

GLASSDOOR

Head of Fundraising and Communications

Information for applicants



Contact for enquiries

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“Without these services I would have lost the most important thing. They have given me hope.”

Welcome

Thank you for your interest in the Head of Fundraising and Communications opportunity with Glass Door.

If you are reading this then we know you will share many of our views and beliefs about homelessness, its causes, have the desire to change this, and importantly, that you believe everyone has inherent dignity and should be welcomed if they turn to us, as our guests, for support.

As an independent charity we receive no funding that impedes our [open access policy](#) - it is thanks to the support of individuals, partners, churches, community groups, businesses and trusts and foundations that we can continue to provide shelter and support to those who need it most.

Like many charities during the pandemic we experienced many challenges, including financial, but we were able to respond quickly and robustly and are already getting back on track.

This is a new, re-imagined and pivotal role which sits firmly within the Senior Leadership Team. We are looking for an experienced manager to lead the fundraising and communications team as we embark on a new chapter.

If you would like to join a hard working professional team and have the full support of the CEO and trustee board then we look forward to receiving an application from you.

Good luck!

About Us

Based in London, Glass Door coordinates the UK's largest network of open-access services for people affected by homelessness. During the Covid-19 pandemic, new services were launched to ensure people experiencing homelessness could safely stay in individual rooms and had access to food and support to move beyond homelessness.

Before the pandemic, Glass Door ran emergency winter shelters in partnership with churches in West and South West London. Year-round, people find advice and support to end their homelessness through trained caseworkers based at partnering drop-in centres. Our shelters save lives, and our support services help change lives.

Our vision is a world where no one has to sleep on the streets of London, and we're working every day to achieve this. By partnering with churches and community centres to provide shelter and support, Glass Door is committed to supporting people get—and stay—off the street.

What we do

Shelter

In the winter of 2019-2020, about 170 individuals slept in a Glass Door shelter every night, making Glass Door the largest emergency winter night shelter network in the country. Glass Door is able to do this thanks to partnerships with churches across West and South West London.

In the winter of 2020-2021 during the pandemic, we shifted our services to provide accommodation in individual rooms. [Find out more in our annual report.](#)

Food

A network of churches and community centres provide hot food during winter to all in need.

Advice and Support



Year-round, anyone in need can speak with dedicated caseworkers who offer advice, advocacy and practical support. [Find out more.](#)

Guests can access the advice and support service either in the shelters or during the daytime. The daytime advice service is made possible thanks to partnerships with drop-in centres, including Chelsea Methodist Church, Ace of Clubs, HTB Day Shelter, the Vineyard Community Centre, St Cuthbert's

Centre and the Yard in Putney. Guests of these drop-in centres can also find other services provided by the drop-ins, such as lunch, laundry and showers. [Find out more.](#)

Glass Door not only saves lives by providing refuge from the cold, we also help our guests build more stable futures.

Other Daytime Services

Thanks to our partnerships with Chelsea Methodist Church, Ace of Clubs, St Augustine's, and the Vineyard Community Centre, our homeless guests of these drop-in centres can have lunch, do laundry, take a shower, and speak to a Glass Door caseworker.



Our impact

(Updated 5 July 2021)

Glass Door's services are open to all, providing a safe place to sleep, advice and daytime services for those with nowhere else to turn. Thanks to our partnerships with churches and drop-in centres in West and Southwest London, we provide shelter and the support needed to end someone's chapter of homelessness. Our accommodation projects save lives, and our support programmes change lives.

Quick stats for 2020-2021

- **1,645** individuals received support across Glass Door's services.
- A record-breaking **317** of our guests moved into housing. We also support guests after they've been housed, with a Tenancy Support Worker in post.
- Despite the many challenges associated with the economy during the pandemic, at least **47** guests found **work**.
- **199** individuals found a **safe place to stay** across two hostels in Central London.
- On average **75%** of guests **felt more optimistic** about the future since staying in this new Glass Door Covid-secure single-room accommodation project.
- At least **343** individuals joined us for hot meals in our **community dinner programme**, run in four London boroughs. More than 400 volunteers helped to serve over **10,300 meals**.
- Behind each statistic are hundreds of individuals we call our guests, each with a unique story. This past winter, at least **93** of those we supported were **refugees or asylum seekers**. At least **23 were fleeing domestic violence**, and **10 were victims of modern slavery**. Guests experiencing multiple challenges such as a relationship breakdown, past trauma, alcohol

dependency and debt found help to address these issues and become more stable and self-sufficient.

