

L'Arche in the UK

Director of Fundraising and Communications



Building a world
where all belong

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Welcome Letter

Are you a purpose-driven, people-loving fundraiser and leader? Do you hunger to inspire people and be inspired yourself? If so, this role as L'Arche Director of Fundraising and Communications is a rare opportunity.

It's certainly a vital role for us and our 11 Communities in the UK. We are proud of how we have responded to the biggest challenges in our history over the last three years. Now we aim to be a beacon for our society - of what social care can be, what community can be, and what life with learning disabilities can be. We want our 50th anniversary year in 2024 to be a celebration of that vision.

To do this we are looking for an entrepreneurial leader to help grow fundraising as a share of our income, and build a bigger movement of people who want to help us change the way the world sees people with learning disabilities.

We believe this role could be life-changing role for you too. Again and again, people come to L'Arche to change the world, and then find they are changed too.

There's something unique created as people without learning disabilities and with learning disabilities share life together in L'Arche - share homes, share lifelong friendship, share their spirituality and creativity and activism.

Since I joined in January 2021, what L'Arche has given to me is a new way of seeing the world by being together with people as they share their lives. This is a role where you can give leadership to a remarkable charity and help make society kinder and more human. You will receive something life-giving too.

If you like the sound of that, please get in touch and explore this with me.



John Casson CMG
National Leader/CEO, L'Arche in the UK

Background Information

L'Arche is a worldwide federation of people with and without learning disabilities, working together for a world where all belong.

In the UK, L'Arche has 11 Communities across three countries where we celebrate people with learning disabilities, and build communities with them rather than for them. We go beyond supporting people's basic needs. We attend to their emotional and inner lives, by building spaces of vibrant friendship, opportunity, spirituality and community life.

People with learning disabilities are integral to everything we do – not just as “service users” but as members, leaders, activists, colleagues and friends. Our mission is to discover and share the unique gifts that people with learning disabilities offer the world.

L'Arche was founded on Christian principles. These principles mean L'Arche stands for the radical inclusion of those who are excluded, and for the right of every person to flourish in their spirituality. We welcome people of all faiths and none, including in our senior leadership roles.

Our mission

- Make known the gifts of people with learning disabilities, revealed through mutually transforming relationships.
- Foster an environment in community that responds to the changing needs of our members whilst being faithful to the core values of our founding story.
- Engage in our diverse cultures, working together towards a more human society.

What we do

We believe that people with learning disabilities have much to teach us and contribute to the world. During the last 50 years, we have learnt that one of the best ways to enable this is by creating Communities with a culture of shared lives between people with and without learning disabilities, from which we can work together to build a more human society.

At L'Arche we celebrate people with learning disabilities and build circles of support around them.



A focus on building relationships and cultivating a sense of belonging is what makes us different from other service providers.

L'Arche Communities hold in balance four key elements: service, community, spirituality and outreach. We believe each element has an important role to play and needs to be present – not only for a Community to be healthy – but to make us better at each of the other elements. L'Arche Communities around the world share this common philosophy and approach, while reflecting and celebrating the ethnic, cultural and religious composition of the areas in which they exist.

Community Life

At the heart of L'Arche is the support we provide to people with learning disabilities. As well as providing high quality housing and supported living, we also work with individuals to access employment and voluntary opportunities. In addition, many of our Communities provide day support services. We also assist people to access relevant healthcare and, where appropriate, to receive therapeutic services. We work to ensure that the needs of individuals with learning disabilities are met holistically, and that people are supported to live fully integrated and empowered lives within the wider communities in which they live.



We have a long history of working with social services and social work departments, health authorities, primary care trusts, registration and regulatory authorities, housing associations and others, to provide high quality support that is recognised as being truly responsive to people with learning disabilities.

National Leadership Team

The National Team, in addition to supporting and guiding the 11 Communities, leads on national projects and strategies. Current work includes:

- three Big Conversations to refresh our vision on: the voice and power of people with learning disabilities; spirituality; and the difference L'Arche makes;
- a 2-year programme to digitise our processes and modernise our IT and finance systems;
- renewing our quality assurance processes to ensure brilliant care and community life for every house and every individual; and
- investing in people and culture to grow our diversity, find and develop new leaders, and build competence, confidence and wellbeing across L'Arche.

