



Application Pack

Head of Communications and Fundraising





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Letter from **Juliet Prager, Deputy Recording Clerk at Britain Yearly Meeting (Quakers)**

This is an exciting time to join us and make a real impact as the national charity supporting the Quaker church in Britain evolves and grows.

Our Trustees recently agreed strategic priorities for the next 5-10 years to support the church to reinvigorate Quakerism. This includes supporting Quaker meetings and other groups to be diverse, to thrive and grow; working with and on behalf of Quakers for a sustainable and peaceful world; and simplifying structures and practices in our local and national organisation.

To support these strategic priorities, we have created a new role of Head of Communications and Fundraising to oversee the merger and re-shaping of two existing teams, the recruitment of new fundraising staff, and reallocation of resources. This is a fantastic opportunity to really shape and direct a team at a key moment in the life of the organisation.

We hope the information in this pack will fire your interest. As Quakers, we are inspired by faith to work for a just, peaceful, and sustainable world. We seek to fill the gaps, to work where help is most needed, alone or with others – whatever will have the greatest impact.

If you feel that you would like to contribute to the work of the Quakers, then we look forward to receiving your application.

For further information, you can contact Tracy Madgwick or Hayley McDonald of Action Planning's Recruitment Team, who are managing the recruitment process for us at tracy.madgwick@actionplanning.co.uk or hayley.mcdonald@actionplanning.co.uk.

Kind Regards,
Juliet Prager
Deputy Recording Clerk



About the organisation



About Quakers

The Religious Society of Friends (Quakers) is a radical faith group with its roots in Christianity. It emerged in the mid-17th century as a group with no separate priesthood, and with a form of worship based in silence. Quakers have been committed to peace, equality, simplicity and integrity throughout history and are known for work to bring about social change over the years, such as on the abolition of the slave trade, the relief of suffering in wartime, improving living conditions for factory workers and the introduction of same-sex marriage. You can read more about the story of Quakers at www.quaker.org.uk/intro-quakers.

About Britain Yearly Meeting

Britain Yearly Meeting (BYM) is the national umbrella organisation for Quaker meetings in Britain. We provide events and support services to nearly 500 local Quaker meetings across Britain, carry out peace, sustainability & social justice work on their behalf, and work to raise public awareness of Quakerism.

All Quakers in Britain are invited to come together at Yearly Meeting (the annual sessions of Britain Yearly Meeting), which meets to explore, through worship, the issues of concern to British Quakers, and to guide the work of the national charity.

We are a registered charity with an annual turnover of around £12m, and assets of over £77m. Responsibility for the charity lies with the fifteen Trustees of Britain Yearly Meeting, appointed from among the Quaker community. BYM is based at Friends House (opposite Euston station in central London), which houses our central offices accommodating our 150 staff. You can download our Trustees Annual Report & Financial Statements here: www.quaker.org.uk/annualreport

The work of Britain Yearly Meeting is carried out through five departments:

- Quaker Life supports Quaker meetings in their life and worship, oversees Quaker outreach, provides training, organises events for children & young people and runs the Library of the Society of Friends.
- Quaker Peace & Social Witness works on behalf of Quakers in the areas of peace, economic justice, sustainability and criminal justice, through campaigning, training, placements, community empowerment and by supporting Quakers in local meetings with their activities and concerns.
- Quaker Communication & Services works to promote public awareness of Quakerism, provides advocacy, media, web and publications services to the organisation, and oversees fundraising from Quakers, Quaker meetings and trusts. It also provides a secretariat for the Quaker governance structures.
- Quaker Finance & Property oversees the budget and finances of BYM, including our ethical investment portfolio, various properties and legacies.
- Our wholly-owned trading subsidiary, Friends House (London) Hospitality Ltd, operates Friends House as a major conference venue and runs the building facilities. We have recently completed a major refurbishment of our main 1000-seat auditorium, which has been relaunched under the name The Light (see www.friendshouse.org.uk and www.thelightateuston.org.uk for more information). The Hospitality Company also runs Swarthmoor Hall, a historic house with accommodation in Ulverston, Cumbria (www.swarthmoorhall.co.uk).