What others have said

“The difference for me about this charity is the fact their doors are open to anyone, regardless of where they’re from or why they’re there. It’s a fabulous example of a community joining together and supporting those in a vulnerable chapter of their lives, giving them a route out of homelessness.” **Hugh Pym, BBC Broadcaster and Glass Door Volunteer**

“Homeless people have stories to share and value to give society. Glass Door helps them create a life, not just an existence.” **Colin Firth, Actor**

You can find out more about our work by visiting our website: www.glassdoor.org.uk

At Glass Door we believe in compassion and shared responsibility. Working together, we are saving lives and providing routes out of homelessness.

Mission

We partner with churches and community centres to provide shelter and support, because no one should have to sleep on the streets of London.

We exist to support people who are homeless and whom no one else can or will help. We aim to bring practical and emotional support and some stability to help people get back on their feet.

Vision

Our vision is a future where no one has to sleep on the streets of London.

Values

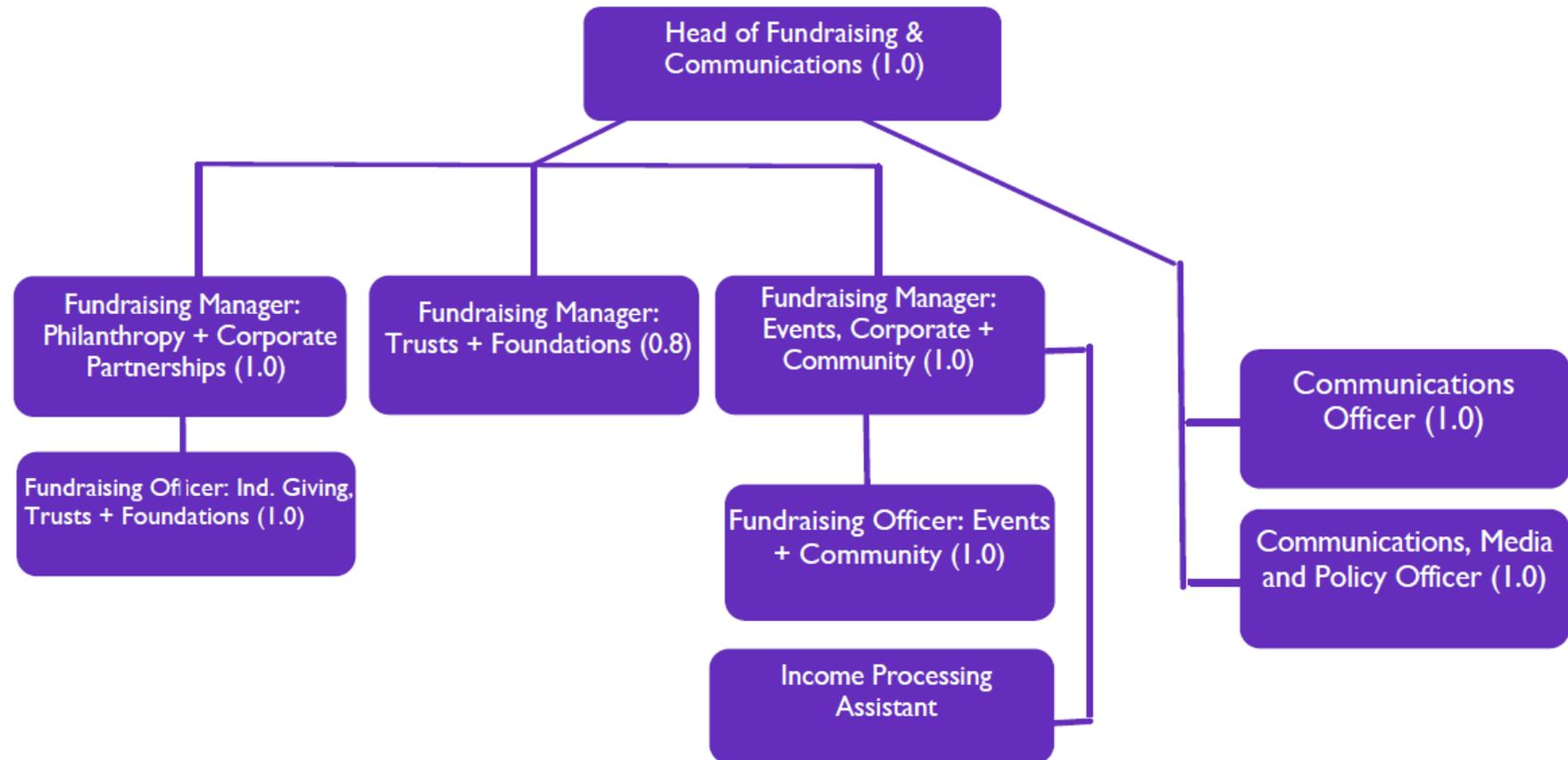
- We are welcoming.
- We are open to all, without prejudice.
- We are compassionate.
- We believe individuals can turn their lives around.
- We build trust.
- We are ambitious and bold, but we grow sustainably.
- We know we can have a bigger impact when we work together.

