

INDIVIDUALS
ENGAGING IN
SOCIETY

Citizenship Foundation

Recruitment Pack – Partnerships Coordinator

Salary: £23,000 - £26,000

January 2018



www.citizenshipfoundation.org.uk

The Citizenship Foundation is an education charity. We work to ensure that young people are able to be active, engaged and motivated citizens, making a positive difference to the society in which they live – locally, nationally and globally. We do this by helping them develop the knowledge, skills and confidence they need in order to be active citizens. This is helpful to them as individuals. It's also essential for strengthening and safeguarding our society and democratic way of life.

1. Introduction from the Chair of Trustees



The Citizenship Foundation helps young people become active, engaged and motivated young citizens. We do this by helping them understand the law, politics and society. We help teachers deliver engaging education about citizenship. And we help professionals partner with schools and young people to equip them with the knowledge and skills to participate in their local communities and beyond. We also work to influence policy makers, with the aim of there being a national consensus that all young people have the right to high quality education about citizenship.

Democracy is facing serious challenges. People's faith in the way it operates, and in its ability to bring about positive change, has been seriously challenged, both in Britain and across the world. Healthy scepticism towards elected politicians has turned too often into contempt and even hatred. Trust has been eroded in both elected representatives and in the institutions in which they serve. This cynicism has, at times, spread to other fundamental institutions of democratic society including the legal system.

Since 1989, the Citizenship Foundation has helped young people understand the democratic structures of our society, and rights and responsibilities of citizens within them. We believe in democracy with a passion, as the best means to create a fair, just, and equal society. But this isn't 'business as usual' for us. There's an urgent need to breathe new life and confidence into democracy, if we're not to witness the destruction of this fragile and precious way of ordering human affairs. Our work has never been more vital, and I'm delighted that you are considering being part of our work.

Martin Bostock
Chair of Trustees

2. Introduction from the Partnerships Manager



Thank you for your interest in joining The Citizenship Foundation as a Coordinator on the Partnerships Team. This recruitment pack provides information about the role, and the charity, which may be helpful to you as you write your application.

This is an exciting time for the Citizenship Foundation. We have a new ten-year strategic plan, *[Empowering Young People for a Stronger Society](#)*, with ambitious goals to increase our impact to work with more young people across the UK.

This will involve us working with up to 50% of UK schools and deriving a larger proportion of our income directly from schools and through new corporate partnership opportunities.

The **Partnerships Coordinator** plays an instrumental role in the delivery of the Citizenship Foundation's work with its broad and varied partners including; corporates, funders, schools and universities. Working within a small team, the Partnerships Coordinator will be responsible for account managing our established employee volunteering programmes and servicing these relationships.

This role is ideally suited to a forward thinking individual who has the ability and drive to optimise new and existing business relationships to support the success of our strategic plan. Beyond managing the existing corporate accounts, this role requires you to represent the organisation to a wide range of external stakeholders and ensure insights and ideas are fed back to colleagues so that new opportunities can be capitalised upon. This includes developing and implementing fundraising strategies both on a corporate and individual giving basis.

I do hope you will be interested in this opportunity – and if you are, we look forward to receiving your application.

Therri Tait
Partnerships Manager

3. Citizenship Foundation in numbers

16 - the current edition of our hugely popular and long-running 'Young Citizens Passport', a guide to the law for 14-19 year olds

24 - the number of Citizenship Foundation staff based across England, Wales and Northern Ireland

32 - the number of corporate partners who currently take part in our Lawyers in Schools programme

2,500 - the number of professionals who take part in our corporate volunteering programmes

12,000 - the total number of young people who benefit from working with professionals in a classroom setting

90,150 - our estimation of the total number of direct beneficiaries every year

80% - the proportion of secondary schools which have used the Citizenship Foundation's teaching materials.

