Home-Start Runnymede & Woking

We're hiring!

Engagement and Development Manager

Recruitment pack · Home-Start Runnymede & Woking

18 hours per week | £38,000 FTE | £18,486 actual (pro rata)

2-year fixed-term contract | Closing Monday 30th November

Job advert

Do you want every local family to get the support they need? Could you turn great stories into funds, friends and volunteers?

Home-Start Runnymede & Woking supports families with young children who are facing challenges such as isolation, low mood, money worries, illness or the pressures of parenting, with the help of trained volunteers. We are looking for an energetic, creative and well-organised Engagement and Development Manager to help more families find us, more volunteers join us and more local people and businesses back our work.

You will lead our local fundraising, building relationships with businesses, trusts and community groups, and help shape our fundraising strategy, chairing our fundraising subcommittee. You will raise our profile across Runnymede and Woking, recruit and welcome new family support volunteers, show the difference we make through impact reports and stories, and keep our social media and website fresh and up to date. You will also line manage our part-time Administrator.

Based in Woking/Ottershaw, with travel across Runnymede and Woking and some evening or weekend events.

We are looking for someone who

- has experience of fundraising, ideally with local businesses, trusts or community giving
- can recruit and inspire volunteers, supporters and partners
- tells compelling stories in writing and on social media, and can keep a website up to date
- turns data and feedback into clear impact reports for funders
- is organised, works well on their own and is ready to line manage a colleague and chair a committee
- can work some evenings and weekends for events (time off in lieu)
- has a full UK driving licence and access to a car for work (mileage paid)

What we offer

24 days annual leave plus 4 additional days at Christmas and New Year (pro rata), a 5% pension contribution, flexible working, regular supervision, ongoing training, support to step into line management and the chance to make a real difference to local families.

How to apply

Complete our application form and send it to **info@homestartraw.org** by **Monday 30th November**. Interviews will be held on Friday 11th December.

For an informal chat about the role, contact Sarah Beasley at sarah@homestartraw.org.

Join our small, friendly team and make a real difference. Because Childhood Can't Wait.

This post is subject to an enhanced DBS check and satisfactory references. Home-Start Runnymede & Woking is committed to equality, diversity and inclusion and welcomes applications from all sections of the community. We are committed to safeguarding and promoting the welfare of children and expect all staff to share this commitment.

Job description

Job title	Engagement and Development Manager
Organisation	Home-Start Runnymede & Woking
Reports to	Director
Line manages	Part-time Administrator
Hours	18 hours per week, days to be agreed
Salary	£38,000 FTE; actual salary £18,486 (pro rata)
Contract	2 year fixed term, with extension subject to funding
Base	Woking/Ottershaw, with travel across Runnymede and Woking and some evening and weekend events (time off in lieu)
Travel	Full UK driving licence and use of a car for work essential; mileage reimbursed at 55p per mile
Checks	Enhanced DBS check and satisfactory references

Purpose of the role

To grow the support available to local families with young children by raising the profile of Home-Start Runnymede & Woking, bringing in local funds, recruiting family support volunteers and showing clearly the difference we make.

Main responsibilities

Fundraising strategy and subcommittee

1. Help develop the charity's fundraising strategy, working with the Director and trustees to set priorities, income targets and a realistic plan for achieving them.
2. Chair the fundraising subcommittee: prepare agendas and papers, run meetings, record decisions and actions, and report progress to trustees.
3. Work with subcommittee members, drawing on their skills, contacts and networks to open doors to local businesses, funders and supporters.

Local fundraising

1. Develop and deliver a local fundraising plan, with income targets agreed with the Director and trustees.
2. Build relationships with local businesses and corporate partners, seeking sponsorship, employee fundraising, charity-of-the-year partnerships, and pro bono or in-kind support.
3. Identify and approach local trusts, foundations, community funds and individual donors, and write or contribute to funding applications.
4. Plan and run community fundraising events and campaigns, and support supporters who fundraise for us.
5. Thank, steward and keep in touch with donors and supporters so they feel valued and stay involved.
6. Keep accurate records of supporters and income, in line with GDPR and fundraising regulations.

Brand awareness and communications

1. Raise the charity's visibility among families, referrers, funders, local businesses and the wider community.
2. Develop and maintain consistent messaging, and produce clear, engaging materials such as leaflets, newsletters and case studies.
3. Build relationships with local media, community groups, schools, faith groups and other organisations that can help spread the word.
4. Represent the charity at local events, networks and partnership meetings.

