

# SOPHIE HAYES

F O U N D A T I O N 

Sustainable freedom from human trafficking

## Candidate Pack

## Head of Development & Communications



Thank you for your interest in the role of Head of Development & Communications at Sophie Hayes Foundation.

We are the only independent organisation in the UK solely focused on empowering survivors of modern slavery to rebuild their lives by developing skills necessary for sustainable freedom.

Our specialist coaching and mentoring programmes share essential life skills that are aimed at confidence building, as well as practical training aimed at delivering the skills necessary for future employment and/or education. In addition, we work with business partners to establish work placements that allow our programme participants the opportunity to gain greater experience and understanding of their potential.

As we continue our ongoing work to transform the lives of survivors of modern slavery across the UK, we are seeking an experienced and motivated leader to join us as our first Head of Development and Communications.

If you are passionate about making a meaningful impact in the lives of survivors, have proven leadership skills, and share our commitment to empowering survivors of modern slavery, we would love to hear from you.

Join us in our mission to shape a better future for survivors of modern slavery in the UK.

*Vanessa Morse*

**Vanessa Morse**  
Interim CEO

## **Our Vision**

A society that views and treats survivors of modern slavery with respect and allows every freed woman to realise her potential, achieve her goals and a better future.

By putting the needs of each survivor at the centre of our activities, we will develop programmes that are relevant and help to remove the barriers to sustainable freedom.

We will be a valued, independent voice and an actor for change, working with the right partners to create greatest impact.

## **Our Values**

### **1. We are courageous**

Inspired by the courage and fearlessness of our survivors, we bravely challenge the status quo, and we work tirelessly for change and a better future for our survivors. We look forward, show personal courage, and go beyond the status quo.

### **2. We act with integrity and respect**

Our relationships with survivors, partners and with each other are shaped by deep mutual respect, honesty and confidentiality. We do the right thing by survivors, and always do what we say.

### **3. We are an open and inclusive community**

We think everyone has a valued voice and we work with others (and with each other) to find the right solutions for the best interests of survivors. We work creatively, patiently and invite strong partnerships.

### **4. We respond well to change**

We don't stand still, and we face challenges with agility and determination. We are a dynamic organisation that responds to the evolving demands of survivors. We believe that we can all develop and grow to achieve our full potential.

## Head of Development & Communications

Salary:	£45,000 - £50,000 per annum
Benefits:	3% contributions to pension scheme of your choice 30 days annual leave (inclusive of bank holidays) Hybrid working, remote and London office Access to a Mentor via the Lloyds Bank Foundation Health Shield employee benefit package
Contract type:	Permanent; 4 or 5 days per week
Location:	London office: 107-111 Fleet Street, London, EC4A 2AB
Reports to:	CEO
Direct reports:	4

### The Role

Sophie Hayes Foundation is a dynamic charity, focused on helping survivors of modern slavery and human trafficking rebuild their lives and achieve sustainable freedom by providing invaluable training, coaching, work experience and advocacy across the UK.

We are seeking a Head of Development & Communications to provide vision, leadership and hands on delivery for income generation and communications to inspire and empower a small team and drive growth in the charity's income, communications and campaigns.

Bringing proven experience in successfully developing and implementing fundraising and communication strategies, you will be an expert in building relationships with partners and donors and have a track record of delivering voluntary income growth.

Today there is greater need than ever before for survivors of modern slavery to be supported to rebuild their lives and remain free. If you are passionate about seeing this happen, we'd love to hear from you.

## **Key Responsibilities:**

### **Development**

- Develop and implement effective income generation strategies through major donors, corporate partnerships and individual donations.
- Build and steward strong relationships with funders and donors, which grow and diversify over time.
- Set clear fundraising targets with aspiration for growth.
- Bring communications expertise to all income generating activity, maximising each opportunity to raise the charity's profile and engagement.
- Ensure all fundraising activity is in line with the required legislative frameworks and complies with best practice.
- Work with the Senior Management team and Development Committee to identify and create excellent fundraising opportunities.
- Identify opportunities for growth, secure new contracts, and increase awareness of our programmes.
- Oversee the database of funders and donors and ensure contact is up to date.

### **Communications**

- Develop the Communications & Engagement strategy across all aspects of communications, through stakeholder mapping, delivery of messaging, digital content, traditional media, social media, and publications to deliver the charity's overarching strategic priorities.
- Create and deliver effective communications campaigns, assisted by team members, to drive supporter growth and engagement, profile and credibility
- Be our brand guardian and develop tone of voice to enhance our profile and engagement through all channels.
- Develop and implement stakeholder engagement plans to correlate with the charity's activity, in particular campaigns, 'always on' communications and fundraising.
- Develop and oversee media relations and protocols for media engagement.
- Oversee the production of all publicity materials, such as the annual report and programme materials.

- Manage the Digital Content Creator to develop successful social media plans and content, and ensure they meet communications objectives.
- Oversee the charity's duty of care to participants who share their stories, ensuring we approach this with due care and sensitivity, working with the Safeguarding Lead to ensure sufficient safeguards are in place.
- Ensure monthly reporting of social and traditional media analytics.

### **Leadership:**

- Work in collaboration with the senior leadership team and trustees to support the strategic development and governance of Sophie Hayes Foundation.
- Collaborate closely with the finance manager and CEO to provide accurate and timely reports for the risk and finance committee.
- Work closely with all colleagues to ensure brand, key messaging and tone of voice are used correctly and consistently across all communication.

### **General:**

- Undertake any other duties as directed by the CEO which may be required.
- We would expect the person to be able to work from our London office, as well as occasionally visit programme offices and our partners.
- Some flexibility may be required to attend events and meetings outside of normal working hours.

## **Person Profile**

### **Experience**

- Significant experience of impactful charitable fundraising from a diverse range of income streams.
- Significant experience of communication and digital development; campaigns, PR and engaging with media contacts.

### **Skills and knowledge**

- Exceptional verbal and written communication skills with the ability to write copy in a creative and engaging way, for a range of different audiences.
- Ability to build excellent collaborative working relationships across a wide range of people; colleagues, external partners and funders.

- Ability to prioritise workloads, project manage and deliver to deadlines, often with competing priorities.
- A knowledge of the Modern Slavery sector & trauma-informed practices is desired but not essential.

### **Qualities/Attributes**

- A commitment to the vision, purpose, and values of Sophie Hayes Foundation.
- Inspirational leadership, people management and motivational skills.
- Positive, pro-active and dynamic.
- Highly organised and personally effective.
- Diplomatic, empathetic and tactful; able to build effective relationships.
- Respectful

### **The Recruitment Process**

#### **How To Apply**

Please send your CV and a covering letter explaining why you are applying for this role to [recruitment@sophiehayesfoundation.org](mailto:recruitment@sophiehayesfoundation.org).

**The closing date for applications is 9am Wednesday 11<sup>th</sup> October.**

**First stage interviews: 17<sup>th</sup> and 18<sup>th</sup> October.**

**Second stage interviews: 23<sup>rd</sup> October.**

The people that we work with come from all over the world and have a wide variety of beliefs, experiences, backgrounds. We are committed to sharing in and reflecting this rich diversity amongst our staff, volunteers and trustees and would strongly encourage applicants from minority and under-represented groups

Additionally, all candidates must provide **proof of the right to work in the UK** during the interview process.

Thank you for your interest in Sophie Hayes Foundation.