You can read more about the governance structures of the Quaker organisation in Britain here www.quaker.org.uk/documents/quakers-in-britain---a-short-guide-to-our-structures



About Quaker Communication and Services

The department consists of two teams: Communications and Fundraising, and Events and Committee Services. The objectives of the department are:

- Bring Quaker values to the wider world
- Tell the world that Quakers are active and relevant
- Increase the number of Quakers
- Engage Quakers in centrally-managed work through meeting relations, events and committee services
- Help Quaker meetings to thrive
- Fundraise (including donor relations and member engagement)

Trustees have agreed strategic priorities for the next 5-10 years and fundraising will play a crucial role in the charity's ongoing financial sustainability.

The department works closely with other parts of the organisation. Strategic responsibility for fundraising is held by the Head of Finance and Resources, and for communications by Deputy Recording Clerk in the senior leadership team (Management Meeting). Head of Finance and Resources will support the Finance Manager in interactions with the Trustees' Giving and Fundraising Development Group. The Group acts as advocate and champion for giving and fundraising to BYM, provides contacts, and advises staff on effective messaging in relation to giving and fundraising for Britain Yearly Meeting's central purposes.





Our Values

How we act as Quakers goes together with what we believe.

We don't have a fixed creed because we have found that the search for truth can lead us to new expressions of values as well as confirming existing ones. We call these values 'testimonies'. Today we focus on equality, peace, truth, justice and simplicity, and how they relate to one another.

Our testimonies encourage us to work for a more just, peaceful and sustainable world. It's not always easy to live this way, but as Quakers we try to encourage each other to keep trying.

Equality and justice

Quakers believe everyone is equal. This inspires us to try to change the systems that cause injustice and that stop us being genuine communities. It also means working with people who suffer injustice, such as prisoners of conscience and asylum seekers. We were campaigning for independent juries in the 17th-century, for marriage equality in the 21st, and for a range of things in between.

Peace

Quakers are perhaps best known for our peace testimony. It comes from our belief that love is at the centre of existence and that all human life is of equal worth. It has led Quakers to refuse military service and work creatively for peace. This has ranged from practical work in areas affected by violent conflict to developing alternatives to violence at all levels. This could be personal or international.

Truth and integrity

Quakers try to live according to the deepest truth we know, and we connect most deeply to this in the stillness of worship. This means speaking the truth at all times, including to people in positions of power. As we are guided by integrity, so we expect to see it in public life.

Simplicity and sustainability

Quakers are concerned about excess and waste in our society. We want to make sure our use of natural resources is sustainable. We try to live simply and to find space for the things that really matter: the people around us, the natural world, and our experience of stillness.