Our services and shelters have always been open to all. People in need do not need to fill out lots of forms or show they meet various eligibility criteria to access our services. This means we can provide a safety net for those who cannot navigate the bureaucratic process--as many struggle to do. We only ask that our guests follow a few simple rules.

We welcome people as guests, rather than as ‘clients’ or ‘service users’. We offer respect and the idea that all people have dignity and value.

Our open-access policy allows us time and space to develop relationships and trust. We have found this to be a crucial element that has helped our guests reintegrate back into society.

Although our services are made possible by churches and church volunteers, we do not proselytise, and people—guests, volunteers and staff members—of all faiths or none are welcome.



Job Description

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| Job Title: | Head of Fundraising and Communications |
| Reporting to: | Chief Executive Officer |
| Responsible for: | Team of 8 (5 direct reports) |
| Contract Length: | Permanent |
| Hours: | Full time 37.5 Hours per week |
| Location: | Flexible working from home and office: Argon House, 2 Argon Mews, London SW6 1BJ |
| Salary: | c£50,000 |

Overview of the role

The overall responsibility of this position is to lead the development, planning, delivery and evaluation of Glass Door's fundraising and communication functions, working with a talented, enthusiastic, and dedicated team.

Key Internal relationships

Senior Leadership team, Fundraising Managers and Officers, Communications team, Head of Finance & Resources, Data Manager and the Fundraising and Finance Trustees where required.

Key External relationships

Volunteers involved in fundraising, donor organisations individual donors and corporate partners

Areas of responsibility

1 Management and Leadership

- Support and line manage the Fundraising and Communications team, currently 5 direct reports.
- Ensure the work of the Fundraising and Communications teams actively support and co-ordinate with the wider organisation and contributes to the delivery of Glass Door's strategic and goals.
- Operate as part of the Glass Door Senior leadership team, responsibilities include, long-term strategy building, objective setting, budget planning and change management support.
- Support the CEO, trustees and colleagues in setting the strategic direction for Glass Door.
- Represent the CEO on internal or external matters as appropriate.
- Create an annual budget to deliver the strategy and monitor ongoing expenditure.
- Attend and participate in relevant leadership and team meetings, and other meetings as necessary preparing updates and reports as required.
- Carry out the functions of the post with proper regard to Glass Door's Equal Opportunities Policy
- Prepare update reports as required and attend all relevant meetings.

2 Strategy Development and Monitoring

- Using data, insight and local knowledge to work with the fundraising team and the CEO to further develop the fundraising strategy (current fundraising strategy runs to end 2022/23) and plan which will maximise income generation through a range of income streams.
- To take a lead on the development and implementation of the Marketing and Communications strategy (including a digital specific strategic plan) that links to and supports both our fundraising and service delivery objectives.
- To undertake analysis of performance (against agreed KPI's) across all areas of fundraising and communications and make recommendations and adjustments accordingly.
- With input from SLT and other colleagues, continuously evaluate and update plans to recognise changes in both the external and internal environment.
- Plan best allocation of resources across fundraising and communications making decisions to ensure best outcomes and value with a focus on sustainability.

