



# **HUDDERSFIELD TOWN FOUNDATION**

The Club's Official Charity

## **APPLICATION PACK**

## **FUNDRAISING EXECUTIVE - PARTNERSHIPS**

# WELCOME TO THE HUDDERSFIELD TOWN FOUNDATION

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Thank you for your interest in becoming the Fundraising Executive - Partnerships for the Huddersfield Town Foundation.

It is an incredible time to be joining the Charity as we continue in our work to tackle the consequences of inequality, providing positive opportunities and support to the community of Kirklees. Having launched our new strategy in January 2022, the Foundation now has a clear direction

For 10 years as the official charity of Huddersfield Town Football Club the Foundation has been inspiring people, creating opportunities, and working with other local organisations to deliver a variety of projects across Kirklees. We've done a lot and there is more to do! We always work to create a new chapter in our story.

We are rooted in our community. The unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen. The Huddersfield Town Foundation can't meet all the challenges that face our community but there are issues where we strongly believe we can make a difference.

We are happy to answer any questions that you may have, and we look forward to receiving an application from you.



**Siobhan Atkinson**  
Chief Executive Officer

## **OUR PURPOSE**

We are rooted in our community and the unique needs of Kirklees are part of how we define our purpose, along with our passion for football and support, our distinct set of knowledge and skills, and the resources we can access to make it all happen.

## **OUR MISSION**

To tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees.

## **OUR VISION**

To create lifelong opportunities for people in Kirklees to feel safe, healthy, and included as part of a community.

## **MAKING AN IMPACT**

Where we believe we can make the most impact in Kirklees:

- Movement & Activity
- Safe Spaces & Places
- Learning & Education
- Health & Healthy Behaviours

## **WHO WE ARE**

The Huddersfield Town Foundation is a Club Community Organisation (CCO). There are over 92 in England, each one connected to a professional football club. Clubs and their CCOs are perfectly placed to help the community around them and successfully engage with groups that other programmes fail to reach.

The Foundation has charitable status and has a Board of Trustees. Established in 2012 the organisation has grown to 26 staff and has an annual turnover of circa £1.1m.

## **OUR CULTURE**

Our culture is our character and personality. We are:

- Collaborative
- Open and brave
- Imaginative and inspiring
- Consistent and determined
- Caring and respectful

# **FUNDRAISING EXECUTIVE – PARTNERSHIPS**

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**REPORTS TO:** Head of Income Generation and Partnerships

**SALARY:** £21k-£25k per annum

**WORKING PATTERN:** Full time, 35 hours per week

**FURTHER DETAILS:** Fixed term for two years in the first instance

We are aiming to appoint our first Fundraising Executive - Partnerships to provide effective development and diversification of our fundraising strands and streams. The post holder will be a key part of the Foundation's Income Generation and Partnerships Team, working alongside the Fundraising Executive - Events while leading on corporate donations, regular giving, and wills and legacies.

We are looking for someone with experience, ideally from the charity sector, to fulfil this role. The successful candidate will be creative, innovative, and resilient, able to support to create change, source funding, and play a key part in supporting the delivery of our new strategic plan.

The Foundation launched its first strategy in January 2022. The Foundation currently employs circa 26 members of staff and has a turnover of £1.1m. The Fundraising Executive - Partnerships is a new role within the organisation, arising from a review of the organisational structure and resource, and will allow for the development and growth of the Partnerships and Fundraising Department, whose work strongly underpins the financial development of the organisation. The Foundation Board has ambitious plans for the development of the organisation and requires resilient, innovative, and motivated staff to assist with the implementation of their vision.

## **BENEFITS:**

- 25 days annual leave plus 8 bank/public holidays
- Two discretionary, non-contractual days on completion of probation - birthday and a festive preparation day
- Flexible working depending on the requirements of the role
- Company pension scheme (commences on completion of probation)
- Performance reviews and associated objectives
- Annual salary reviews
- Training and development opportunities
- Staff social activities
- Equipment such as laptop, mobile phone, and branded clothing
- Access to tickets to home HTAFC league fixtures and discount in the Club shop
- Free car parking and tea and coffee in the offices
- Support for health and wellbeing, including access to occupational health support and confidential counselling
- Inclusive and welcoming environment – equality, diversity, and inclusion priorities are embedded throughout the organisation

# APPLICATION PROCESS

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Please find below details of the application process and further information to assist you in its completion.

