



Dear applicant,

Re: Fundraising and Marketing Coordinator

Thank you for your interest in working at the Lambourne End Centre. I have enclosed an application pack for the above position, as requested. Please find enclosed the following:

- Information and Application Notes
- Job Description
- Person Specification
- Application Form
- Equal Opportunities Monitoring Form

Please read all of the information thoroughly before beginning your application. Please complete your application in full, (using black ink to facilitate photocopying) before returning it, as failure to do so may result in your application not being taken any further. Please note that only completed application forms will be accepted; please do not submit your Curriculum Vitae.

Please send your completed application form to:

By post:

Carolán Casey
Lambourne End Centre
Manor Road
Lambourne End
RM4 1NB

By Email:

carolan.casey@lambourne-end.org.uk

The closing date for completed application forms is 26th April 2021; all applications need to be received by 26th April 2021 no later than 5pm. Short listing will take place once the application deadline has passed, and will be based on how well applicants match the Person Specification and have the experience needed to successfully meet the requirements of the Job Description. Therefore, please be sure to clearly show how you meet the selection criteria when completing your application. Interviews for shortlisted candidates will take place on 5th May 2021.

If you would like us to acknowledge receipt of your application please also enclose a stamped self-addressed envelope.

Thank you once again for your interest in working at the Lambourne End Centre. I look forward to receiving your completed application.

Yours sincerely,

Carolán Casey

Personal Assistant to Rob Gayler, Chief Executive Officer




lambourne end
centre for outdoor learning
inspired to inspire

APPLICATION PACK

Lambourne End Centre for Outdoor Learning

Lambourne End Centre is a fantastic 54 acre site in south west Essex which is full of opportunity. The Centre's scenic location in a rural setting, yet on the doorstep of East London's urban fringe creates a unique resource. It offers visiting groups (predominantly from East London) a completely alternative perspective. The Centre boasts residential accommodation and training facilities, outdoor adventure activities, a garden project and a working farm with dedicated environmental areas. These are used to generate a wide range of programmes which promote and deliver personal development opportunities for young people, especially those at risk or struggling in traditional mainstream environments. All the programmes are designed to encourage team building, problem solving and communication skills, as well as build confidence and raise aspirations. Many of the young people the centre works with have particular needs which cannot always be addressed within formal education.

Lambourne End Limited

The Centre is run by Lambourne End Limited (LEL) which was set up in July 2004 as a joint project between the charity Aston-Mansfield (which owns the site) and three East London YMCAs, who have all invested seed money in the company; although, the company itself is an independent entity. The board was originally comprised of representatives of these four member organisations and a small proportion of independent Trustees, however in 2017 the company welcomed new independent Trustees onto the Board, and adopted revised Articles of Association to reflect the new direction that the charity is heading in. This has been possible following ten years of growing performance and confidence based on solid foundations laid by the original founding members.

Work Undertaken by Lambourne End Centre

As one example of the type of work we do, our Alternative Education programmes provide a range of courses for students aged from 6 – 19 years old who benefit from work-based training to enhance their learning. They may have learning difficulties, challenging behaviour or struggle to cope with mainstream education, and are often written off, by themselves and others, from future meaningful employment. Using three aspects of our work; farm maintenance and animal care, estate management and conservation, and sport and recreation the young people can work through three key programmes which focus on; Self and social development, Skills progression and development, and Moving On. Through these programmes the young people can obtain accredited vocational qualifications and develop their self esteem so they have the confidence and social development to further their progression either back into school, in training or employment and within their communities.

Many of the young people with whom we work come from areas such as Newham in East London, where 35% of the population is under 20 years old and youth unemployment is double the national average. (On average approximately 75% of groups come from the Redbridge, Barking & Dagenham and Havering boroughs.) Many young people are deemed to be "at risk", have been in trouble with the police, come from a disturbed background, and are (or are close to being) excluded from school. Unemployment is also double the national average, 40% leave school with no qualifications and youth crime and drug and alcohol abuse are major problems.

During the time we have been in operation we have made increases in the number people/groups using the centre. We have also substantially increased sales and grant income.

Please see the table below for detail of groups and users:

	2011 - 2012	2012 - 2013	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017	2017 - 2018
Groups	306	409	590	473	488	352	327
Individuals	10358	10875	12050	12246	12532	14495	11734

The Future

There has also been much investment in the Centre; a number of team building and environmental activity stations have been created around the site and an artificial caving system, climbing wall and wheelchair abseil and zip line have been constructed. Once planning permission is received a two acre lake will also be created.

At present, there are 16 full time members of staff and 15 part time staff working at the centre, supported by a committed team of volunteers and sessional workers to run programmes and manage the farm and facilities. It is clearly a very exciting time for the Centre and it is growing in reputation. There is a rapidly increasing interest in the Centre and its programmes, and a momentum generated which we are keen to build upon.

About your application:

You must complete all parts of the application form. Curriculum Vitae (CV) are not acceptable; neither is an application form that simply refers to an enclosed CV.

The post for which you are applying will bring you into direct contact with children, young people and vulnerable adults. During our recruitment procedure we take steps to assess an applicant's suitability for such a position of trust. All members of staff at Lambourne End are DBS checked.

Lambourne End does not discriminate on grounds of age. We request your date of birth and employment / education dates in line with the Safeguarding Children – Safer Recruitment and Selection in Education Settings Guidelines.