Our vision for fundraising and communications

We aim to be a beacon of how social care can be, what community can be, and what life with learning disabilities can be. We are committed to deepening our care provision and lifting our profile to achieve this.

L'Arche has an ambitious vision for our 50th anniversary year in 2024, and for growing as a beacon of both care and community in our society in the years beyond. We want to shift public perceptions of people with learning disabilities, and give more voice and visibility to people with disabilities. We want our 11 Communities across the UK to be more visible, influential and connected as incubators of social change, inclusion and empowerment.

Our fundraising strategy supports this by planning for more independence from pressurised local authority social care budgets, and targeting new resources to invest in our vibrant model of community and faith life. We are doing well but we have so much more potential. We want to grow our proportion of non-statutory, fundraised income (currently 7-10% of our £17m turnover). The strategy aims to grow income for unrestricted and revenue projects, alongside capital projects, and to engage new audiences beyond a core of loyal donors and trusts.



Our communications strategy aims to build new audiences, especially online, to engage people more deeply in how they see and relate to L'Arche and to people with disabilities, and to shift public perceptions and public policy. By building a committed external community of supporters, advocates, partners and future members, we will create the change that's required and build towards a more inclusive and human society.

These are bold goals backed by a committed and engaged Board and executive leadership group, and there is a hard-working and dedicated team in place to deliver. We are looking for a purpose-driven, innovative and experienced Director of Fundraising and Communications to lead a step change in our fundraising and in how we engage with our supporters, partners and the public.

Could you bring your skills, experience and values to make this vision a reality?

Our Diversity Pledge

We actively encourage people with a wide diversity of backgrounds and stories to join us.

We welcome and encourage applications from people of all backgrounds protected by the Equality Act. We encourage candidates who are disabled or from a Black, Asian or minority ethnic background, since these backgrounds are currently under-represented in L'Arche leadership.

Our application process is designed to avoid unconscious biases coming into play, and to make sure people from backgrounds that we haven't traditionally recruited from are able to demonstrate what they can offer.

If there are a few areas in the job description where you feel less experienced, don't let that put you off. We are happy to support people to learn new skills, to provide training, and to make adjustments to make this job the right fit for the right person.

If you would like to talk anything through with someone from our leadership team before applying, please contact our recruitment partners at Richmond Associates, and they would be happy to set up a call.

For further information visit:

<https://www.larche.org.uk/who-we-are>

<https://youtu.be/RSwdYB-czf4>

<https://www.larche.org.uk/impact-report-2022>

The Role

Job Title

Director of Fundraising & Communications

Location

Flexible working location with at least 2-3 days a week in either our London or Manchester offices, and visit the other regularly. Travel to L'Arche Communities will also be involved from time to time.

