



Dear applicant,

Re: Fundraising and Marketing Coordinator

Thank you for your interest in working at the Lambourne End Centre. I have enclosed an application pack for the above position, as requested. Please find enclosed the following:

- Information and Application Notes
- Job Description
- Person Specification
- Application Form
- Equal Opportunities Monitoring Form

Please read all of the information thoroughly before beginning your application. Please complete your application in full, (using black ink to facilitate photocopying) before returning it, as failure to do so may result in your application not being taken any further. Please note that only completed application forms will be accepted; please do not submit your Curriculum Vitae.

Please send your completed application form to:

By post:

Carolan Casey
Lambourne End Centre
Manor Road
Lambourne End
RM4 1NB

By Email:

carolan.casey@lambourne-end.org.uk

The closing date for completed application forms is Monday 22nd July 2024; all applications need to be received by 9am. Short listing will take place once the application deadline has passed, and will be based on how well applicants match the Person Specification and have the experience needed to successfully meet the requirements of the Job Description. Therefore, please be sure to clearly show how you meet the selection criteria when completing your application. Interviews for shortlisted candidates will take place on Wednesday 31st July 2024.

If you would like us to acknowledge receipt of your application please also enclose a stamped self-addressed envelope.

Thank you once again for your interest in working at the Lambourne End Centre. I look forward to receiving your completed application.

Yours sincerely,

Carolan Casey

Personal Assistant to Rob Gayler, Chief Executive Officer



lambourne end
centre for outdoor learning
inspired to inspire

APPLICATION PACK

Lambourne End Centre for Outdoor Learning

Lambourne End Centre is a fantastic 54 acre site in south west Essex which is full of opportunity. The Centre's scenic location in a rural setting, yet on the doorstep of East London's urban fringe creates a unique resource. It offers visiting groups (predominantly from East London) a completely alternative perspective. The Centre boasts residential accommodation and training facilities, outdoor adventure activities, a garden project and a working farm with dedicated environmental areas. These are used to generate a wide range of programmes which promote and deliver personal development opportunities for young people, especially those at risk or struggling in traditional mainstream environments. All the programmes are designed to encourage team building, problem solving and communication skills, as well as build confidence and raise aspirations. Many of the young people the centre works with have particular needs which cannot always be addressed within formal education.

Lambourne End Limited

The Centre is run by Lambourne End Limited (LEL) which was set up in July 2004 as a joint project between the charity Aston-Mansfield (which owns the site) and three East London YMCAs, who have all invested seed money in the company; although, the company itself is an independent entity. The board was originally comprised of representatives of these four member organisations and a small proportion of independent Trustees, however in 2017 the company welcomed new independent Trustees onto the Board, and adopted revised Articles of Association to reflect the new direction that the charity is heading in. This has been possible following ten years of growing performance and confidence based on solid foundations laid by the original founding members.

Work Undertaken by Lambourne End Centre

As one example of the type of work we do, our Alternative Education programmes provide a range of courses for students aged from 6 – 19 years old who benefit from work-based training to enhance their learning. They may have learning difficulties, challenging behaviour or struggle to cope with mainstream education, and are often written off, by themselves and others, from future meaningful employment. Using three aspects of our work; farm maintenance and animal care, estate management and conservation, and sport and recreation the young people can work through three key programmes which focus on; Self and social development, Skills progression and development, and Moving On. Through these programmes the young people can obtain accredited vocational qualifications and develop their self esteem so they have the confidence and social development to further their progression either back into school, in training or employment and within their communities. To understand the impact of this work, please visit <https://www.lambourne-end.org.uk/case-for-support>.

Many of the young people with whom we work come from areas such as Newham in East London, where 35% of the population is under 20 years old and youth unemployment is double the national average. (On average approximately 75% of groups come from the Redbridge, Barking & Dagenham and Havering boroughs.) Many young people are deemed to be "at risk", have been in trouble with the police, come from a disturbed background, and are (or are close to being) excluded from school. Unemployment is also double the national average, 40% leave school with no qualifications and youth crime and drug and alcohol abuse are major problems.

During the time we have been in operation we have made increases in the number people/groups using the Centre. We have also substantially increased sales and grant income.

Please see the table on the next page for detail of groups and users:

	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018	2018 - 2019	2019 - 2020	2020 - 2021	2021 - 2022	2022 - 2023
Groups	590	473	488	352	327	369	367	175	439	486
Individuals	12050	12246	12532	14495	11734	13741	13167	5394	17784	18379

The Future

There has also been much investment in the Centre; a number of team building and environmental activity stations have been created around the site and an artificial caving system, climbing wall and wheelchair abseil and zip line have been constructed. Once planning permission is received a two acre lake will also be created.

At present, there are 25 full time members of staff and 10 part time staff working at the Centre, supported by a committed team of volunteers and sessional workers to run programmes and manage the farm and facilities. It is clearly a very exciting time for the Centre and it is growing in reputation. There is a rapidly increasing interest in the Centre and its programmes, and a momentum generated which we are keen to build upon.

