



**HUDDERSFIELD TOWN
FOUNDATION**

The Club's Official Charity

APPLICATION PACK

HEAD OF FUNDRAISING

January 2024

HELPING/INSPIRING/ENRICHING/
LISTENING/BUILDING/GUIDING/
EDUCATING/TEACHING/LEARNING/
MOVING/THINKING/APPLYING/
IMPROVING/TALKING/CHALLENGING/
FEEDING/PLANNING/COMMUNICATING/
LEADING/WORKING/CREATING/
FIXING/CONTRIBUTING/

SUPPORTING

WELCOME TO HUDDERSFIELD TOWN FOUNDATION

Thank you for your interest in becoming the **Head of Fundraising** 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 and more recently developed a Theory of Change, the Foundation now has a clear direction.

For over 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

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

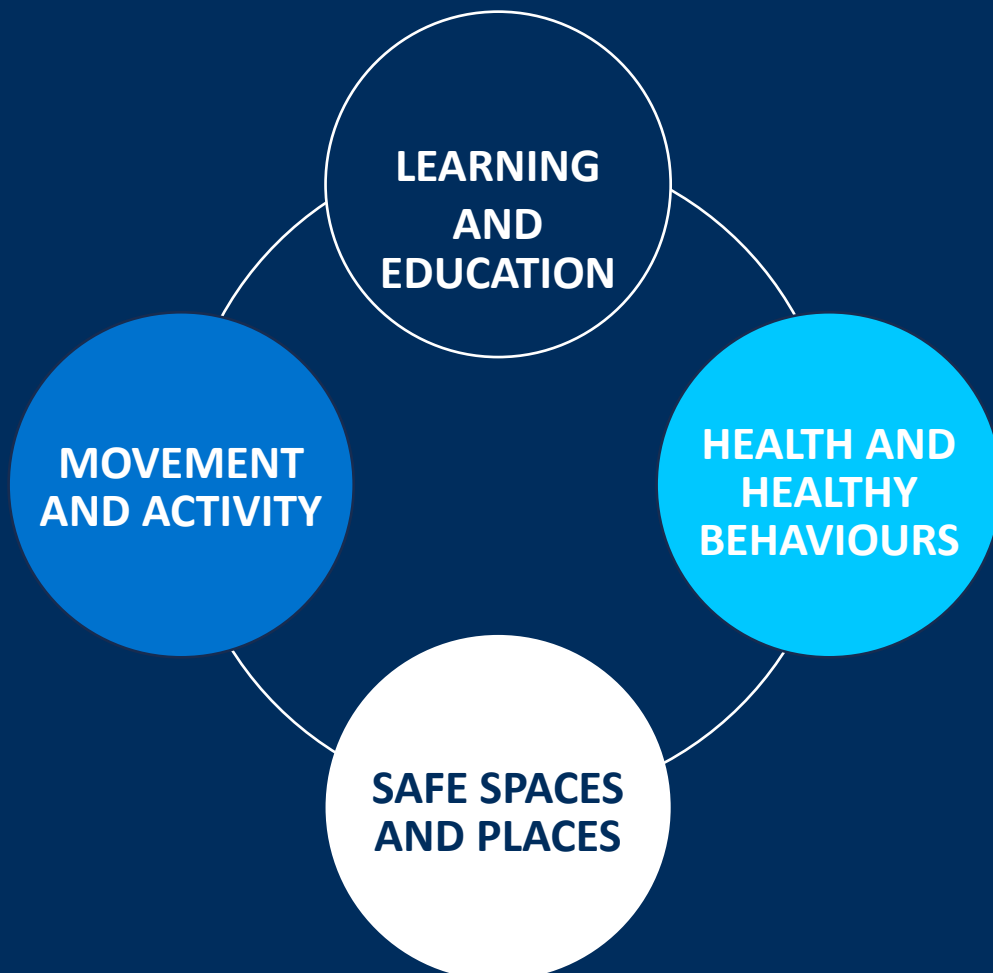
To tackle the consequences of inequality by working to provide positive opportunities and support to the community of Kirklees.

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:



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 25 full-time staff and has an annual turnover in excess of £1m.