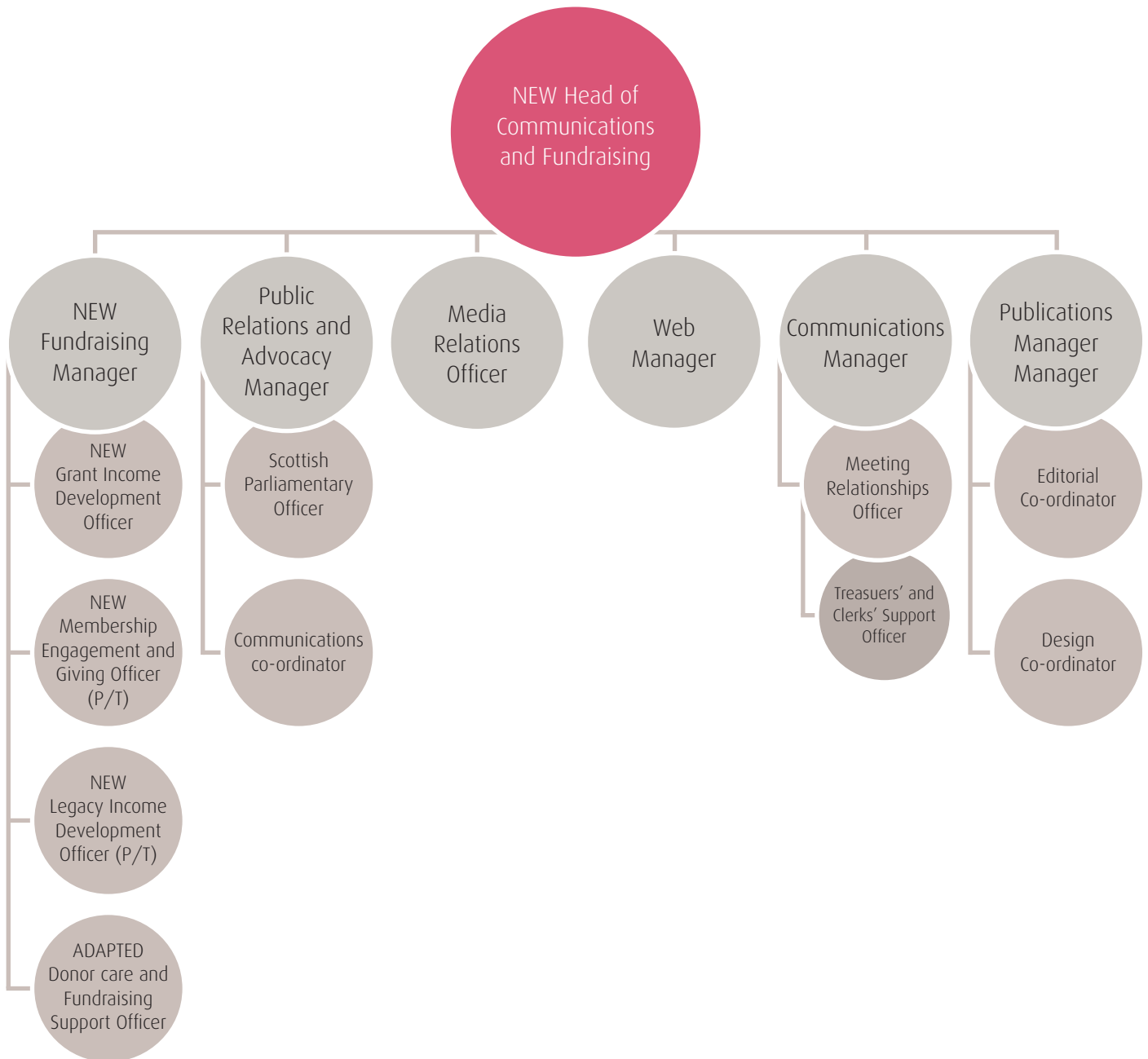
The process of living out our faith is often called Quaker Witness – you can [find out more about Quaker work by listening to our podcast](#).





Organisation Chart - Communications and Fundraising

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About the role



A time of change

Earlier this year, our Trustees adopted new strategic priorities for the whole of BYM. The priorities are intended to drive change. Within our communications functions, our ambition is:

- For our communications specialists are more integrated, both with each other and with colleagues throughout the organisation
- To have tools that enable every member of staff to be an effective communicator, and to ensure communications is joined-up across the organisation
- To be able to respond to financial challenges through a stronger fundraising capacity

The Head of Communications and Fundraising post is a new one, which will oversee the merger and re-shaping of two existing teams, the recruitment of new fundraising staff, and reallocation of resources. These changes will be both positive and challenging for staff. We need somebody who can plan and implement change, while supporting staff to deliver core commitments.

Collaboration throughout BYM

A collaborative approach is central to this role; we want our communication specialists to empower all employees to be effective communicators and fundraisers. The role holder will engage with a range of internal and external audiences including existing and potential donors, Quakers and staff as well as wider audiences.

Working together with other operational managers, this role helps shape and drive forward the work of BYM under the strategic guidance of BYM's senior managers (Management Meeting). They also bridge the relationship between Management Meeting and the rest of BYM's staff.

