



# Head of Fundraising and Partnerships

July 2024

# Note from our CEO

Thank you for expressing an interest in this important and exciting role.

It has never been a harder time to be a young person growing up in the UK. One in four children live in poverty. Recorded knife crime has more than doubled in the past five years. 80% of young people note their mental health has worsened in recent months and youth unemployment is at an all-time high. With youth provision reduced by over 40% since 2015, an already challenging future has been exacerbated by the cost of living crisis which has disproportionately affected the most disadvantaged and widened inequalities.

Amid the gloom, thousands of community sports groups operate, not to create the next sporting superstar but to remove barriers from young people's lives to allow them to thrive against the odds. We are the UK's largest network of community sports groups and we exist to provide our groups with the skills and funding needed so they can become sustainable and deliver their services to those most in need.

If successful, you'll be joining a remarkable Sported team of over 50 people with backgrounds and specialisms ranging from social/youth work and business development to sport development and econometrics. The delivery team are local to their members and reside across the UK. We also have a central office in Borough, London.

Even more capacity is provided by our skilled, knowledgeable and passionate volunteers, who now number more than 200, and who work with the leaders of our member groups – most of them also volunteers – to build the effectiveness and sustainability of their organisations, so that they can do what they do best: positively influence and change the lives of young people.

For more information about Sported, our services and our impact, please see [www.sported.org.uk](http://www.sported.org.uk)

Whether or not you apply for this role, and whether you are successful or not, I'm grateful to you for considering bringing your skills and energy to Sported and our wonderful members.

Yours faithfully,

**Sarah Kaye**  
Sported CEO



# Reach. Include. Empower

Our 2021-25 organisational strategy, sets out how we will strengthen the local workforce and build the resilience of community sports groups.

Through our network of 3,000 grassroots groups, we will improve wellbeing, tackle inequalities and connect communities.

We know sport and physical activity can have **wide ranging benefits** for young people, communities, and society.

Between 2021 and 2025, we have identified 3 priority areas - wellbeing, equality and community - that are hugely **relevant and important** within the current environment, and also where we believe Sported has the **expertise and experience** to have the biggest impact.

At the heart of our work will remain our **long-standing commitment** to support the **passionate, dedicated local people** who are running vital community sports groups across the UK and **building the resilience** of these groups, so that they can survive and thrive.

