



HUDDERSFIELD TOWN FOUNDATION

The Club's Official Charity

APPLICATION PACK

HEAD OF INCOME GENERATION AND PARTNERSHIPS

WELCOME TO THE HUDDERSFIELD TOWN FOUNDATION

Thank you for your interest in becoming the Head of Income Generation and 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

HEAD OF INCOME GENERATION AND PARTNERSHIPS

REPORTS TO: Chief Operating Officer

SALARY: £31k-£36k 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 a Head of Income Generation and Partnerships to promote and communicate the activities and events of the Huddersfield Town Foundation to both Club fans and wider key stakeholders, potential supporters, and participants, with a secondary outcome of raising funds to sustain our work. The post holder will lead and manage both the department and a team of staff with functional responsibility for fundraising, events, and marketing and communications, while working alongside the wider staff of the organisation.

We are looking for someone with relevant experience 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 Head of Income Generation and Partnerships is a role that has been revised but has existed in the organisation since 2018. 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
- 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

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@htafcfoundation.com**](mailto:recruitment@htafcfoundation.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 Monday 5th December 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@htafcfoundation.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.

HEAD OF INCOME GENERATION AND PARTNERSHIPS JOB DESCRIPTION

Post Title

Head of Income Generation and Partnerships

Department/Location

The Huddersfield Town Foundation, the Leeds Road Sports Complex

Reports to

Chief Operating Officer

Responsible for

Fundraising Executive – Partnerships

Fundraising Executive – Events

Media Manager

Overview of the Role

The Head of Income Generation and Partnerships will work closely with the Chief Executive Officer, the Chief Operating Officer, and other members of the Huddersfield Town Foundation's Senior Leadership Team by leading the communications and marketing strategies for the organisation as well as developing and delivering income generation from a broad range of sources that help ensure the sustainability of the organisation.

The Head of Income Generation and Partnerships will deliver meaningful increased awareness for the Huddersfield Town Foundation across Kirklees and Yorkshire that enhances the organisation's reputation and brand; this will involve ensuring there is a consistent message to our work and that the impact and outcomes are clearly and easily communicated.

Functional Links

Internal: Huddersfield Town Foundation Chief Executive
Huddersfield Town Foundation Chief Operating Officer
Huddersfield Town Foundation staff including the Senior Leadership Team
Board of Trustees and sub-committees
Huddersfield Town AFC Commercial and Marketing Departments
Staff and managers throughout the Foundation and Club

External: Including but not limited to:

Local stakeholders and partners
Local, regional, and national charities
Corporate companies
Third Sector groups
Community Hubs
Media contacts and agencies
Other Football Club Foundations (CCOs)

Key Performance Indicators

- To ensure that the Fundraising Strategy is fully executed, allowing the Foundation to raise funds from a variety of sources; this will involve managing the Fundraising and Events sub-committee.
- To oversee the Media and Marketing functions within the Foundation, ensuring that they portray and promote the organisation in a consistently positive light.
- To support the production of impact reports highlighting and promoting the Foundation's work and achievements.
- To develop income streams from a range of sources including through the development of corporate partnerships with local individuals and companies.

Role Specific Responsibilities and Accountabilities

The post holder will be required to:

- Effectively use the CRM system for the charity to communicate to local businesses and shareholders.
- Increase income to support the Foundation's charitable work by developing effective relationships with private sector partners, patrons, and sponsors.
- Research and develop effective and worthwhile partnerships with the local business community.
- Take responsibility for CSR, fundraising, events organisation and bid writing.
- In consultation with the Chief Operating Officer, to lead on all Huddersfield Town Foundation data protection policies and procedures, including managing the CRM database and ensuring data sharing agreements are in place with the Club and other organisations as necessary and/or appropriate.
- Maintain and update as required the Huddersfield Town Foundation's Privacy Policy, ensuring consistency with the Club's Privacy Policies where possible and appropriate.

- Prepare and submit successful pitches to potential partners and conduct effective negotiations.
- Attend all relevant regional business networking events and ensure the Huddersfield Town Foundation maximises its memberships within these groups by generating new contacts and business leads.
- Work with Huddersfield Town's Commercial department to identify joint ventures and initiatives.
- Secure the sale of advertising spaces at the Huddersfield Town Foundation's facilities.
- Nurture and develop relationships with key business partners.
- Manage the accounts of and relationships with new and existing corporate partners and ensure they always experience a high-quality service and experience.
- Promote an inclusive approach ensuring that all members of the community can enjoy and benefit from becoming involved in the Huddersfield Town Foundation.

Other

- 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 role.
- Work match days, evenings, and weekends as required.
- The post holder will be required to undertake any other duties as required by the Chief Operating Officer, the 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 Head of Income Generation and 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

Post Title

Head of Income Generation and Partnerships (Fixed term for two years in the first instance)

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Commercially astute with proven experience of increasing income (ideally via corporate fundraising). • Experience of developing and maintaining working relationships with senior figures / stakeholders in other organisations. • Experience of using strong persuasive skills to conduct effective negotiations. 	<ul style="list-style-type: none"> • Experience and knowledge of the local business community and how it relates to the Huddersfield Town Foundation. • Experience of managing and leading a team to achieve meaningful outcomes.
Qualifications	<ul style="list-style-type: none"> • A good standard of general education including high level literacy and numeracy skills. 	<ul style="list-style-type: none"> • An Honours Degree or equivalent level qualification in Business / Media / Marketing and Communications, or a related discipline.
Specific Skills and Knowledge	<ul style="list-style-type: none"> • Excellent written and verbal communication skills, with the ability to prepare and deliver successful pitches and presentations to different audiences. • Competent user of IT including Microsoft Office applications. • Working knowledge of database and CRM systems. 	<ul style="list-style-type: none"> • Able to navigate and maximise the potential of social media platforms, to successfully promote and publicise an organisation and its activities.

Area of Expertise	Essential	Desirable
	<ul style="list-style-type: none"> • A thorough understanding of what constitutes outstanding customer service. • Able to work on own initiative and with minimal supervision. • Able to take direction from others. • Able to enthuse and motivate stakeholders through their own passion for community-related initiatives. • Well-organised and resourceful. • Creative approach to problem-solving with a willingness to try new approaches and ideas. 	
Additional Requirements	<ul style="list-style-type: none"> • Committed to equality and diversity initiatives, and inclusive practice. • Suitable to work with children and young/vulnerable adults e.g., evidenced by an up-to-date DBS Disclosure. • Flexible approach to work and working hours, to meet the demands of the role. 	<ul style="list-style-type: none"> • An understanding of Kirklees and the surrounding geographical areas. • Able to act as a positive ambassador for an organisation's vision and values, at all times.