



FOUNDATION

Candidate Information Pack

Head of Income Generation and External Affairs

Closing Date for Applications:

5pm on 28th January 2022

Interviews:

w/c 14th February 2022

About

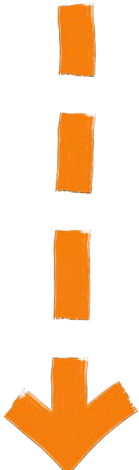
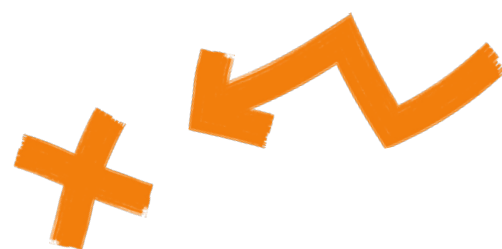
Cardiff City FC Community Foundation

Cardiff City FC Community Foundation is the official charity of Cardiff City Football Club. We use the unique appeal of Cardiff City FC to change lives.

Our goal is to support children, young people and families in South Wales to achieve their full potential. We do that by creating opportunities for people to lead healthier more active lives, improving education and employment opportunities and reducing offending and reoffending.



About the Role



The Head of Income Generation and External Affairs is responsible for telling our story and powering our team. This is a new role and represents an extraordinary opportunity to join a leading sport for development charity that uses the appeal of Cardiff City FC to change lives.

The purpose of the role is to provide strategic leadership for the Foundation's income generation and external affairs including fundraising, marketing and communications activities.

You will help power our team by driving our income generation strategy with a focus on income generation across the income spectrum. You'll tell our story by leading on our external affairs with a focus on raising awareness and building our audience. You will have strategic leadership experience of income generation and/or external affairs and demonstrate an ability to manage complex stakeholder relationships.

As a member of our senior team you will contribute to the strategic leadership of the organisation as a whole, to ensure the achievement of our goals and deliver maximum impact for our beneficiaries.

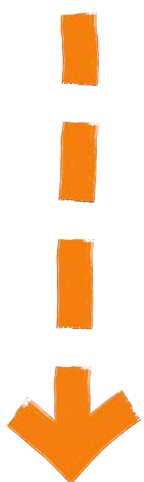
We're interested in your potential and want to build a strong high-performing team full of complementary experiences, not a group of people with the same perspectives.

We're looking for the best candidates so we're happy to talk flexible working to suit your circumstances. This includes home working and/or working from other locations, flexible working patterns, annualised hours, compressed hours and part-time hours.





How to apply



For an informal discussion about the role with Foundation Director, Gavin Hawkey, please e-mail HR@cardiffcityfc.org.uk

If you are interested and possess the right attributes required of this role, then please complete all the information listed below in the correct order from the attached link -

Head of Income Generation and External Affairs.

Please complete the following Microsoft Forms first:

- » Applicant Skills & Experience Survey
- » Equal Opportunities Form
- » Self-Declaration Form

Secondly, Complete the following form, save, and upload through the "Apply" button:

- » Job Application Form

**Please note, we will be unable to assess your application unless all of the above items are completed.*

At the Foundation our workforce is our most important asset, as such we are committed to Equality, Diversity & Inclusion. We are therefore open to applications from people from a wide variety of backgrounds, who can bring unique skills and experiences to connect with people and our communities.

Cardiff City FC Community Foundation is committed to equality and the safeguarding of children and vulnerable adults. Positions that involve working with such groups are therefore subject to safer recruitment protocols, including an enhanced DBS check. This role is also subject to the receipt of satisfactory references.