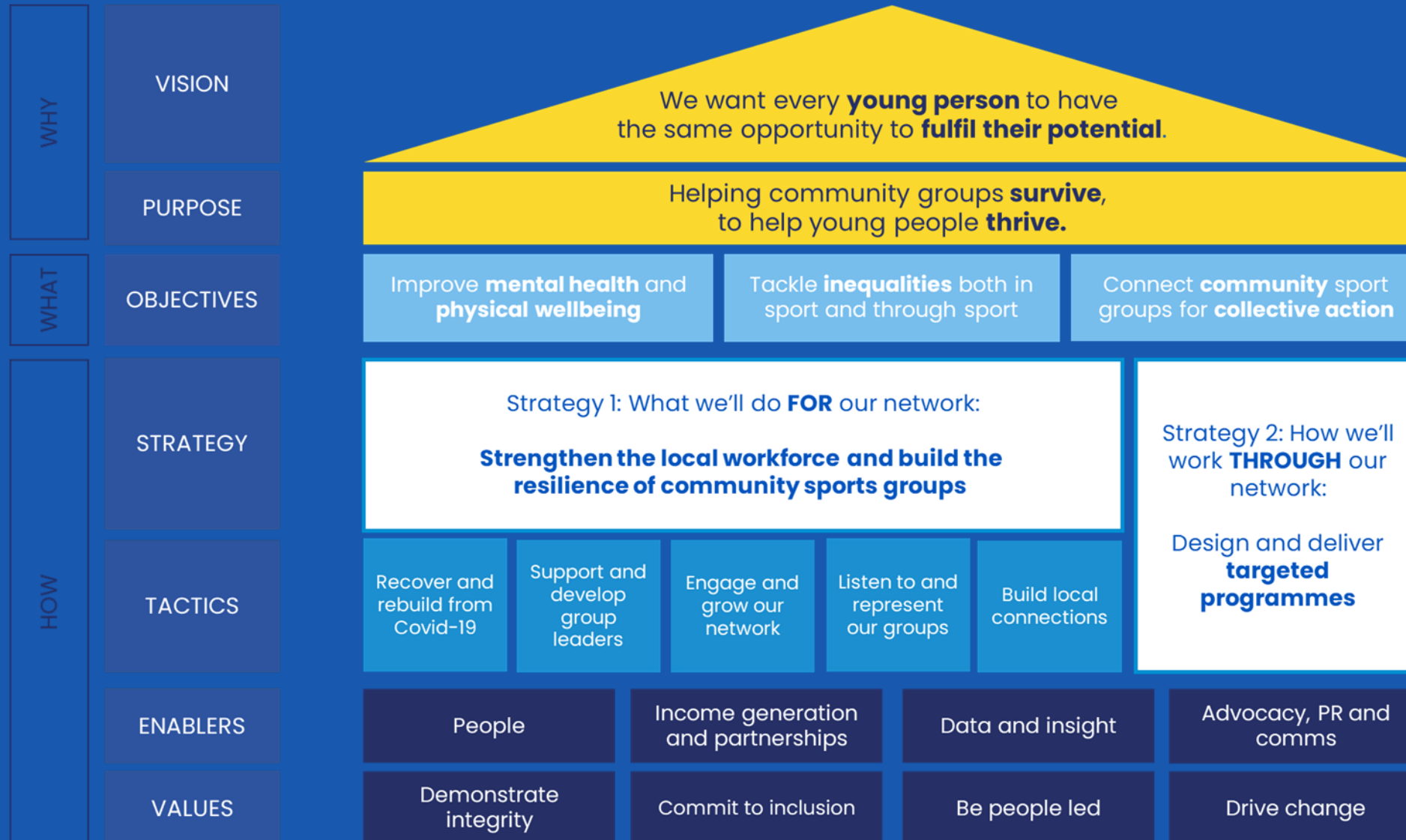
## Our vision

We want every young person to have the same opportunity to fulfil their potential.

## Our purpose

Helping community groups survive, to help young people thrive.

# The Clubhouse



# Sported staff benefits

Up to five days  
paid study leave  
for  
self-funded  
education/training

**At Sported, the wellbeing of our staff is paramount. We are proud to offer benefits to promote a happy and healthy team**

**Flexible working arrangements**, including working from home and flexibility around caring responsibilities

**A confidential counselling service** is available to all employees free of charge

**Annual leave entitlement of 25 days**, in addition to public holidays (pro-rata for part-time colleagues)

Access to a **Pension Scheme** to give you peace of mind

**Virtual Diversity & Inclusion 'Open Space'** every fortnight where the team support each other and educate on issues such as racism

A Sported **'Culture Club'** made up of six members of staff, who come together to discuss Sported staff culture, issues and promote innovation

**Cycle to Work Scheme** available to support our commitment to promoting healthy living

**Volunteer Days - two additional days of paid leave each year to volunteer** for another charity - or our Sported members

Discounted offer for a **12-month Tastecard+ membership** for £29.99 (RRP £79.99), giving you access to an array of discounts across food, shopping and entertainment.

**Daily Exercise is actively encouraged at Sported**, including activities for those based in local teams.

**Personal growth is a key component to the success of our organisation, at Sported we invest in learning and development opportunities**

'Learning Lunch', a timetable of **in-house virtual training sessions** where staff learn from each other on a variety of subjects related to our work



# Our Values

Demonstrate  
**integrity**

Commit to  
**inclusion**

Be  
**people**  
led

Drive  
**change**

We **lead** by example

We are honest, open and  
**trustworthy**

We are **diligent** and  
committed

We are willing to **challenge**  
and be challenged

We are positive, **supportive**,  
and approachable

We **value** an inclusive  
culture

We demonstrate respect  
and **equality** for all

We are led by the **needs**  
of our network and  
volunteers

We invite feedback and  
**respond** quickly

We **collaborate** and  
support our colleagues

We are **innovative** and  
make things happen

We strive for **continuous**  
**improvement** professionally  
and personally

We make a significant  
**impact** to communities and  
young people

# Role overview and Responsibilities

# Role Overview

Founded as a legacy of London 2012 Games, Sported is the UK's largest network of community groups, supporting over a million young people in some of the most deprived and underserved communities.