About our communications

BYM communicates in order to:

- Tell the world that Quakers are active and relevant
- Bring Quaker values to the wider world
- Increase the number of Quakers
- Engage Quakers in centrally-managed work
- Help Quaker meetings to thrive
- Raise income

To support these various functions, we employ specialist staff who currently sit in several different teams. Current arrangements are more complex than necessary and challenging in terms of ensuring co-ordination and consistency. We are clear that a more integrated and streamlined approach is needed. We are looking to the Head of Communications and Fundraising to support us in achieving this

In addition, the Head of Communications will support us in two key areas:

Shaping how BYM communicates in a changing world

- Helping the organisation and colleagues ensure the right balance between print based communications and digital/virtual interactions
- Being more effective, responsive and timely in relation to events
- Shaping the communications strategy and leading on its delivery
- Developing the team so it is future-ready and agile in a world of rapidly changing channels

Moving hearts and minds

- Enabling colleagues to tell the impactful stories
- Engaging Friends and fellow travelers to be involved, giving service, skills and money with equal generosity
- Engaging Meetings with BYM's work and with each other



Job Description



Job Purpose

Reporting to the Deputy Recording Clerk, the Head of Communications and Fundraising is responsible for ensuring BYM communicates and engages effectively with a wide range of stakeholders, to deliver our organisation-wide strategic priorities.

The role informs communications strategy, and ensures the strategic objectives are delivered. It is responsible for ensuring BYM communicates positively and effectively about our work, engages members and supporters, raises funds, and protects the 'brand' of Quakers in Britain.

The role-holder is part of BYM's operational managers' team (OMT), who together are responsible for ensuring the delivery of the centrally managed work of Quakers in Britain. Operational managers help to shape and drive forward the work of BYM under the strategic guidance of BYM's senior managers (Management Meeting). They also bridge the relationship between Management Meeting and the rest of BYM's staff. The operational managers' team has its own terms of reference.

Key accountabilities and main tasks

- Contribute to, inform and continually review BYM communications strategy.
- Create and implement communications plans and campaigns. This includes building and protecting the 'brand', media relations, social media, publications, events, fundraising, crisis communications, member engagement, advocacy and the application of appropriate technology.
- Work collaboratively with colleagues to create and update key information and clear, consistent messages about BYM's work.

- Engage with a wide range of stakeholders to ensure that they receive clear and consistent messages about BYM's work.
- Oversee the management of all fundraising systems to ensure they support effective donor relations and reflect best practice.
- Lead, inform and direct fundraising efforts across the organisation in order to increase the financial contributions of individuals, grant-making trusts and other bodies to BYM.
- Lead, inform and direct the compilation, writing, editing, design, production and distribution of printed, audio-visual, and digital materials.
- Lead on data protection compliance from a fundraising and communications perspective.
- Lead on fundraising regulatory compliance and update and champion an ethical fundraising policy.
- Lead on outreach, ensuring that communications at national level encourage people to learn about and experience Quaker faith, and to join Quaker communities.

Management of staff and departmental leadership

- Manage staff within the Communications and Fundraising team and oversee their support and development needs.
- Plan, manage, and monitor the delivery of a high standard of work by staff within the Communications and Fundraising team.
- Help BYM realise its aspiration to be an exemplary employer, including by upholding the BYM Managers' Commitment and the values of the organisation in your management of staff.
- Together with other operational managers in the Communications and Services department, take joint responsibility for leading that department by helping develop departmental goals that contribute to BYM's objectives, and by motivating and guiding staff towards achieving those goals.



Operational management and planning

- Contribute to the development of BYM's operational plans.
- From time to time, work collaboratively with other operational managers across BYM to help achieve shared organisational goals, including working in clusters where appropriate.

Budgeting

- Make best use of BYM's resources by developing, applying and monitoring accurate budgets that reflect BYM's organisational goals.

Governance and reporting

- Oversee systems to monitor and evaluate information on the work, staff and budgets of the Communications and Fundraising team's and the Communications and Services department's.
- Support good governance within BYM, including by sharing information and reporting as required.
- Attend committee meetings as appropriate providing guidance and expertise as required

Intellectual demands

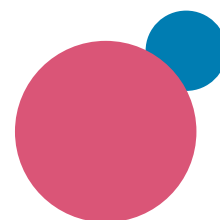
- Ability to influence and persuade while maintaining a stakeholder focus and building relationships
- Analytical planning, prioritising and project management skills.
- Ability to understand complex information, summarise it and to present it to a range of audiences.
- The ability to respond flexibly to changing circumstances and solve problems.
- The ability to identify relevant previous experience and adapt it usefully to the current situation.
- A high level of attention to detail and the ability to work quickly and accurately under pressure.
- An up-to-date understanding of legislation and guidelines in relation to communication, advocacy and campaigning, fundraising and data management as they apply to BYM.