To apply you should submit the following to [recruitment@htaafcfoundation.com](mailto:recruitment@htaafcfoundation.com)

- Completed application form. An application form can be requested from the email address above or downloaded from the Careers section of the Club's website [www.htafc.com/careers/](http://www.htafc.com/careers/)

## Closing date

12 noon on Wednesday 23<sup>rd</sup> November 2022.

**All applicants will be notified of the outcome of their application. The volume of applications received prevents us from giving feedback to applicants who are not short listed to attend for interview.**

Should you wish to have an informal discussion about the role please contact:

Kat Clarke, Chief Operating Officer 07341 127 420  
[Kat.clarke@htaafcfoundation.com](mailto:Kat.clarke@htaafcfoundation.com)

## Assessment

Applications are assessed against the 'essential' and 'desirable' criteria for the role, as set out on the person specification. Please, therefore, ensure that your application fully reflects how you meet these criteria.

The Huddersfield Town Foundation welcomes applications from all sections of the community.

We will apply for references for the successful candidate following the selection process.

# FUNDRAISING EXECUTIVE - PARTNERSHIPS JOB DESCRIPTION

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## Post Title

Fundraising Executive - Partnerships

## Department/Location

The Huddersfield Town Foundation, the Leeds Road Sports Complex

## Reports to

Head of Income Generation and Partnerships

## Overview of the Role

The Fundraising Executive - Partnerships will work closely with the Chief Executive Officer, the Head of Income Generation and Partnerships, the Fundraising Executive - Events and other members of the Huddersfield Town Foundation's Senior Leadership Team to achieve the fundraising targets associated with the Foundation's Strategy, Fundraising Policy, operational plans, objectives, and values.

The Fundraising Executive - Partnerships will play a significant role in generating income and developing networks and relationships for the Foundation by increasing our profile to be a partner/charity of choice, mainly on a local and regional level. The role includes developing a strategy and implementing a legacy and donor scheme. The post holder will develop and implement transformational partnerships that will deliver meaningful impact for the Huddersfield Town Foundation across Kirklees.

The post holder will be required to collaborate with the Chief Executive Officer and colleagues to seek and develop wider fundraising opportunities for the organisation.

## Functional Links

**Internal:** Huddersfield Town Foundation Chief Executive Officer  
Huddersfield Town Foundation Chief Operating Officer  
Huddersfield Town Foundation staff including the Senior Leadership Team,  
Board of Trustees  
Staff and managers throughout the Foundation and the Club

**External:** Including but not limited to:

Local businesses  
Third Sector groups  
Community Hubs  
Local and regional charities

## Other Football Club Foundations (CCOs)

### Key Performance Indicators

- Increase in revenue generated for the Foundation (working to agreed targets).
- Increase in the number of corporate partners and donors.
- Increase in the number of subscribers to the Regular Giving Scheme.
- Development and implementation of a Legacy and Wills donor scheme.
- Increase in engagement in the Foundation's communication platforms to drive donors (e.g., CRM, social media).
- Retention of year-on-year corporate donors.

Specific targets for the increases specified above will be agreed with the post holder on at least an annual basis.

### Role Specific Responsibilities and Accountabilities

The post holder will be required to:

#### Strategic/Operational

- Support the Head of Income Generation and Partnerships with the ongoing development of corporate donor and regular giving strategies, including a range of products and propositions.
- Develop the Foundation's CRM database and create a long-term plan to facilitate regular communication to those engaged, to ensure effective relationship management.
- Deliver high-quality relationship management with mid-level and possibly major donors to secure gifts of £1,000+ in value from individual donors.
- Raise awareness of the regular giving programme within corporate business networks.
- Work with the Income Generation and Partnerships department staff and representatives from the Club's Commercial department to organise activities and schemes aiming to recruit, nurture, inform, and engage mid-level and potentially major donors.
- Establish clear partnership plans, agreements, and payment processes with partners and donors as required.
- Deliver feedback, reports, and update communications as required to various audiences and to all donors.

- Undertake due diligence of companies, organisations, and donors ensuring the protection of the Huddersfield Town Foundation's brand, intellectual property, and reputation.

### **Partnership Fundraising**

- Develop a corporate partner engagement plan and develop a range of products and propositions that would appeal to corporate donors as well as high net worth individuals or major donors.
- Ensure smart use of digital opportunities and assets to engage corporate support and encourage donations.
- Deliver compelling proposals and presentations to companies, corporate foundations, partners, and donors.
- Keep up to date on corporate fundraising avenues and evolution, including maintaining a knowledge of payroll giving processes.
- Utilise appropriate national and local campaigns to engage partners and ensure the Foundation embraces new technology where relevant.