Although we are the largest network in the UK, there are many more groups that are volunteer-led and sit outside of traditional structures. Survival is a very real challenge that thousands of these groups face, and we have a responsibility we reach and support even more.

- **Job title: Head of Fundraising and Partnerships**
- **Reporting into: CEO**
- **Hours: 37.5 hours (Full-time)**
- **Salary: £60-65k**
- **Location: Hybrid (in London 1-2 days per week)**
- **Annual Leave: 25 days in addition to Bank Holidays**

Our ambition is to double our network to 6,000 groups in the next three years, and in doing so, helping to transform the lives of thousands more disadvantaged young people. The Head of Fundraising and Partnerships role is a critical hire in the delivery of this ambition – increasing and diversifying revenue streams – building on some exceptional fundraising foundations, relationships and partnerships.

We are looking for a Fundraising and Partnerships Lead who is entrepreneurial and innovative, and excited by the prospect of being central to the next stage of Sported's journey.



# Role and Responsibilities

- Part of the **Senior Leadership Team**. Additionally, to work with the Board members on prospects and partners, leading the Development Committee, while providing updates and input to Board meetings.
- Define **new fundraising strategy** focused on growth, that is aligned to the Sported strategy and will support our organisational objectives (doubling our network over the next three years).
- Lead on **all aspects of fundraising** including statutory, trusts, foundations and corporates.
- **Create clearly-defined programme offers and products** that align the varied requirements of corporates with the needs of the Sported network, providing clarity, impact and scalability for funders.
- **Work with Marketing and Communication team** to support our objectives to build the profile of Sported and make the case for sport for good - including a specific engagement plan for corporates and the statutory sector.

# Role and Responsibilities

- Establish **credible pipeline of +£250k per annum multi-year funders** (short, medium and long-term prospects).
- **Achieve minimum of £1m incremental contracted new business** (multi-year value) in each financial year.
- Work with wider partnerships and field team to **develop existing partnerships and embed a partnerships framework** – either via extra financial value or through promotion, connection, reputation etc.
- Bring **a range of connections** that will benefit Sported's fundraising and partnership work.
- Define and **monitor measurement of progress** – tracking pipeline movement and conversion to highlight and respond to key challenges and opportunities.
- Keep track of corporate and third sector trends **ensuring Sported's relevance to emerging areas** of potential alignment (e.g. sustainability, place etc).



# Person Specification

# Skills and Experience Required

- A fundraising heavyweight **with a proven track record of** securing new business and expanding existing relationships (increasing and diversifying revenue streams).
- A natural leader with **high levels of ambition**, who thrives in a fast-paced environment.
- **Knowledge and experience of working across all aspects of income generation** (including statutory, trusts, foundations, corporates), demonstrating a clear understanding of the relative challenges and opportunities of each.
- A track record of taking corporate relationships from **identification through to contract negotiation and renewal**.
- Significant experience of **creating pitches** and presenting to corporate prospects.
- **Strong communication and networking skills** with the confidence to engage stakeholders at all levels (Trustees, volunteers, partners, senior execs).
- Good understanding of the role and **importance** that **CSR/social value** plays in the marketing strategy of major brands/corporations.
- Experience of **working remotely** with 'field' colleagues to develop corporate-focused propositions.
- Ability to be both **strategic and operational**.
- **Ambitious, creative, target-driven and proactive**.
- Experience and ability to **create income products and packages from the needs of our beneficiaries**.

**We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.**

Recruitment timeline:

Closing date for applications: **N/A**  
Role commences: **August 2024**

To apply for this role please head to the [career page](#) on our website, where you will find a link to apply. You are required to upload your CV and supporting statement providing clear examples of how you meet the person specification, ideally including a work portfolio. You should also complete our [Equality and Diversity Monitoring form](#).

To apply for this role please complete the application form and send it to [recruitment@sported.org.uk](mailto:recruitment@sported.org.uk)

Please note: Only successful applicants invited to interview will be contacted. Please assume therefore that if you have not heard from us, you have not been successful for interview.

If you have any questions about the role, please contact: [recruitment@sported.org.uk](mailto:recruitment@sported.org.uk)