About your application:

You must complete all parts of the application form. Curriculum Vitae (CV) are not acceptable; neither is an application form that simply refers to an enclosed CV.

The post for which you are applying will bring you into direct contact with children, young people and vulnerable adults. During our recruitment procedure we take steps to assess an applicant's suitability for such a position of trust. All members of staff at Lambourne End are DBS checked.

Lambourne End does not discriminate on grounds of age. We request your date of birth and employment / education dates in line with the Safeguarding Children – Safer Recruitment and Selection in Education Settings Guidelines.

References

One of the referees you list must be your current employer (or teacher if you have just left education). Each of your referees must be able to comment on your professional abilities. Please note that references from friends or relatives are not acceptable. We may approach previous employers who have not been identified by you as a referee and may seek further information from referees who have supplied a reference. Previous employers will be asked whether they have any concerns about your suitability to work with children, young people or vulnerable adults.

How did you learn of this vacancy?

Your answer to this question will help us to identify how best to target applicants for similar posts in the future.

Are you a relative or partner of any employee or Trustee of the Lambourne End Centre?

We ask this question to ensure a fair selection process. If you are related to anyone one at the Centre, we will avoid asking your partner or relative to be part of the selection process.

Equal Opportunities Monitoring Form

The Lambourne End Centre is an Equal Opportunities Employer. To help us monitor our recruitment procedures, we would be grateful if you would complete the monitoring form.

Completion of this form will help us fulfil our general duty under the Race Relations (Amendment) Act 2000 to eliminate unlawful discrimination, to promote equality of opportunity and promote good relations between people of different racial groups, and our specific duty under the Act to monitor, by reference to racial group, applicants for employment and staff in post.

The information you provide on this form does not form part of the selection procedure. The form is separated from your application form and is only used to help us monitor our procedures effectively.

What to do when you have completed your application

1. Before signing your application form, please ensure that every section has been completed.
2. Return the form as instructed in the covering letter of this pack, by the closing date shown in the advertisement and the covering letter of this pack.
3. Applicants will only be acknowledged if a stamped address envelope is enclosed with their application.
4. Following short listing, you will be notified of the outcome of your application.

Shortlisting

Short listing will take place once the closing date for applications has passed.



JOB DESCRIPTION

Position	Fundraising and Marketing Coordinator	Rank	4	Version No	0.1
Reporting To	CEO	Department			
Contract terms	Full time	Part time	Fixed term	Permanent	
Responsible for	Operating as a member of the senior management team, leading the team responsible for income generation via marketing and fundraising				
Accommodation	The post holder will NOT be required to live on site				

This job description summarises the main duties and accountabilities of the post and is not comprehensive. The post-holder may be required to undertake other duties of similar level and responsibility.

SUMMARY OF ROLE PURPOSE

The postholder is at the heart of the Centre's need to raise funds to deliver a programme of events and activities and is responsible for raising the voluntary income and to manage the Centre's corporate and public relations.

The postholder will coordinate the Centre's events and fundraising activities which includes seeking new donors, writing grants, researching opportunities, and administration support.

MAIN DUTIES AND RESPONSIBILITIES

Communication and Liaison

- Ensuring the profile and reputation of the Centre is maintained through any revenue generating activities
- Building strong relationships and partnerships with like-minded organisations to enhance the work of the Centre
- Facilitating regular meetings of the Fundraising group
- Liaising with other senior managers to understand the work of the Centre and to ensure their fundraising priorities are known, and what support is needed for their projects
- Working closely with media to ensure that the image of the organisation is positive and welcoming and handling press relations in conjunction with the CEO
- Establishing and maintaining good working relationships with donors and other key external supporters
- Assisting in the promotion of the Centre through contributing to the design, print and distribution of newsletters, events, leaflets, and other publicity materials and through the strategic use of social media platforms
- Acting as team liaison with other organisations

Delivery/Outcomes

- Working with the Finance Manager to ensure accurate financial records are kept and gift aid etc, obtained, maximising the income from Gift Aid and other similar tax breaks
- Scheduling, managing, and ensuring successful execution of events ensuring they are within budget, meet team objectives and appropriately represent the Centre
- Working with external parties to initiate, plan and execute fundraising events that generate a voluntary revenue scheme
- Working with social media platforms to maximise fundraising opportunities
- Raising an agreed sum each year towards the core revenue for LEC from trusts, foundations, companies and individuals as well as for proposed capital projects and new programme initiatives
- Working with managers in developing fundraising idea and packages and to write up these applications and submit them
- Ensuring accurate paper and electronic records are kept of all fundraising activity which is done directly and that done by individual managers
- Producing high quality fundraising and corporate material such as the annual Impact Report for publication in paper and electronic formats in collaboration with the management team
- Digital marketing: Assisting in the delivery of digital content for all LEC campaigns, such as management and maintenance of the Centre's website ensuring it's kept up to date and accurate, developing and managing a calendar of content activity across all channels, identifying opportunities to create inspiring and engaging content including written and video case studies and managing the Centre's social media channels, including cultivating our online community, and acting as editorial and publishing contact for the channels
- Leading in the delivery of the Centre's email marketing campaign strategy, including design, editing and creation of content for regular newsletters
- Acting as a brand guardian of the LEC to ensure that all communications and marketing are delivered in line with the Centre's brand guidelines
- Supporting fundraising activity by publicising donor and supporter events, generating ideas to increase philanthropic support for the Centre, and ensure supporters are acknowledged appropriately in all marketing materials