Judgements

- In several areas the post holder is expected to be largely self directed and is regularly expected to make operational, managerial and professional decisions based on his/her knowledge and judgement.
- Alongside colleagues, setting and managing timetable priorities for communications and fundraising campaigns
- Make decisions and advise senior colleagues, clerks and trustees, guided by solid knowledge of Quaker practice, policies, and procedures.
- Respond rapidly and effectively to relevant public issues, dealing with potentially negative publicity and making best use of opportunities to raise the Quaker profile in the media.
- Apply discretion and maintain confidentiality, including advising all staff and Quakers in this area.
- Apply creative approaches to support the provision of engaging and accurate communications and fundraising

Use of resources

- Team management of up to 20 staff
- Oversight of expenditure budgets of up to £115,000
- Commitment and willingness to share staff resources across teams and to work collaboratively during workload peaks and troughs across the whole organisation





Communications

Internal (70%)

Has regular contact with colleagues and committees, in particular:

- Co-ordination of communications across the organisation
- Co-ordination of fundraising across the organisation
- Collaborative development of campaign priorities and clarifying policy messages.
- Allocation of communications and fundraising tools and resources
- Reporting to Management Meeting, Trustees, central and standing committees

External (30%):

Has contact with:

- Quakers in Britain and elsewhere
- Other faith and charitable organisations, and public figures
- External professional firms commissioned to deliver services

Physical demands & co-ordination

There are no unusual physical demands.

Working conditions and emotional demands

- Some evening and weekend work will be required, for attendance at committee and residential events and to support media rotas.
- Much of the work is to tight deadlines and involves oversight of complex campaigns.
- Working in a busy open plan office with regular interactions with colleagues

Other responsibilities

- Ensuring that Britain Yearly Meeting's Equal Opportunities Policy, Health and Safety Policy, Data Protection Policy and Safeguarding Policy are adhered to at all times in all aspects of the role.
- Responsible for ensuring that BYM's commitment to sustainability is adhered to in all aspects of the role
- Responsible for ensuring that BYM's fundraising activities are in line with the Fundraising Regulator's Code of Conduct.
- Undertaking duties and responsibilities commensurate with the post.





Person Specification



ESSENTIAL KNOWLEDGE

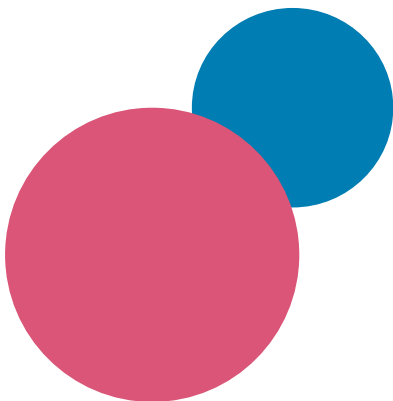
- Up-to-date knowledge of communications approaches, tools and techniques
- Working knowledge of charity fundraising and lobbying regulations
- Knowledge of and sympathy with Quaker values.

ESSENTIAL EXPERIENCE

- Substantial relevant experience of leading communications within a value-based organisation
- Substantial relevant experience of leading fundraising activities, including delivery of strategies, managing people and achieving targets.
- Previous involvement with change programmes both internally and externally and can demonstrate an understanding of the complexity of facilitating change
- Management of staff, including experience of managing other functional specialists and team leaders
- Management reporting in a large organisation

ESSENTIAL SKILLS

- Ability to lead and implement change.
- A developed ability to communicate with a wide range of stakeholders, both Quaker and non-Quaker; excellent presentation skills.
- Ability to plan and organise complex and competing workloads, employ resources effectively and efficiently and to deliver highly polished fundraising and communications outputs
- Able to proactively use different types of social media to actively promote the work of BYM and engage with stakeholders
- A high level of attention to detail and the ability to work quickly and accurately under pressure.
- Good analytical skills.
- Proactive approach to problem-solving, delivering solutions, and seeking continuous improvements.
- Ability to develop self and others, influencing and motivating staff at different levels.
- Working as part of a team and in collaboration with colleagues and volunteers.
- Strong IT skills, including Microsoft and charity CRM systems.







