



THE CARES FAMILY

Development Officer

ROLE FEATURES

- Salary: £26,000
- Permanent role: 37.5 hours per week
- Location: Remote working during the pandemic, then based in London
- Reports to: Development Manager
- Annual Leave: 26 days' holiday per year plus bank holidays

The Cares Family is an anti-racist, anti-discriminatory organisation. We particularly welcome applications from Black, Asian and Minority Ethnic people, people with disabilities and people from lower income and diverse educational backgrounds who may be under-represented in our organisation.

ABOUT THE CARES FAMILY

The Cares Family's mission is to **help people find connection in a disconnected age**. Our objectives are to **reduce loneliness and isolation; improve people's connection**, belonging, purpose and power in a changing world; and **bring people together** to reduce social, generational, digital, cultural and attitudinal divides.

Over the last decade our model has grown from a tiny idea in a single place into a national leader. Combined, North London Cares (founded in 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019), have connected some **25,000 older and younger neighbours** to share nearly **1 million interactions** and **250,000 hours**.

Those relationships have had a dramatic impact. 98% of young people involved say they have a **stronger connection to the community** and **98% say they are able to contribute** in new ways. 73% of older people involved say their **isolation is reduced**; 86% are better **able to appreciate the changing world**; and 77% say their **relations with young people have improved**. Neighbours report feeling a deeper sense of belonging, and **'part of something bigger'** than their own lives.

But as the **pandemic** has shown, loneliness is not just a **personal crisis**; it's also a broader **public health crisis** and a national **political crisis**. It affects millions of people – from people working from home or cooped up in university halls, to new parents; middle aged men to digitally savvy teenagers; LGBTQIA+ people to new migrants. In fact, those who are **already marginalised in society experience its consequences the most**. This matters deeply, because loneliness causes depression, anxiety, strokes and heart attacks. In a world in which people are increasingly withdrawing from one another and spending less time with people who are not 'like them' it is also contributing to wider **inequity, stereotyping, polarisation and othering**.

The Cares Family has been improving **individual** lives and community togetherness for ten years, and more recently we've been growing our work to **challenge systemic and cultural norms** – through new projects, storytelling and campaigns that are rapidly increasing the profile of our work to help make more lasting change. In 2018, the then Prime Minister launched the government's first ever loneliness strategy at a Cares Family social club. The same year, our CEO was appointed one of **20 inaugural Obama Fellows**, bringing global attention to the issues of loneliness and disconnection and the work we are doing at The Cares

Family to reduce them. We have received coverage in The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten and Channel 4 News.

With the arrival of the pandemic, **loneliness and disconnection are better understood than ever and empathy for people experiencing them has increased**. The Cares Family therefore has an opportunity to make an even bigger difference in the years ahead. Our current three-year strategy to achieve that is threefold:

- To **consolidate our operations** to ensure we make the biggest impact possible.
- To **go deeper with our existing local intergenerational communities** to make the biggest difference we can in people's lives.
- To **spur a national ripple effect across the UK** by sharing what we have learnt to help others to develop organisations connecting their own communities in their own ways, and to help influence broader systemic, cultural and public behaviour change.

ABOUT THIS ROLE

As The Cares Family's **Development Officer**, you will work closely with our Development Manager and wider Development Team of 11 fundraisers, to provide **exceptional administration support** across our income streams, with a key focus on Community, Corporate and Major Donor fundraising.

In this role you will be tasked with **maintaining excellent records** using our Salesforce CRM, including creating and developing new systems and processes to make our work more efficient and effective. You will also be tasked with **cultivating and stewarding our donors, supporters and partners** across our networks in a variety of different ways. This will include supporting challenge fundraisers, creating bespoke resources for partners and running corporate volunteering opportunities.

Managed by the Development Manager, this job role will require a **high attention to detail** and the ability to diligently follow systems and processes to stay on top of the multitude of opportunities available. We also need a **people-person** who is able to communicate effectively with our donors across our networks, as well as our programmatic teams. Finally, we need a **self-starter** – someone who is able to use their initiative to come up with solutions to help problem solve and manage competing priorities.