Decision Making

- Identifying funding and income opportunities (including grants) and deciding which opportunities to apply for and undertaking applications for these

Planning and Organising Resources

- Planning income generating opportunities in conjunction with the CEO, keeping them informed of matters relating to fundraising events, schemes and projects, updating on operational plans and targets
- Planning and maintaining a comprehensive calendar of fundraising events and activities
- Developing and maintaining a marketing and press database for the Centre, ensuring that the Centre's database is kept fully up-to-date and all records are GDPR compliant

Analysis and Reporting

- Keeping up to date with best practice and developments in grant giving strategies among major funding bodies and implement appropriate action
- Supporting the processing of donations and issuing of receipts, thank you letters and donation records
- Analysing and reporting on insights and statistics from LEC social media platforms, web traffic, audience and participant data
- Monitoring and reporting on engagement across all channels to inform best practice for content
- Tracking and reporting on press mentions relating to the Centre
- Producing reports to funding bodies with required monitoring statistics in conjunction with local managers, internal reports on fundraising activity and quarterly newsletters to keep funders, service users and supporters informed about the work of the Centre

- Reconciling donated income received against finance records on a monthly basis, ensuring timely and accurate recording of all donor information and income onto the database through manual input

GENERAL DUTIES AND RESPONSIBILITIES

- Ensuring that all responsibilities are met in accordance with company procedures and the Staff Handbook
- Observe all site Health and Safety requirements
- Understanding the need for confidentiality when dealing with both internal and external information
- Flexibility to work outside or in excess of standard hours when necessary to achieve objectives required
- Promote the efficient delivery and safe management of the Centre's programmes
- Promote good public relations to enhance the Centre's reputation in the wider community
- Make full use of the established channels of communication
- Uphold the care of Lambourne End property and equipment
- Continue the development of professional competence



PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications	A good standard of education (GCSE level standard or equivalent)	
	Marketing qualification or relevant experience (either paid or voluntary)	
Skills, Abilities and Competencies	Able to work well under pressure	Basic digital photography and video skills including editing
	Able to think creatively and use initiative to tackle problems and develop solutions	
	Exceptional communication and interpersonal skills that can establish and build good relationships with a diverse base of funders, supporters, stakeholders, volunteers, donors, and partners; Confident and effective verbal and written communications; able to listen to people's needs and plan accordingly	
	Able to influence, persuade and negotiate with potential funders and donors	
	Able to represent Lambourne End Centre in a professional inspiring manner	
	Good organisational skills and the ability to manage and prioritise workload under pressure and work to deadlines	
	Excellent attention to detail and ability to prioritise between tasks and delegate where appropriate	
	Able to exercise discretion and initiative	
	Strong event and project management skills	
Experience	Specialised experience and knowledge of fundraising events and activities	
	Experience of writing funding bids	
	Experience of liaising with journalists and donors	
	Cultural sensitivity and commitment to Lambourne End's Equality and Diversity policy	
	Experience of using website content management system/s analytic platforms such as Google Analytics as well as demonstrable experience of using social media platforms (Facebook, Twitter, Instagram, TikTok and LinkedIn and developing digital content including e-newsletters	

	Good working knowledge of Microsoft Office including Word, Outlook, PowerPoint and Excel and design and editing tools such as Adobe InDesign and Canva	
Personal Attributes	Possess a strong commitment to the mission and goals of the Centre	
	Committed to conducting events that promote environmental awareness and sustainability.	
	Committed to own as well as others personal and professional development, seeking out feedback and adopting a reflective practice to all work activities	
	Strong work ethic and ability to take the initiative to improve internal processes and suggesting new ways of working more effectively and efficiently	
	Patient, tolerant, flexible, and high level of resilience	
	Positive attitude towards the level of responsibility the position holds	
	Self-starter	
	Willing, enthusiastic and happy to get involved where needed	
	Keep professional qualifications in date and to be well informed as to the current developments and best practice	
	Holds a professional attitude towards attendance, punctuality and appearance	
	High degree of emotional intelligence and self awareness, including the ability to ask for assistance or direction where needed	

Postholder name	
Postholder signature	
Date Signed	