Competencies



Influence

- Influences others at higher level, including Management Meeting, and senior volunteers
 - Communicates and obtains ownership of difficult decisions
 - Uses understanding of others to influence outcomes up
 - Negotiates to resolve differences while maintaining support
 - Builds solutions with others
 - Is politically aware and able to use influence without authority
 - Builds networks, creating productive connections
 - Influences others at all levels of the organisation
- Is able to articulate the case for support for the organisation with knowledge, passion and conviction

Performance Management

- Creates and develops high performing teams
- Inspires, motivates and engages people to improve their performance and that of others
- Drives accountability for delivering goals and manages the consequences for those that under-perform
- Helps individuals to recognise their responsibility to develop their performance
- Draws in expert support where required, e.g. HR

Planning

- Translates insights, knowledge and analysis into plans
- Influences and negotiates with others to obtain resource allocation and collaborative working
- Applies awareness and insights of the external environment
- Sees fundraising and communication within the context of the wider organisational strategy and objectives
- Identifies trends and relationships in complex information
- Critically filters information and shows good judgment
- Analyses risk

Working across the organisation

- Thinks and acts in the best interests of wider organisation
- Actively builds and encourages others to build collaborative relationships with all parts of the organisation and creates a shared culture of communication and fundraising across the organisation

Communication

- Understands the needs and agendas of others and is able to empathise
- Effectively adapts style to situation and audience
- Engages others through effective dialogue
- Understands the needs and agendas of others and is able to empathise
- Effectively adapts style to situation and audience
- Engages others through active listening
- Contributes opinion with conviction
- Has excellent presentational skills and the ability to 'pitch' effectively for new business

Fundraising

- Understands and applies knowledge and principles in communication and fundraising disciplines which are not areas of experience and expertise and counterbalances within team
- Knows where and how to access information and advice on best practice in communication and fundraising
- Actively champions principles in communication and fundraising across the organisation, including with Management Meeting and senior volunteers

Governance, finance and the law

- Fully understands the relevant elements of charity and corporate law and regulation and how they relate to the communication and fundraising in the organisation



Working for Quakers in Britain



Britain Yearly Meeting is a national charity employing around 200 people. Its purpose is to work for, with and on behalf of Quakers in Britain.

About our organisation

Quakers is the name often used for the Religious Society of Friends. Although we have our roots in Christianity, we also find meaning and value in the teachings and insights of other faiths and traditions.

In Britain there are about 20,000 Quakers. We have 500 local Quaker Meetings, grouped into 72 'area meeting' charities. All these charities are affiliated to Britain Yearly Meeting (BYM).

Britain Yearly Meeting (BYM) is a charity, formally known as 'Britain Yearly Meeting of the Religious Society of Friends'. The trustees are appointed by and accountable to British Quakers; and because this work is done for and on behalf of Quakers from the whole of Britain, the work we do is known as 'centrally-managed work'.

A Quaker workplace

We aim for our workplace to be consistent with Quaker values - broadly the same as most well-run progressive organisations. For example:

- We expect staff to respect each person regardless of age, race, religion, gender, transgender status, sex, sexual orientation, disability, marital or civil partnership status
- We avoid unjustifiable and unlawful discrimination in our employment practices
- We follow good employment practice, with clear and supportive line management
- We have a 1:4 ratio between the lowest and highest salaries
- We aim to be open and honest in all our work
- We avoid titles such as 'Mrs.' or 'Mr'.

Very few jobs with BYM are restricted to Quakers, although about 1/3 of the staff are Quakers or linked to Quakers in some way.