YOUR KEY COMPETENCIES

We are looking for someone who is excited about the prospect of developing their fundraising skills across multiple income streams and enjoys working as part of a warm, collaborative and busy team.

Responsibilities:

- **Providing exceptional administration** to support key functions of the team from record keeping, taking minutes, compiling reports, responding to enquiries and more.
- **Co-managing our Customer Relationship Management system**, Salesforce, and other tools to ensure records are up to date and relevant.
- **Cultivating and communicating with supporters** to achieve fundraising targets through challenge fundraising and events.
- Supporting our **corporate income stream**, such as creating bespoke materials.
- **Stewarding our corporate volunteers**, as they take part in volunteering and fundraising activities.
- Supporting our **Individual Giving programme**, including our fundraising campaigns.
- **Supporting the team** with a suite of activities from annual gala dinners to supporter breakfasts and special events, and more.
- Encouraging and **supporting volunteers to host fundraising events** to support our vital work.
- **Telling powerful stories** and creating content for our Twitter, Facebook, YouTube and email channels to inspire donors and fundraisers.

- **Presenting passionately** about our core delivery activities and the rest of our work to key donors and at volunteer inductions/events.
- **Supporting to manage relationships across a range of key donors and supporters**, from timely reports to support with proposals, and more.
- Supporting The Cares Family with **strategic priorities** to secure new income.
- Any **other duties** as reasonably required by The Cares Family.

Essential Skills, knowledge and experience:

- Experience carrying out core administration tasks, such as record keeping, data entry, taking minutes, scheduling and more.
- Experience of following processes with a good attention to detail.
- Outstanding verbal and written communication skills.
- Experience using social media platforms like Facebook, Instagram and Twitter.
- Experience managing multiple tasks and completing them to a high standard.
- Experience of office management tools (MS Office and other software).

Desirable:

- Experience of fundraising and/or the desire to take a first step into fundraising.

Personal attributes:

- You are professionally agile, and able to adapt to the rapidly changing needs of a growing organisation.
- You are ambitious, hard-working, approachable, self-starting and professional.
- You embrace The Cares Family's values and champion behaviours that demonstrate these in your day to day work.
- You are collaborative, seeking to work with others to achieve a shared vision and to build relationships by sharing information and expertise.
- You are mission driven and empathetic, with a powerful connection to our mission.

Other requirements:

- You are able to obtain a clear DBS certification (provided).
- You have the flexibility to work evenings and weekends (with time off in lieu).
- You can provide the details of two references from paid work (referees will only be contacted after a successful interview process).

HOW TO APPLY

To apply for this role, please read this job description and the below application task descriptions carefully, and submit your application by **Wednesday 2nd February 2022, at 23:59:**

Task 1: CV

Please attach your CV.

Requirements: Word doc or PDF. Maximum of two pages.

Please name your file: [YOURNAME]CV

Note: We do not need to see your educational history. We are most interested in your previous work experience, whether that be paid or voluntary.

Task 2: Your skills, experience and personal qualities

Please submit a cover letter (maximum two pages) or video (maximum three minutes) highlighting what makes you right for this role, including your knowledge, skills and experience.

Tip: Some key questions to think about are:

- *Have you had to keep records up to date in the past? What other administration experience do you have?*
- *Have you successfully created a new process and implemented it? What was the outcome?*
- *What are your communication skills? Are you used to writing emails to a wide range of different audiences? Or presenting to large groups?*

Requirements: Word doc or PDF. Maximum of two pages.

Please name your file: [YOURNAME]Task2

Successful applicants will be invited to attend an interview in the week beginning 7th February.

If you would like to know more about the role or The Cares Family before applying, please join our online information session on **Monday 24th January at 5.30pm**, which will be hosted on Zoom. This session will give you a chance to meet some of the team and ask questions about the role and the charity. Please note that we will not be assessing or interviewing anyone during this session: **it is informal and will not influence or impact your application.** [Click here to register.](#)

If you have any questions about this vacancy or application process, please email victoria.buckle@thecaresfamily.org.uk.

[CLICK HERE TO SUBMIT YOUR APPLICATION](#)