environment that's a little bit different. Not just training and support to address specific personal issues but new experiences and opportunities that raise aspiration and challenge residents to take responsibility for their lives and move forward positively.

Based around our model of 'dreams and desires' we provide each individual with a bespoke, practical programme of activities that builds their skills and qualifications, develops their resilience and purpose, improves their confidence and wellbeing and focuses firmly on their strengths and interests. Ultimately our aim is to help as many young homeless people as possible move on to sustainable work, a secure home and a fulfilling future.

Young people who come to Amber are aged from 18 to 30 and share their home with a community of around 30 others. The average stay is 6 to 12 months but there is no fixed limit. We have clearly enforced rules and a tight structure to the week at Amber but it's also a fun a caring place to be – a temporary home that offers the time, space, support and encouragement that young people so often need to turn their lives around.



We work in small teams and focus on four key areas – accommodation; employment; health and wellbeing; fun and participation. Based around a core weekly timetable, our staff deliver or facilitate a programme of training and activities that includes:

- Practical life skills such as cooking, cleaning, tenancy and financial management
- Team working, peer support, core educational skills and communications
- Creative projects involving art, crafts, music, film and drama
- Giving back, community engagement and volunteering
- Work experience, CV writing and mock interviews

More than anything, Amber is like an extended family – and we're always there. For more information about Amber please visit their [website](#).



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Job Description

The safe recruitment of staff in Amber is the first step to safeguarding and promoting the welfare of children and young people in our care. Amber is committed to safeguarding and promoting the welfare of all children and young people in its care. As an employer, Amber expects all staff and volunteers to share this commitment.

Post title: Fundraising Manager

Location: Kennington, near Ashford, Kent. With home working options – please get in touch to discuss your working pattern preferences.

Salary: FTE £40,000

Responsible to: Head of Fundraising and Communications

Hours: 26.5 – 37.5

Job Summary:

Working closely with the Head of Fundraising and Communications, you will be responsible for promoting Amber to a range of existing and new supporters regionally – to inspire support, raise our profile and achieve an annual fundraising target. Working closely with team members and with others across the organisation, you will have responsibility for ensuring our communications online, through social media and in printed format is of the highest quality.

Main tasks and duties:

Fundraising:

- To devise and implement realistic plans, in consultation with the Head of Fundraising and Communications, which clearly show how financial and other targets will be achieved.
- To meet or exceed an agreed annual fundraising target by developing the support of local individuals, trusts, companies and community groups.
- To promote and develop third party fundraising initiatives and ensure they are run effectively and are well supported.
- To lead on, or provide support at, events when required - this may occasionally involve evening and weekend working.

- To develop awareness of Amber through social and other media channels by sourcing and writing appropriate communications/images.
- To deliver passionate and engaging talks and presentations that encourage positive engagement with our work.
- To maintain prompt, accurate and accessible records of all financial and supporter data.
- Cash handling, banking, acknowledging and receipting income in accordance with Amber's policies and procedures.
- To service own administrative needs.

Communications

- Working closely with the Head of Fundraising and Communications, ensure that the website content is dynamic, engaging and inspiring.
- Work with the team on social media, implementing the social media strategy and maximising its potential in line with our aims and objectives.
- Working with others, ensure that the organisation is well serviced with promotional and marketing material as appropriate.
- Ensuring our supporter stewardship communications are of the highest quality.

General

- To ensure that at all times you undertake your role in a professional manner maintaining a high quality standard of work, and to always work in accordance with the aims, values and ethos of Amber.
- To liaise with colleagues internally to harness their support and understand their needs
- To ensure that Amber's policies and procedures are adhered to, particularly those relating to Health and Safety, Codes of Practice and Confidentiality.
- This list of duties is not exhaustive. The post holder may be required to carry out other appropriate duties and projects as required.
- Applicants are subject to a satisfactory DBS check and two references.

Person Specification

Key criteria	Essential	Desirable
Experience	<p>Successful track record of raising income from a variety of sectors, including from one or more of the following - community groups, individuals, trusts, companies and/or events</p> <p>Or</p> <p>Background in marketing & communications with demonstrable skills that are relevant and transferable</p>	<p>Experience of working with local press/media and producing press releases, photo opportunities etc.</p> <p>Previous experience of organising successful fundraising events.</p> <p>Demonstrable experience of writing and delivering presentations to a wide audience.</p> <p>Knowledge of social media and best practice in promoting fundraising and other charitable activities</p>
Skills and knowledge	<p>Ability to communicate well, both written and verbally</p> <p>Strong PC skills.</p> <p>Strong knowledge of the internet.</p> <p>Proven ability to organise workload and meet deadlines.</p> <p>Clear understanding of the role of fundraising within the charity sector.</p>	<p>Experience of and good working knowledge of Word Press</p>

<p>Personal qualities</p>	<p>Excellent interpersonal skills and ability to build strong relationships with a wide range of individuals and groups.</p> <p>Excellent organisational skills.</p> <p>Self-motivated and able to work with minimal supervision</p> <p>Car owner / driver.</p> <p>It is Amber's responsibility for safeguarding and promoting the welfare of all children and young people in its care. All applicants will need to evidence their suitability to work with children and young people.</p>	<p>Passionate about the cause of youth homelessness/unemployment</p>
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How to apply

Application is by CV and a Statement (maximum 1,000 words) which should concentrate on how you meet the experience and knowledge requirements.

To arrange an informal discussion about the role please contact our strategic partner, NFP Consulting, who are managing this campaign on our behalf:

Vikki Park, Principal Consultant: vikki.park@nfconsulting.co.uk

Timescales:

Closing date: 8th March at midnight

There will be a two-stage selection process.

First interview: Week commencing 16th March - virtually

Final interview: Week commencing 23rd March – in person

Accessibility:

Please let us know if you have any special requirements which we might need to consider in relation to the selection process or to attending interview. Any requests will not affect your equal opportunity in the selection process.