- » Closing date for all applications: **5pm 28th January 2022**
- » Interviews to take place: **w/c 14th February 2022**

Job Description



Position: Head of Income Generation and External Affairs

Responsible to: Foundation Director

Responsible for: Fundraising Manager, Communications Manager, Digital Communications Officer

Based at: Cardiff City House of Sport, Clos Parc Morgannwg, Cardiff, CF11 8AW

Contract Type: Permanent

Contracted hours: Up to 37.5 hours per week*

Salary: £38,000 – £43,000 Full Time Equivalent

**We're looking for the best candidates so we're happy to talk flexible working to suit your circumstances. This includes home working and/or working from other locations, flexible working patterns, annualised hours, compressed hours and part-time hours.*

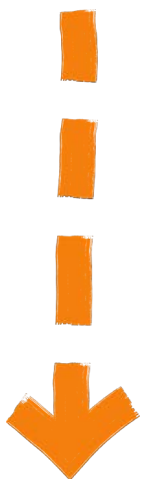
Job Purpose

The purpose of the role is to provide strategic leadership for the Foundation's income generation and external affairs including fundraising, marketing and communications activities.



Key Accountabilities

- » Strategic leadership of income generation and external affairs.
- » Grow income across the income spectrum.
- » Raise awareness and build our audience.
- » Cultivate, manage and maintain high level relationships and influence key stakeholders.
- » People management.
- » Financial management



Job Description Continued...

Key Responsibilities

Strategy and Policy

1. To support the development, implementation and evaluation of the strategic plan.
2. To ensure strategic objectives are mapped against key policies.
3. To lead the development and implementation of income generation and external affairs strategies which secure income, raise awareness and build our audience.

Leadership

4. To demonstrate a commitment to our values, mission and ultimate goal.
5. To build and lead our income generation and external affairs team.
6. To be an ambassador for the Cardiff City FC Foundation with a strong external focus.
7. Cultivate, manage and maintain high level relationships and influence key stakeholders.

Income Generation

8. To maximise income across the income spectrum including contracts, statutory funding, trusts and foundations, individual giving, legacies, community and events and corporate fundraising.
9. To develop relationships with existing and new funding providers.
10. To build a strong pipeline of future opportunities with excellent forward planning.
11. To explore new opportunities to develop and market our services and generate new income.

External Affairs

12. To be the guardian of the Cardiff City FC Foundation brand and ensure the brand fully reflects our values and strategy.
13. To coordinate stakeholder engagement activity – ensuring we communicate effectively with key stakeholders.
14. To generate insights into the needs and expectations of our key audiences and tailor communications to respond accordingly.
15. To increase awareness and build our audience.
16. To relate our work to policy and contemporary issues.

Management

17. To be responsible for leadership and management and oversight of the income generation and external affairs team. Providing line management to staff.
18. To be responsible for the analysis and evaluation of performance information, monitoring and reporting against outputs, outcomes and KPI's.
19. To ensure action is taken in a timely manner and corrective action is taken when required.

Job Description Continued...

Finance

- 20. To contribute to the forecasting, planning and monitoring of the business plan.
- 21. To ensure effective financial and resource management.

General

- 22. To understand and ensure compliance with the regulatory environment and ensure compliance.
- 23. To champion the highest standards of safeguarding, data protection and health and safety.
- 24. To meet deadlines agreed with line manager and key partners with regard to reporting of key performance indicators and other targets.
- 25. To effectively manage and develop strong positive relationships with beneficiaries, key partners and stakeholders.
- 26. To undertake any relevant training as required by line-manager or in line with expectations of the programme funder.
- 27. To attend and participate in meetings with Foundation staff, funding providers and other meetings as appropriate.
- 28. To exhibit and promote company values & behaviours.
- 29. Promote and celebrate equality, diversity & inclusion.
- 30. To out carry any additional work and duties that meet the needs of the business.

Key Relationships

Internal: All Foundation Staff and Trustees.

External: Cardiff City FC Directors and Senior Management, Premier League and Premier League Charitable Fund, English Football League and English Football League Trust, Major Donors, Corporates, Trusts and Foundations, Grant Making Bodies and other funders, Media, Welsh Government, Local Government any other external stakeholders that support and benefit the work of the Foundation.