### **Other**

- Support the Fundraising team to develop small trust and charity funding proposals based on the case for support.
- Take responsibility for and be committed to personal and professional development, also keeping up to date with legislation, regulation, guidance, standards, Government policy and research relating to all aspects of the fundraising role.
- Work match days, evenings, and weekends as required.
- The post holder will be required to undertake any other duties as required by the Head of Income Generation and Partnerships, the Huddersfield Town Foundation Chief Executive Officer and/or the Board of Trustees, commensurate with the level of the post.

### **Behaviour/Conduct**

The post holder will be required to:

- Be proactive with workload and interventions.
- Seek to continually develop their skills and knowledge.
- Adopt an organised and structured approach to fulfilling the duties and responsibilities of the role.



- Communicate appropriately at all levels.
- Be flexible in hours of work.
- Be trustworthy and adhere to the Club's Code of Conduct and Ethics.
- Adhere to protocol and respect confidentiality in all matters, also protecting any data relating to the area of work in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR) 2018.
- Consistently demonstrate high standards of behaviour and appearance and encourage the same from others.
- Demonstrate a commitment to safeguarding and promoting the welfare of children and young people.
- Respect others and behave in an inclusive and non-discriminatory manner, taking account of all protected characteristics as specified in the Equality Act 2010.

## **Additional Information**

### **Safeguarding:**

Huddersfield Town Association Football Club (HTAFC) Ltd. and the Huddersfield Town Foundation are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.

It is anticipated that the role of Fundraising Executives - Partnerships will involve the supervision of and work with children and young people or vulnerable adults; therefore, the post holder will require an Enhanced Criminal Records Check (CRC) through the Disclosure and Barring Service (DBS) and clearance for work in football by the FA.

Applicants must disclose all previous convictions including spent convictions in accordance with the associated legislation.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provide that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account.

Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website.

The post holder will also be required to undergo safeguarding training, to be agreed with the Head of Safeguarding.

## **Equality, Diversity, and Inclusion**

Huddersfield Town AFC and the Huddersfield Town Foundation are diverse environments in which we respect all characteristics under the Equality Act 2010; we want everyone to feel valued and included within the Club and Foundation and to be able to achieve their full potential.

We have a zero-tolerance approach to any form of discrimination, and we are committed to the redress of any inequalities by taking positive action where appropriate. All employees are required to always support and uphold this zero-tolerance approach.

### **Accepted by:**

**Name (Printed)** .....

**Name (Signed)** .....

**Date** .....

**This job description was prepared in October 2022.**

**The proposed review of this job description is July 2023.**

# PERSON SPECIFICATION

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## Post Title

Fundraising Executive – Partnerships (Fixed term for two years in the first instance)

Area of Expertise	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Proven track record of meeting income and business development targets with donors and corporates.</li> <li>• Experience of using and improving a Client Relationship Management (CRM) system to deliver a frontline service experience.</li> <li>• Previous experience in a fundraising role.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of putting together service level agreements/ contracts for clients/partners.</li> <li>• Experience of event management.</li> <li>• Experience of managing and developing staff and volunteers.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• A good standard of literacy and numeracy</li> </ul>	<ul style="list-style-type: none"> <li>• An Honours Degree or qualification in Fundraising or a related discipline.</li> <li>• Safeguarding training/ qualification.</li> </ul>
<b>Specific Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Proven success in building relationships both internally and externally and working collaboratively with a range of partners.</li> <li>• Excellent communication and interpersonal skills, both verbal and written.</li> <li>• Solution-oriented with strong influencing and negotiation skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of the charitable sector.</li> </ul>

<b>Area of Expertise</b>	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Able to work calmly under pressure, meet deadlines, and have high level attention to detail.</li> <li>• Able to write reports and presentations for various audiences.</li> <li>• Competent user of IT including Microsoft Office applications.</li> </ul>	
<b>Additional Requirements</b>	<ul style="list-style-type: none"> <li>• Committed to equality and diversity initiatives and inclusive practice.</li> <li>• Suitable to work with children and young/vulnerable adults e.g., evidenced by an up-to-date DBS Disclosure.</li> <li>• Full driving licence and the use of a vehicle, and/or the ability to travel throughout Kirklees using public transport.</li> <li>• Flexible approach to work and working hours, to fulfil the requirements of the role.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of being a strong ambassador and advocate for an organisation and its vision.</li> </ul>