Volunteer recruitment

1. Lead on attracting new family support volunteers, with a focus on reaching a diverse range of people.
2. Plan and run recruitment campaigns and events, working with local employers, colleges, universities and community groups.
3. Manage the first stages of the enquiry process, and work closely with the team responsible for volunteer preparation and support so that new recruits move smoothly into training.
4. Track recruitment activity and report on what works.

Impact reporting

1. Gather and analyse data, feedback and stories from families, volunteers and staff, with consent and sensitivity.
2. Produce clear impact reports and case studies for trustees, funders, partners and the public.
3. Help embed simple, proportionate ways of measuring outcomes across the charity.

Social media and website

1. Plan, schedule and post engaging content across the charity's social media channels, using it to support fundraising appeals, volunteer recruitment and awareness campaigns.

2. Monitor engagement and adjust the approach accordingly.
3. Keep the website accurate, up to date and easy to use, including news, events, donation and volunteer pages.
4. Monitor website performance, make improvements to support fundraising and recruitment, and manage relationships with any external web providers.

Line management

1. Line manage the part-time Administrator, including regular one-to-one supervision, setting and reviewing objectives, and annual appraisal.
2. Create a supportive, inclusive working environment and promote good communication across the team.

Teamwork and general

1. Contribute to the charity's strategy and planning, and report regularly to the Director and trustees.
2. Manage a small budget for engagement and fundraising activity.
3. Work within the charity's safeguarding, confidentiality, data protection and equality policies at all times.
4. Attend regular supervision, team meetings and training.
5. Carry out any other reasonable duties in line with the role, as agreed with the line manager.

Priorities for the first six months

Months 1–2: Learn and listen

1. Get to know the charity's families, volunteers, staff, trustees and key local partners.
2. Review current fundraising income, supporter records, volunteer recruitment figures, the website and social media channels.
3. Agree with the Director a simple plan and targets for the year, and set up regular one-to-ones with the Administrator.
4. Meet the fundraising subcommittee, agree how it will work, and begin chairing its meetings.

Months 3–4: Get moving

1. Launch a volunteer recruitment push with a clear enquiry-to-training pathway.
2. Open conversations with a first group of local businesses and identify trust or community fund applications to submit.
3. Establish a regular social media and website update routine.

Months 5–6: Show results

1. Deliver a first impact report or set of case studies for trustees and funders.
2. Report on early fundraising and recruitment results, and recommend where to focus effort in the second half of the year.

3. Review the Administrator's workload and development needs, and agree priorities for the next six months.

This job description is a guide to the main duties of the role and may be reviewed in consultation with the post holder.

Person specification

E Essential D Desirable Assessed by: **A** application · **I** interview · **R** references

Criteria	E / D	Assessed
Qualifications		
Management or supervision training or qualification	D	A
Training in fundraising, communications or digital marketing	D	A
Training in safeguarding children	D	A
Experience		
Fundraising, ideally including local business, community or trust fundraising	E	A, I
Recruiting volunteers, supporters or participants, or running engagement or outreach activity	E	A, I
Supervising or line managing staff or volunteers, or a clear readiness to take on line management for the first time with support	E	A, I
Contributing to fundraising or organisational strategy, and working with or chairing a committee, board or volunteer group	E	A, I
Writing funding bids	D	A
Using a CRM or donor database	D	A
Working in the family support, children's or voluntary sector	D	A, I
Knowledge		
Safeguarding and confidentiality, including when and how to report a concern	E	I
Fundraising regulation and data protection (GDPR)	D	I
The local area and its business, voluntary and statutory sectors	D	I

Criteria	E / D	Assessed
Skills		
Excellent written communication skills, with the ability to tell compelling stories	E	A, I
Excellent verbal communication skills; a confident relationship builder who is comfortable approaching new people	E	I
Confident use of social media for organisational purposes	E	A, I
Able to update a website using WordPress	E	A
Able to gather, analyse and present information clearly, including for funders	E	A, I
Well organised, able to prioritise and manage a varied workload independently and part-time	E	A, I
Clear, accurate record keeping and confident use of IT, including databases and Microsoft 365	E	A, I
Basic design skills (e.g. Canva) and photo or video editing	D	A
Personal qualities		
Committed to Home-Start's values, with a warm, respectful approach and sensitivity when working with personal stories	E	I, R
Resourceful and enthusiastic, able to work independently and as part of a small team	E	I, R
Commitment to equality, diversity, inclusion and confidentiality	E	I
Other		
Willingness to work some evenings and weekends for events (time off in lieu provided)	E	I
Full UK driving licence and access to a car for work, with business insurance	E	A
Right to work in the UK	E	A
Satisfactory enhanced DBS check	E	R