Reports to

National Leader / CEO

Responsible for

Overall team of 9, based in Manchester, Edinburgh and London

Direct Reports

Communications and Partnerships Manager
Fundraising Manager

Key Relationships

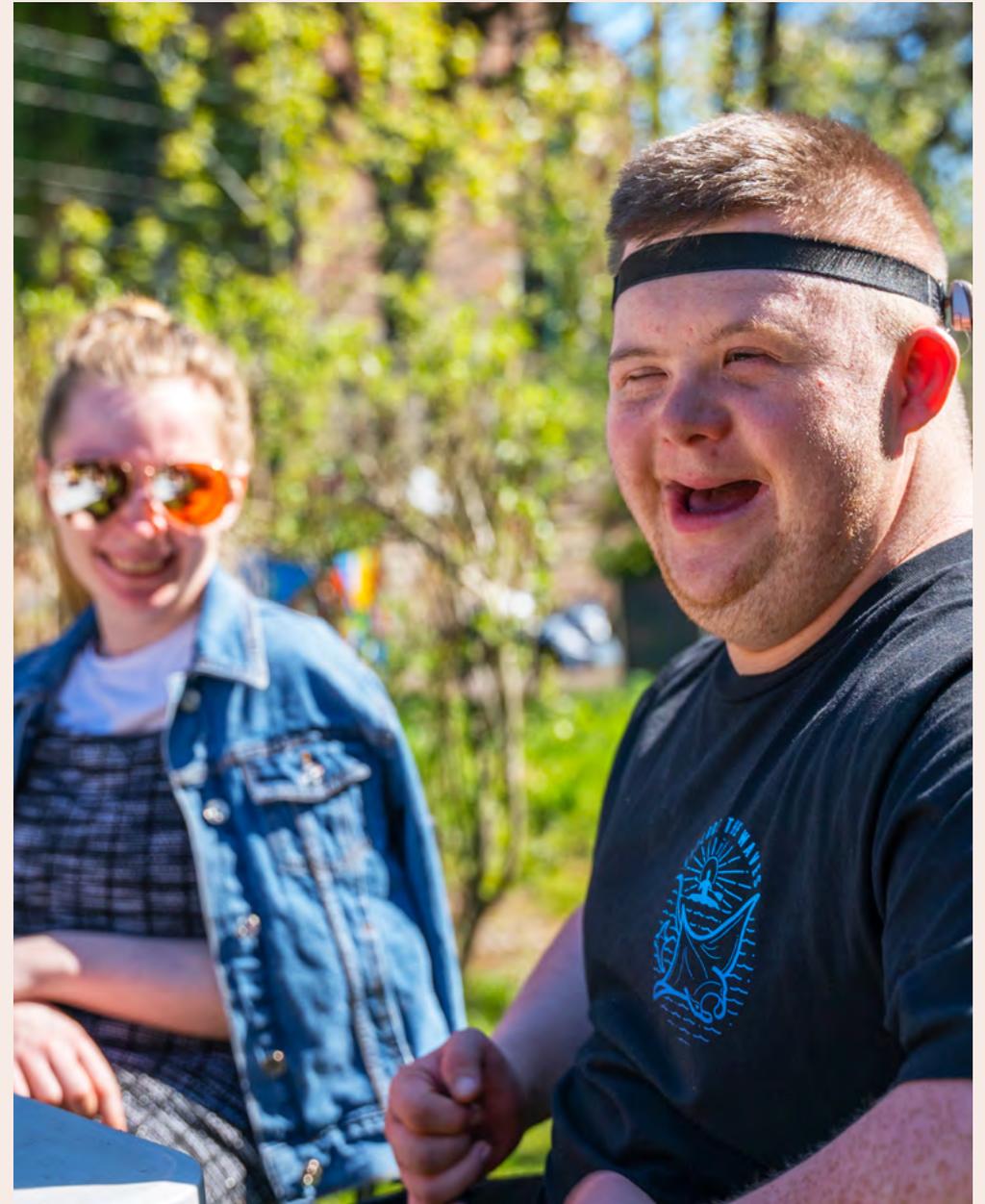
CEO, members of the National Board and Council, colleagues in the National Leadership Team, Donors, volunteers and colleagues among our 11 Communities, and colleagues across the wider L'Arche network.

Purpose

As a core leader in our National Leadership Team, you will lead on all external facing dimensions of L'Arche in the UK.

You will:

- design and drive sustainable and increasing income year-on-year, through a compelling case for support, and an innovative and ambitious fundraising strategy.
- build our public profile and supporter engagement as we communicate the gift of people with learning disabilities, and position L'Arche as a beacon of transformation.
- lead our growing national Fundraising and Communications Teams and nurture the capacity for these areas in our 11 UK Communities.
- contribute to the National Team's leadership role to deliver the L'Arche 2025 mandate and the L'Arche Identity and Mission statements.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Established credibility and become a valued colleague and member of the National Team and a respected leader of the Fundraising and Communications team.
- Galvanised the team and reviewed the current resources, roles and activities, and implemented any appropriate changes to ensure the team are equipped and supported to rise to the challenges of the next phase of fundraising activity.
- Launched a 50th anniversary campaign to run through 2024.
- Developed and began implementing a clear and robust fundraising strategy to increase giving over the next few years.
- Worked with the Communications and Partnerships Manager on a plan to lift L'Arche in the UK's brand profile, effectively utilising the rich stories and assets we have.
- Worked closely with Board members, committees and other senior volunteers and established personal credibility with the key influencers in these groups.