About Quakers

The Quaker way is based on silent worship, as a way to help people connect directly to God. Quakerism began in Britain in the 17th Century. Its roots are in radical Christianity, although today not all Quakers call themselves Christian.

Quakers share a way of life rather than a set of beliefs. We seek to experience God directly, within ourselves and in our relationships with others and the world around us.

Quakers are ordinary people, who try to live their values they can. This leads many Quakers to work for a better world. Values that are important to us include truth and integrity; simplicity; equality; peace; and sustainability.

You do not need to be a Quaker to worship with us at one of our meetings.

You can find out more:

- From our website - www.quaker.org.uk
- By reading 'Advice and Queries' which is an introduction to Quaker belief (<http://qfp.quaker.org.uk/>)
- By visiting the Quaker Centre at Friends House, which has leaflets and books, and volunteers who can answer questions
- Or ask for a free information pack - www.quaker.org.uk/more-information



Salary & Benefits



Salary:

£49,489 - £56,790 if based in London (we normally appoint to the minimum of the scale)

£42,067-£48,271 if based outside of London (we normally appoint to the minimum of the scale)

Hours of work:

Our working week is 35 hours per week. There is some flexibility over the daily start and finish times.

Flexible working options:

While the role is London-office based, we are open to discussions about flexible working patterns such as working from home or compressed working patterns.

Holiday:

27 days a year plus bank holidays and three days for Christmas closure

Sabbatical scheme:

Staff are able to take a nine-month unpaid sabbatical leave after five years' continuous service.

Subsidised café and restaurant:

We have an on-site café which provides subsidised meals as well as a bookshop selling ethically sourced goods.

Cycle to work scheme:

We offer a cycle to work scheme which helps you save money on a new work bike and spread the cost of the bike over monthly tax-free instalments.

Annual Season Ticket Loan:

We will provide with a loan of up to £7,500 to cover the cost of your season ticket repayable in 11 monthly instalments.

Pension scheme:

Quakers have a generous pension scheme where we contribute 8% of your salary and you contribute 3% of your salary. You have the option to increase your contributions should you wish and to pay your contributions via salary sacrifice.

Sick pay scheme:

We have a very generous sick pay scheme:

- If you have less than 12 months service, you are entitled to full sick pay for 3 weeks followed by three weeks at half pay.
- After 1 years' service, you are entitled to full sick pay for 3 months followed by 3 months at half pay, subject to a maximum of six months since the start of your service
- After 4 years' service you are entitled to full sick pay for six months followed by six months at half pay, subject to a maximum of 12 months.

Private Health Insurance:

If you are off work due to sickness for more than 52 continuous weeks you will be eligible, subject to requirements of the scheme, to sick pay.

Employee Assistance Programme:

Quakers offers access to an independent, confidential employee assistance programme, which is available 24 hours a day.

Family Friendly Policies:

Our family friendly policies give enhanced maternity and adoption leave. Once you have one year's service by the 15th week before your baby is born or you adopt, you will be entitled to six weeks at full pay, 20 weeks at half pay and 13 weeks at SMP.



How to Apply



Applications should be sent to Hayley McDonald at:
hayley.mcdonald@actionplanning.co.uk

The closing date for applications is **5pm on Tuesday 13 August.**

Please enclose:

- A full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- A covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.
- A completed Personal Details Form – available on the Action Planning website.
- The Quakers Equality Monitoring Form - available on the Action Planning website

The principles of equality and diversity are important to Quakers in Britain in all aspects of its work. The information you provide will help them to monitor and refine their employment practice and respond to the needs of the diverse range of people that the organisation comes in to contact with. The personal data provided will be kept securely by Action Planning before being passed to the Quaker HR team and will not be shared with any member of the selection panel.

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview by **5pm on Friday 16 August.**

First interviews will be conducted by Tracy Madgwick, HR Consultant, Action Planning using Zoom between **Monday 19 and Thursday 22 August.**

Second interviews will be held at Friends House in London on **Tuesday 3 September** with Lisa Kiew, Head of Finance and Resources, Juliet Prager, Deputy Recording Clerk and Tracy Madgwick; HR Consultant, Action Planning.