4. Our Strategic Goals



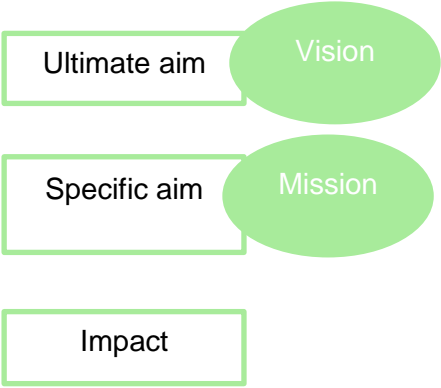
We have four strategic goals within our [Strategic Plan](#). Each one is aimed at significantly increasing our reach and impact by 2027. The Partnerships Team is responsible for increasing the number of professionals involved in our projects by creating volunteering experiences for 10,000 professionals by 2027.

5. Our Theory of Change

We want a fair & inclusive society based on a strong, stable & secure democracy

To enable this, society needs more young people be active, engaged and motivated citizens, able make a positive difference to the society in which they live – locally, nationally and globally

We'll achieve this by helping a greater number of young citizens to participate actively in society



Knowledge & skills for participation

Confidence to participate

Skills for citizenship – including critical thinking, emotional intelligence, debating & advocacy skills

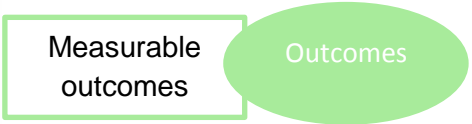
Understand rights & responsibilities

Technical knowledge of the democratic system & its processes

Optimism & faith in ability to make a difference

Resilience to challenges

Belief & trust in democratic process



Providing interactive, topical, relevant **citizenship learning opportunities** – for more than half of UK schools each year, by 2027

Providing **authentic experiences** of being an active citizen – for more than 200,000 young people each year, by 2027

Working with **intermediaries** – upskilling teachers, involving citizenship professionals – for over 10,000 each year, by 2027

Campaigning for the importance of young people having opportunities to learn what it takes to be an active citizen – with a national consensus, by



6. Job Description

Contract Type: Permanent

Responsible to: Partnerships Manager

Salary: £23,000 - £26,000

Location: Central London

Hours of work: 37.5 hours per week

Normal office hours are 9.00am to 5.30pm but this role will involve some agreed out of hours activity (occasionally at weekends) and working away from the office and home.

Main duties and responsibilities:

1. Experts in Schools

- Take a lead in the day-to-day service delivery of existing corporate and school relationships (Lawyers in Schools, Boom, Bust & Crunch etc.) and monitor performance against income targets.
- Work with the Education and Programmes teams to develop and implement plans to build strategic networks that might lead to the creation of new initiatives.
- Market, network and advocate for the Citizenship Foundation with corporates, universities and other potential partners through face-to-face, blogs, social media and websites.
- Keep up to date with corporate responsibility trends by carrying out desk-based research, attending networking events, conferences, seminars, etc., and share insights with the wider organisation.
- Coordinate requests for in-kind and volunteer support from corporate partners, including: donated hardware, meeting rooms, legal checks of educational resources and contracts.

2. Major Donor Fundraising

- Coordinate the delivery of a major donor fundraising strategy and provide exemplary stewardship with regular, timely communication.
- Conceive and run initiatives to build the number of donors (high-value and regular contributors) to the Citizenship Foundation e.g. annual fundraising dinner, appeals, Legal Walks, The Big Give, producing content for donation pages etc.
- Engage internal and external stakeholders to assist with sponsorship, advertising, ticket sales and securing auction prizes throughout the year.
- Contribute to the development of the CRM system to assist with donor care.

3. Development and Innovation

- To implement plans for the strategic expansion of our partnerships with corporates within existing and new sectors.
- Provide support in the delivery of the marketing plan to expand partnership involvement in line with agreed targets; including the organisation of, and attendance at, promotional events to increase the organisation's reach and impact.
- Feed into the development of new products and services that are suited to corporate areas of interest i.e. SmartLaw Quality Mark, new workshops etc.
- Support the preparation of funding proposals as appropriate and in partnership with other teams, to help deliver mission-related projects and products.