Fundraising

2.1 Income Generation

- Lead and support the team to build profitable, multi-year relationships with corporates, trusts and high-net-worth individuals, ensuring our supporters are engaged through a clearly defined stewardship framework appropriate to their relationship with Glass Door.
- Work with the team, Chief Executive and Trustees to engage new supporters, and to manage existing relationships as appropriate.
- Work with the team to further develop our portfolio of compelling funding propositions, identifying new developments and plan effectively for funding opportunities.
- Collaborate to develop robust systems and processes to ensure efficient management of the fundraising programme and maximise engagement and income.

2.2 Donor acquisition and stewardship

- Lead the team to review processes for donor acquisition and retention of donors, looking to increase the number of individual givers for both one off and regular gifts (including gifts in wills and in mem).
- Work alongside the team on the identification, cultivation and stewardship of high value and potential high value supporters across income streams.
- Work with the Volunteer Manager to develop a network of volunteers to support fundraising activities and explore developing additional volunteer focused fundraising options.
- Maintain and develop relationships with existing and new supporters within the community (including corporate partners) maximising fundraising and developing long term relationships.

2.3 Fundraising Operations

- Develop and maintain Glass Door's CRM ensuring that records are up to date, complete and stored and used in compliance with relevant GDPR legislation and regulatory requirements.
- Work with the Finance Manager to produce budgets and regular income / expenditure reforecasts.
- Be familiar with and adhere to fundraising regulations and all Glass Doors policies and procedures at all times
- Attend fundraising and other events as required (this may involve some weekend and evening work)

3 Communications

3.1 External Communications and Media Relations

- Lead the strategic development of communications activities to activate partnerships, support fundraising and advocacy and service delivery objectives.
- Create and take a lead role on the development and delivery of a communications 'calendar' across all communication channels including newsletters, website, direct marketing, social media, and the annual report/review.
- Develop and maintain relations with key media and ensure we deliver an accurate, appropriate and timely response to inquiries from journalists.
- As appropriate, coach and prepare Glass Door colleagues and trustees for media and public presentations.
- Provide regular media analysis and reports and lead on market analysis to maintain understanding of 'public perception' and track coverage.
- Manage the reputation of Glass Door through crisis communications planning and activation, working closely with the SLT and the board.
- Lead, sustain and build on Glass Door's media coverage and profile to ensure our voice is heard in the media and to raise the organisations profile externally.
- Identify upcoming media opportunities for Glass Door's policy and advocacy work
- Working alongside SLT and colleagues to be aware of the national news agenda, identifying opportunities and bringing issues to the attention of the Glass Door team.
- Lead and develop our celebrity ambassador strategy to grow the profile of Glass Door which includes planning the effective deployment, stewardship and media engagements for ambassadors.
- Work alongside CEO to develop clear measures of success for communications activities and continually monitor, evaluate and report on progress
- Work alongside SLT to ensure effective Internal communications

3.2 Digital

- Manage the development and delivery of multi-channel digital marketing and public engagement campaigns and projects in order to support the achievement of the organisations fundraising, advocacy and service delivery objectives.
- Lead the development and monitoring of Glass Door's digital communications channels, including our website, social media and email schedule, ensuring all social media activity is conducted in-line with Glass Door's social media guidelines.
- Ensure the effective use of SEO/SMO to increase engagement levels from a wide audience.
- Oversee development and delivery of quarterly e-newsletters and monthly internal e-newsletters.

3.3 Brand/Voice

- Support the team to continually improve content gathering and build the storytelling plan across the organisation, ensuring an ethical approach that adheres to the safeguarding policy.
- Ensure Glass Door's website, publications and content are clear and compelling, including profiles of guests, news stories, blogs and speeches etc
- Manage the production of publications, ensuring the content is consistently branded and reflects the ethos of Glass Door

- Oversee our work with content producers (photographers, videographers, designers, etc), ensuring content meets Glass Door’s standards and is signed off by appropriate staff members / trustees.
- Work alongside colleagues to generate content and marketing support for campaigns (including fundraising campaigns and events) news stories, blogs and social media channels.
- Manage quality-control on all materials, ensuring all content and images are consistent with house style and brand
- Working alongside the CEO and SLT ensure that the strategic development of our brand is effectively led and managed, building strong, collaborative relationships with both internal and external partners and stakeholders.
- Increase Glass door’s brand awareness and promote a strong identity through the continuous development and monitoring of our key messaging ensuring it is designed to be inclusive and engaging for our supporter base, stakeholders/service delivery partners and key influencers.