Key Responsibilities

You will be responsible for:

- Delivering annual fundraising targets set by the National Board.
- Developing and delivering an integrated fundraising and communication strategy which builds the brand, ensures cohesive messaging across both functions, and supports relationship-led fundraising.
- Contributing to the development of new impact measurement to identify and improve the specific impact that L'Arche in the UK has in line with our mission.
- Building more effective internal communication across L'Arche in the UK.
- Making L'Arche a model of accessible communication internally and externally.
- Ensuring people with learning disabilities are consulted and included in all areas of work in a way that amplifies their voices.
- Keeping fundraising and communications aligned with the work of the National Team and the L'Arche values, identity and mission.

Leadership

- As a member of the National Team, support the development of L'Arche in the UK and internationally by contributing to collective strategy and operational decisions.
- Champion diversity and wellbeing in our community and organisational life, and maximise the inclusion and voice of people with learning disabilities.
- Lead strategic thinking about the purpose, objectives, capabilities and structure of fundraising, communications and partnership work.
- Model L'Arche values, and foster the identity, mission and values of L'Arche in the UK across the charity.
- Represent the interests of L'Arche in the UK and meetings with international fundraisers and communication leaders.

Fundraising

- Increase fundraising by building and managing a comprehensive pipeline from new and existing streams including individual donors, trusts and foundations, legacies, direct mail, email campaigns and events, to meet annual targets.

- Design a digital fundraising strategy, and build the skills and capability within the team to develop donor journeys, deepen public engagement, and increase fundraising.
- Be the lead donor relationship manager, tracking donor interests and supporting the National Leader and National Board members in key donor relationships and in securing donations.
- Advise the National Leader, Finance Director and National Board on annual

budget and fundraising targets, and the action and capability needed to deliver them.

- Be an ambassador for L'Arche in the UK in major donor meetings and other events, and increase awareness of our mission and encourage support.
- Working with the Finance Team, monitor income generation and inform the National Team and National Board of progress.



- Support our Communities to develop fundraising and communications capacity, and encourage a collaborative and cohesive approach.

Communications and partnerships

- Support and mentor the Communications Manager and team to grow internal and external engagement, build new audiences, and increase our public profile, through digital and non-digital channels.
- Build the capacity of the Communications Team to monitor engagement, use data, and adapt approaches to build influence and relationships.



- With the National Leader, build brand identity and messaging that reinforces L'Arche's mission and identity, and amplifies the voices of people with learning disabilities. Through this, position L'Arche as a sector-leader on issues such as end-of-life care, co-production inclusion and voice, loneliness, and spiritual and emotional formation.
- Support the National Leader and other L'Arche leaders to build influence and advocacy relationships with key partners, sector practitioners, opinion-formers, and decision-makers (for example, with academics, media, sector experts, denominational leaders, politicians, faith-based organisations).
- As a member of the National Team, support the Communications Team and HR Team to deliver a recruitment and retention communication strategy which promotes L'Arche as an employer of choice and attracts a robust pipeline of potential employees, live-in assistants and future leaders who are committed to the purpose and values of 'Arche.
- Lead on crisis public relations support in the event of a challenging PR situation, and advise and brief the National Leader and other representatives engaging with the media.



Management

- Manage a committed Fundraising and Communications Team, building a cohesive team spirit, developing individuals, promoting innovation and collaborative working, and ensuring delivery.
- Lead on team culture and structure, to support innovation, integration and delivery, holding budget responsibility to manage Fundraising and Communications resources effectively and maximise impact.
- Achieve team results through clarity of expectations, a coaching approach and ongoing support for personal and professional development.
- Make regular reports against agreed targets to the National Board, National Council and the L'Arche National Team.
- Keep up to date on trends and developments in the relevant areas, technologies and any applicable regulatory changes.
- Ensure all work is carried out in accordance with current legislation, including GDPR, the Fundraising Regulator Code of Fundraising Practice, and L'Arche policy.