Person Specification

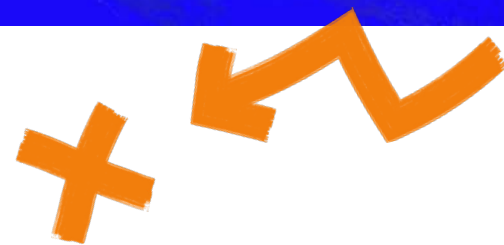
Personal Skills/Characteristics	Essential	Advantageous
Experience		
Strategic leadership experience of income generation and/or external affairs.	✓	
Experience of cultivating, managing and maintaining high level relationships and influencing key stakeholders.	✓	
Experience of leading and managing people.	✓	
Experience of working managing budgets including planning, forecasting and analysing performance.	✓	
Experience of building high-performing teams.		✓
Experience of working in a small to medium sized charity.		✓
Experience of working with the media.		✓
Experience of campaign management.		✓
Skills and Knowledge		
An understanding of fundraising and income generation within the charity sector.	✓	
An understanding of the external environment and how it relates to our work.	✓	
An understanding of marketing and sales.	✓	
An understanding of brand management and development.	✓	

Job Description Continued...

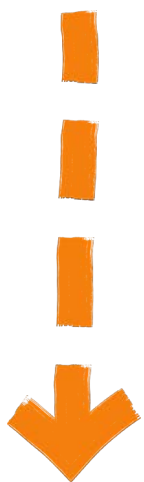


Personal Skills/Characteristics	Essential	Advantageous
Skills and Knowledge		
An understanding of key audiences and ability to communicate effectively with those audiences.	✓	
An understanding of the regulatory environment.	✓	
Influencing and persuading skills.	✓	
Ability to coordinate, plan and organise effectively, prioritise workloads, work under pressure and meet strict deadlines.	✓	
An understanding of the sport, education, health, and community safety landscape(s) in Wales.		✓
Welsh speaker.		✓
Qualifications and Training		
Evidence of continuing professional development in the area income generation and/or external affairs.		✓
Personal Circumstances		
Ability and willingness to work outside of normal working hours, including evenings and weekends where required.	✓	
Hold a full UK driving licence.	✓	
Personal Qualities		
A positive attitude coupled with the ability to work as a part of a team and as a individual.	✓	





Core Competencies



1. Attitude

- » Values and Strategy Pillar Champion
- » Leads team and individuals in a professional manner, acting as a role model for company values & behaviours
- » Accountability for things that happen affecting the organisation
- » The capability and willingness to lead teams to achieve success in line with organisation plans

2. Communication

- » The ability to communicate clearly and concisely at all levels
- » Obtain and respond to feedback
- » Ability to share information, ideas and arguments with both internal and external stakeholders
- » Ability to listen actively, ask question, clarify points and rephrase statements of others to check for mutual understanding
- » Keeping others informed of plans, clearly identifying what is needed from others

3. Development & People

- » Builder of high-performance teams
- » Coach and mentor teams
- » Ability to evaluate and enhance people's capability to do their jobs and make best use of their skills and capabilities
- » Provide feedback in order to improve future performance
- » Seek opportunities to improve knowledge and skills or self and others

4. Financial

- » Forecast, plan and monitor programme budgets

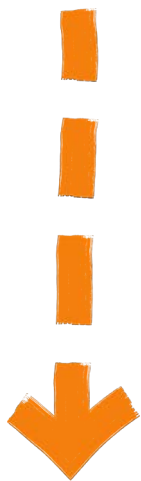
5. Planning & Decision Making

- » Ensure plans align with organisation's strategic goals
- » Ability to react to local community needs
- » Ability to design innovative and creative programmes to provide solutions to emerging trends

6. Stakeholder & Client Focus

- » Create, develop and maintain positive relationships and influence amongst stakeholders
- » Ability to influence

Values



Quality

We provide high **quality** programmes and services that help our beneficiaries achieve their full potential.

Passion

We love what we do and use our **passion** to inspire others. We're proud of the difference we make, the achievements of our beneficiaries and celebrate their success.

Inclusion

We believe in **inclusion**, celebrate diversity, and focus on the needs of each individual and community.

Innovation

We adopt an **innovative** approach to the design, delivery, and evaluation of programmes, co-producing with beneficiaries to ensure a participant led approach.

Professionalism

Our people are coaches, mentors, teachers and role models and conduct themselves in a **professional** manner.



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www.cardiffcityfcfoundation.org.uk

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