4. Data, Evaluation and Quality Assurance

- Provide exceptional customer service to donors and corporates, and make full use of stakeholder feedback to improve partnership experience.
- Ensure all relationships are accurately recorded in the CRM system and work with the CRM Administrator to ensure that our data modelling and capture supports your expansion efforts.
- Coordinate the production of corporate and school-facing resources, trainings and workshops in line with our quality control criteria.
- Assist Programmes team in the collection of evaluation data and the production of reports.
- Assist in the distribution of the annual evaluation report to staff, trustees, participating businesses and schools, and other stakeholders, including the individual partnership reports to firms, chambers and in-house counsel.

5. Organisation wide

- To represent the Citizenship Foundation at events, as required;
- To contribute operationally and strategically to the charity's strategy to enable it to achieve its mission;
- To uphold the Citizenship Foundation's values: Fair, Enquiring, Respectful, Collaborative, Internationalist
- To fulfil other relevant organisation-wide duties, as required.

Person Specification:

| Post requirements | Essential (E) Desirable (D) | Criteria |
|------------------------------------|--------------------------------|---|
| Education, training and experience | E | A graduate qualification, (or equivalent) ideally within the fields of the law, economics, politics or social sciences |
| | E | Experience of partnership working either within a charity, business or education setting |
| | E | Interest in corporate social responsibility programmes and coordinating employee volunteering opportunities |
| | D | Corporate and/or individual fundraising experience |
| | D | Experience of account or relationship management of high-value clients |
| | D | Experience of marketing to corporates |
| | D | Experience of delivering trainings/workshops to adults and/or young people |
| Skills Abilities Knowledge | E | Excellent written and oral communication skills |
| | E | Excellent attention to detail and ability to deliver first class customer service |
| | E | Experience of planning, organising and managing own workload, working to agreed deadlines with limited supervision, and coordinating a variety of tasks at one time |
| | E | Ability to work independently and as part of a small team |

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| | E | Ability to communicate, build a rapport, liaise and negotiate with a diverse of people |
| | E | Ability to solve problems by using a common sense and a practical approach and ability to use own initiative |
| | E | Excellent ICT skills, including proficiency in Microsoft Office and social media platforms |
| | E | Approach work with a flexible outlook, tolerant manner and sense of humour |
| | D | Ability to use a CRM database, ideally some knowledge of Salesforce |
| Special job requirement | E | There will be a need for flexible working as on some occasions you may be required to work evenings, weekends and/or travel |
| Commitment to Citizenship Foundation's aims and values | E | An understanding of, and empathy with, the charity sector |
| | E | Willingness to put into practice the aims and values of the Citizenship Foundation |
| | E | An interest in citizenship education and democratic engagement |

7. How to apply

To apply for this position, please forward a copy of your CV together with a supporting statement of no more than two sides of A4 to Recruitment.HR@citizenshipfoundation.org.uk .

Please ensure that your application fully addresses the appointment criteria in the person specification.

You should provide the names, positions, organisations and contact telephone numbers of two referees, one of whom should be your current or most recent employer. References will only be taken once your express permission has been granted.

We would also be grateful if you could let us know if you will require any special provision as a result of any disability should you be called for interview.

Finally, please ensure that you have included your mobile and home telephone numbers, as well as dates when you will not be available or might have difficulty with the indicative timetable.

8. Timetable

Closing date: Midday on Monday 29th January

Interviews: Thursday 1st February

9. Queries

If you have any queries about any aspect of the appointment process, please contact Mahmudah Begum on Mahmudah.Begum@citizenshipfoundation.org.uk. If you have any questions about the role, please contact Therri Tait on Therri.Tait@citizenshipfoundation.org.uk.