Person Specification

Experience and knowledge

Essential

- Experience of designing and delivering effective fundraising strategies and activities across individual major donors and trusts and foundations, preferably gained in a national or significant regional charity.
- Successfully delivered growth against income targets.
- Experience of delivering or contributing to successful communications or public engagement strategies that have raised an organisation's profile.
- Experience of working with and managing senior volunteers and board member relationships.
- Proven experience in managing complex and nuanced relationships which require a bespoke approach and a high level of judgement.
- Demonstrable success in getting staff and peers to work together for the benefit of the wider institution.
- Track record of working across an organisation in order to ensure donors and supporters receive the best service and consistent care at each point of engagement.

- Experience of delivering and managing change.
- Managed and built diverse teams and developed people to fulfil their potential.
- Experience of leading through influence as well as direct management, promoting results across teams and organisations.

Desirable

- It would be welcome if you have experience of a regulated sector, or of work with marginalised groups (e.g. disability, homelessness, adult social care), or personal lived experience of friends and family with a disability. None of these are required.
- Experience of using your personal voice in digital engagement and public communications.

Skills, abilities and attitudes

- Ability to lead, influence, negotiate and work collaboratively across a complex organisation.
- Excellent relationship-building and interpersonal skills with the widest range of stakeholders.

- Creative, strategic and entrepreneurial, with up-to-date understanding of innovation and best practice in communications and fundraising.
- Ambitious to turn ideas into plans, capability and impact - including prioritising, working to deadlines and empowering others.
- Caring and curious as a manager of people, and when participating in L'Arche community life.
- A confident, approachable and emotionally intelligent colleague and manager, able to nurture and empower people, foster team culture, ensure quality and timely output, and bring people together to achieve a common goal.
- Excellent at written and oral communication, and active listening.
- Resilient and self-aware, with an understanding of what you and others need in order to thrive.
- A solutions-focussed attitude and growth mindset.
- Able to work collaboratively with individuals and groups of all abilities and backgrounds, including people with and without learning disability, and to manage conflict.
- Strong diplomacy, tact and empathy.

Values

You will be:

- Excited by working in a mission-driven organisation and by the vision of personal and social transformation through relationships of belonging with very different people.
- Committed to the values of L'Arche in the UK (see Appendix B), with the self-awareness and discipline to live them out and model them to others.
- Passionate and caring about people with disability and their gifts.
- A person of hope, able to articulate your values, your spirituality and your life story - and to help others express theirs.
- Someone with patience, compassion, courage, integrity and humility; able to acknowledge your personal limits and ask for help.
- Committed to the seven principles of authority in the International Constitution.
- Open to participating in Accompaniment (the L'Arche personal development and mentoring process).

Next steps

Terms

This role is positioned with a salary of c. £60,000 pa (plus London Weighting if applicable). To discuss salary parameters please call **Julie Baker**, Consultant or **Sonja Dunphy**, Managing Director at Richmond Associates using the contact details below.

The package includes:

Annual leave entitlement:

33 days including bank holidays

Pension:

A Group Personal Pension Plan

The appointment is subject to satisfactory references and DBS check.

How to Apply

Applications should consist of:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.
5. Completed equal opportunities monitoring form which can be found here: <https://forms.office.com/r/QwCPXbADDB>.

Our diversity commitments in recruiting

Recruitment for this role will take place using an initial blind review of applications, and candidates with relevant experience will be invited to interview with our recruitment partners, Richmond Associates.

A blind longlist will then be presented to the L'Arche UK panel and personal details will be available to them only once a decision has been made on who will be shortlisted for further interviews.

L'Arche UK will make reasonable adjustments to the process if you have a disability or long-term health condition, or if you need something different or additional for an interview. Please get in touch with us via our recruitment team at Richmond Associates, for a conversation about this.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Julie Baker, Consultant, or Sonja Dunphy, Managing Director at Richmond Associates.