3.4 Contributing to Policy and Insight

Working alongside the CEO, SLT, trustees, organisation wide colleagues and expert volunteers to:

- Develop and then operationalise a Glass Door advocacy strategy which is aligned to the objectives as set out in the 22/23 business plan and which supports the achievement of organisation wide objectives.
- Maintain relationships with key external stakeholders and build strong working relationships with partners and potential advocacy champions.
- Ensure the maintenance of our policy/advocacy and influencers contact list.
- Identify and agree key areas of focus (in line with our comms strategy) and conduct research on a range of topics on homelessness, such as housing policy, benefits, and immigration policy.
- Develop and implement a plan to seek relevant insights from people with lived experience of homelessness, using primary and secondary data, both quantitative and qualitative.
- Help develop policy briefs, submissions of evidence, and other written advocacy materials.
- Monitor the positions and policies of key policymakers and regulators, such as local authorities, Members of Parliament, and relevant government ministries
- Ensure Glass Door is participating in relevant networks and engaging in joint advocacy with allies and partners.
- Track and engage with journalists, politicians and other influencers on social media.
- Ensure that all media, advocacy and influencing work reflects the charity’s values.



Person Specification

Essential Experience

1. Demonstrable track record of successful fundraising for the charitable sector, from more than one income streams
2. Communications experience e.g. scoping, managing, and delivering effective communications campaigns.
3. Identifying innovative new opportunities to recruit new donors, partners and funders and grow income
4. Developing funding strategies for organisations.
5. Meeting and measuring key performance indicators to meet and exceed income targets.
6. Developing donor engagement and stewardship programmes.
7. Developing compelling and persuasive applications / case for support.
8. Budget management
9. Experience of working collaboratively to gather information and develop proposals accordingly.

Desirable Experience

- Fundraising from major donors, community/events, corporate or trusts and foundations
- Developing fundraising products for different audiences
- Using social and/or digital media for organisational growth.
- Developing a brand or voice to ensure alignment with organisation objectives and target audience goals.
- Flexible approach to working arrangements and duties.
- Working effectively in a team and leading on own initiative.

Skills

- Excellent organisational skills, including ability to work under own initiative, manage multiple tasks and projects and meet tight multiple deadlines.
- Networking skills and ability to work across teams to deliver successful projects and build effective relationships with key contacts including potential advocacy partners.
- Good planning, time-management, copywriting, proofreading skills
- Excellent relationship building and networking skills
- Excellent written, oral communication skills.
- Creative and entrepreneurial, able to spot opportunities and respond to a dynamic and changing environment.
- Ability to collate and distil beneficiary/donor insights (quantitative & qualitative) to inform future planning
- Ability to problem solve and find creative solutions.
- Attention to detail and to seek the highest standards.

- Effective research and analytical skills.
- Motivated, with the skills to build networks and relationships across a range of potential donors and stakeholders.
- Excellent IT skills, including experience with Microsoft Office.

Other

- Able to maintain the strictest confidentiality and integrity at all times.
- Willingness to act as an ambassador for Glass Door in the outside world.

Qualifications & Professional Development

- Numerate and literate with a good standard of education.
- Evidence of continuing professional development.

Terms and Conditions (under review)

These include:

- 24 days holiday plus 8 days Bank Holiday
- Auto enrolment pension scheme
- Season ticket loan

How to apply and the selection process

Application is by way of CV and a Supporting Statement setting out your motivations for applying and how your experience to date meets the requirements set out in the Person Specification.

As this role is available immediately we are actively seeking early applications and will be interviewing on a rolling basis with the intention of making an offer of appointment as soon as we find the right person.

Latest closing date: **Midnight, Sunday 19th June 2022**

For an informal and confidential discussion about the role, and to receive more a full Candidate Information Pack which includes the Job Description and Person Specification please contact our retained consultancy company NFP Consulting:

Carroll Lloyd, Director, NFP

T 0776 5001 033 or email carroll.lloyd@nfpconsulting.co.uk

Thank you for your interest!