ESTABLISHED IN

2012

FULL TIME STAFF

25

TURNOVER

£1,000,000+

OUR CULTURE

Our culture is our character and personality. We are:

COLLABORATIVE

**OPEN &
BRAVE**

**CARING &
RESPECTIVE**

**CONSISTENT &
DETERMINED**

**IMAGINATIVE
& INSPIRING**



HUDDERSFIELD TOWN FOUNDATION STAFF BENEFITS



ANNUAL LEAVE DAYS
25
+8 BANK/PUBLIC HOLIDAYS

PERFORMANCE REVIEWS



COMPANY
PENSION
SCHEME



ANNUAL SALARY REVIEWS

TRAINING + DEVELOPMENT



DISCRETIONARY, NON-CONTRACTUAL
2
DAYS OF LEAVE

FLEXIBLE WORKING



FREE CAR PARKING

LAPTOP
MOBILE
BRANDED CLOTHING



ACCESS TO TICKETS TO HOME HTAFC LEAGUE FIXTURES
+ CLUB SHOP DISCOUNT

STAFF
SOCIAL
ACTIVITIES



PRIVATE HEALTH CARE CASH PLAN

HEALTH + WELLBEING SUPPORT

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

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/club/careers/

Closing Date

Monday 29th January 2024 at midday.

The selection event is likely to take place in the week commencing 12th February 2024.

All applicants will be notified whether they are invited to attend interview or if they have unfortunately been unsuccessful on this occasion. The volume of applications received prevents us from giving feedback to applicants who are not shortlisted 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 ensure, therefore, that your application fully reflects how you meet these criteria.

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

We are committed to the redress of any inequalities by taking positive action where appropriate.

We are a Disability Confident Leader and welcome applications from disabled candidates. We are also seeking to diversify our workforce, particularly by gender and ethnicity.

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



JOB VACANCY

HEAD OF FUNDRAISING

Reports to

Chief Operating Officer.

Salary

£33,500 to £38,000 per annum depending on experience and skills.

Working pattern

Full time, 37.5 hours per week.

Department/Location

The Huddersfield Town Foundation, Leeds Road Sports Complex.

Responsible For

Media Manager, Events Manager.

Further details

Fixed term for two years in the first instance, subject to extension dependent on funding.

We are aiming to appoint a Head of Fundraising to lead and execute the organisation's fundraising strategy with a clear focus to raise funds that will sustain and grow our work. The role will also promote and communicate the activities and events of the Huddersfield Town Foundation to both Club fans and wider key stakeholders, potential supporters, and participants. 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 25 members of staff and has a turnover of £1m. The Head of Fundraising is a new role within the organisation, arising from a review of the organisational structure, and will allow for the development and growth of the Senior Leadership Team and the Foundation's overall continued growth. 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.



JOB DESCRIPTION

HEAD OF FUNDRAISING

Overview of the Role

The Head of Fundraising 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 Fundraising strategy for the organisation with the associated development and delivery of fundraising activities from a broad range of sources that help ensure the sustainability of the organisation.

The Head of Fundraising 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 developing and delivering the Foundation's marketing and communication strategy, 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 Officer
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)



JOB DESCRIPTION

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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, and events organisation.
- In consultation with the Chief Operating Officer, ensure the organisation complies with 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.



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- 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 have a consistently 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.



JOB DESCRIPTION

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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.



JOB DESCRIPTION

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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 Fundraising 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 support and uphold this zero-tolerance approach and contribute to our 'Terriers Together' Equality, Diversity, and Inclusion Strategy.



PERSON SPECIFICATION HEAD OF FUNDRAISING

Post Title

Head of Fundraising

(Fixed term for two years in the first instance, subject to extension dependent on funding).

Area of Expertise	Essential	Desirable
Experience	<ul style="list-style-type: none"> • A proven track record of fundraising in the third sector with evidenced increase in income achieved. • 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 leading and managing a team to achieve meaningful outcomes. • Experience of corporate fundraising.
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.



JOB DESCRIPTION

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Area of Expertise	Essential	Desirable
<p>Specific Skills and Knowledge</p>	<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. • A thorough understanding of what constitutes outstanding customer service. • Able to work on own initiative and with minimal supervision. • Able to take guidance and direction from others. 	<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.



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Area of Expertise	Essential	Desirable
Specific Skills and Knowledge (continued)	<ul style="list-style-type: none"> • 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.





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IN THE HUDDERSFIELD TOWN
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