References

One of the referees you list must be your current employer (or teacher if you have just left education). Each of your referees must be able to comment on your professional abilities. Please note that references from friends or relatives are not acceptable. We may approach previous employers who have not been identified by you as a referee and may seek further information from referees who have supplied a reference. Previous employers will be asked whether they have any concerns about your suitability to work with children, young people or vulnerable adults.

How did you learn of this vacancy?

Your answer to this question will help us to identify how best to target applicants for similar posts in the future.

Are you a relative or partner of any employee or Trustee of the Lambourne End Centre?

We ask this question to ensure a fair selection process. If you are related to anyone one at the Centre, we will avoid asking your partner or relative to be part of the selection process.

Equal Opportunities Monitoring Form

The Lambourne End Centre is an Equal Opportunities Employer. To help us monitor our recruitment procedures, we would be grateful if you would complete the monitoring form.

Completion of this form will help us fulfil our general duty under the Race Relations (Amendment) Act 2000 to eliminate unlawful discrimination, to promote equality of opportunity and promote

good relations between people of different racial groups, and our specific duty under the Act to monitor, by reference to racial group, applicants for employment and staff in post.

The information you provide on this form does not form part of the selection procedure. The form is separated from your application form and is only used to help us monitor our procedures effectively.

What to do when you have completed your application

1. Before signing your application form, please ensure that every section has been completed.
2. Return the form as instructed in the covering letter of this pack, by the closing date shown in the advertisement and the covering letter of this pack.
3. Applicants will only be acknowledged if a stamped address envelope is enclosed with their application.
4. Following short listing, you will be notified of the outcome of your application.

Shortlisting

Short listing will take place once the closing date for applications has passed.



JOB DESCRIPTION

LAMBOURNE END CENTRE

POSITION: Fundraising and Marketing Coordinator
SALARY: £24,000 per annum
HOURS: 35 hours per week Monday – Friday, including occasional weekends. Additional hours worked will be given back as time off in lieu.
LEAVE: 25 days (plus public holidays) per annum.
PENSION: Auto enrol. 4% employee contribution, 4% employer contribution.
LOCATION: Lambourne End Centre. This role is office based.

EQUAL OPPORTUNITIES, HEALTH & SAFETY:

It is required that the duties described are undertaken in accordance with the Centre's operational policies with particular reference to Equal Opportunities and Health & Safety.

PRIMARY TASKS:

To raise voluntary revenue income and to manage corporate and public relations.

AUTHORITY:

To exercise delegated authority within the Centre's policies to liaise with any of the Centre's staff on the CEO's behalf in fulfilling the following duties.

ACCOUNTABILITY:

To be directly responsible to the Chief Executive Officer, who supervises and appraises the work.

RELATIONSHIPS:

To keep the Chief Executive Officer informed of matters relating to the operation of these duties and agreed targets and operational plans.

To work closely with the Chief Executive Officer to coordinate work.

To facilitate meetings of the Fundraising Group.

To work closely with other managers to understand the work of the charity, to ensure their fundraising priorities are known, and support their projects.

To work closely with the media in making sure that the image of the organisation is maintained in a positive light.

To work with the Centre Coordinator to ensure accurate financial records are kept and gift aid etc, obtained.

To establish and maintain good working relationships with donors and other key external supporters.

KEY TASKS:

- To raise an agreed sum each years towards the core revenue for Lambourne end from trusts, foundations, companies and individuals.
- To raise funds for proposed capital projects and new programme initiatives.
- To work with managers in developing fundraising idea and packages and to write up these applications and submit them.
- To ensure accurate paper and electronic records are kept of all fundraising activity which is done directly and that done by individual managers.
- To produce fundraising and corporate material such as the annual review for publication in paper and electronic formats in collaboration with the management team.
- To handle press relations in conjunction with the Chief Executive.
- To keep abreast of current best practice and developments in grant giving strategies among major funding bodies and implement appropriate action.
- To produce reports to funding bodies with required monitoring statistics in conjunction with local managers.
- To produce internal reports on fundraising activity so that the management team and board are kept informed of developments.
- To produce quarterly newsletters to keep funders, service users and supporters informed about the work of the Centre.
- To produce and distribute publicity materials promoting the work of the Centre.
- To organise and run fundraising events to generate additional income and raise the profile of the Centre.
- To attend such internal and external meetings as are necessary to perform the above.

OUTCOMES

A voluntary revenue stream to the charity, meeting annual targets.

Accurate and timely records of voluntary income.

The maximisation of Gift Aid and similar tax breaks.

The projection of a coherent image for the charity.

The production of publicity material of a good quality.

Successful fundraising events organised.



Person Specification

Fundraising and Marketing Coordinator

Education and Qualifications

- A good standard of education ('A' level standard or higher education).

Experience

- Minimum of twelve months fundraising experience
- Experience of writing funding bids
- Experience of liaising with journalists and donors
- Experience of organising events
- Cultural sensitivity and commitment to Lambourne End's Equal Opportunities Policy
- Adaptability and productivity in the context of organisational change

Skills and Abilities

Essential:

- Specialised knowledge of fundraising
- Good organisational skills and the ability to manage and prioritise workload under pressure and work to deadlines
- The ability to think creatively and use initiative to tackle problems and develop solutions
- The ability to exercise discretion and initiative
- Good communication and negotiating skills
- Good writing skills and IT skills

Desirable:

- Full UK Driving Licence

The post holder will be required to complete an enhanced DBS check.