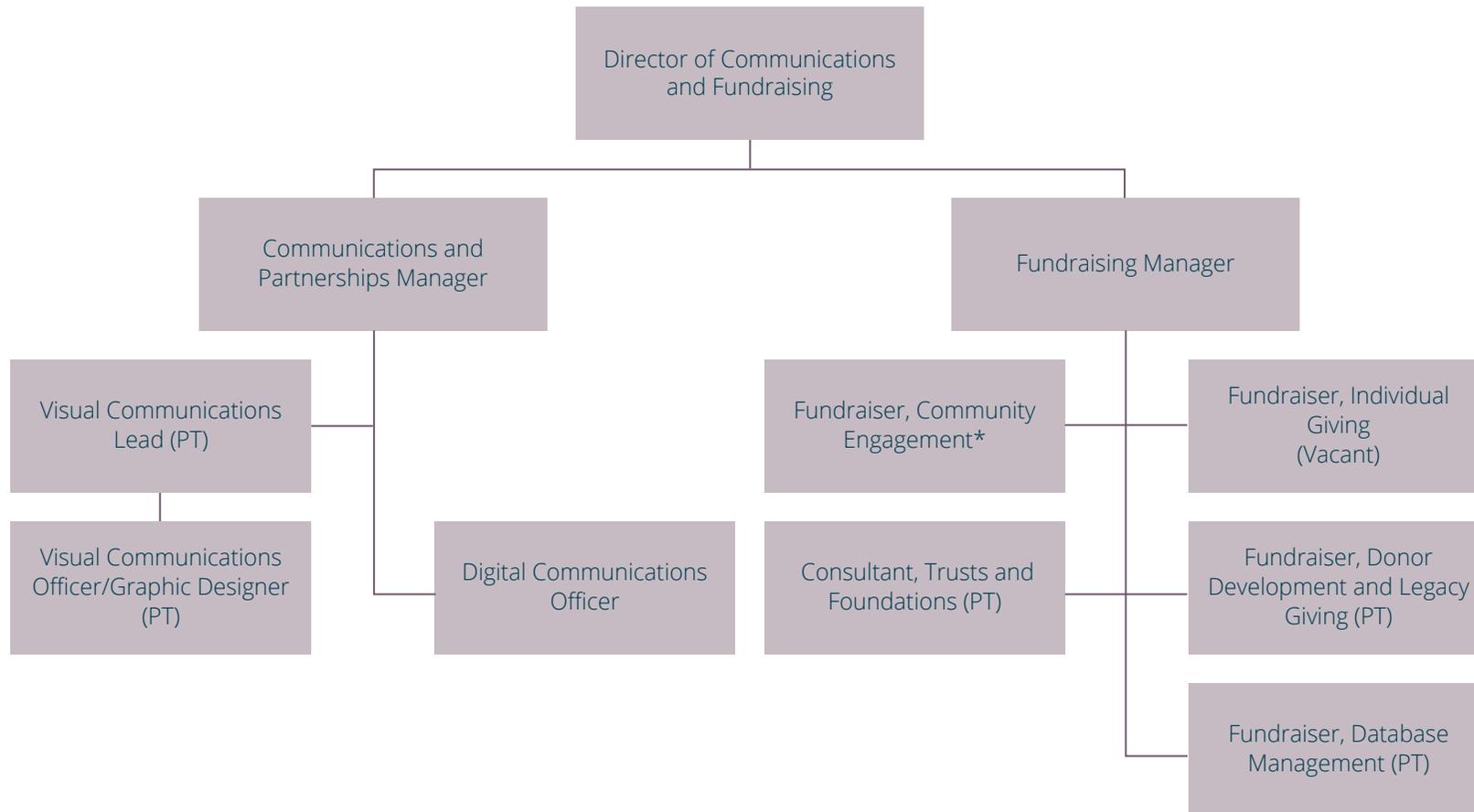
First interviews with L'Arche UK will take place in **w/c 17 April**, with panel interviews taking place in **w/c 24 April**.

Closing date for applications is 9am Thursday 30 March 2023.

Please send your application to **Kate Tilley**, Business Support Administrator

✉ info@richmond-associates.com (preferred)
📍 7-10 Adam Street
London WC2N 6AA, UK
☎ +44 (0) 20 3617 9240

Appendix A - Organisation Structure



Appendix B - L'Arche Values

We value:

Treating people with dignity and respect:

We value every person and celebrate who they are. We do not just tolerate diversity, but actively embrace it in our communities. A key way we demonstrate dignity and respect is by being fully present to each other when we are together and listening deeply to one another.

Friendliness and welcome:

We are deeply committed to building friendships together, which calls us to live life with a joyful and grateful spirit. A key way we demonstrate friendliness and welcome is by offering meaningful invitation and welcome to newcomers and also to each other on a daily basis.

Empathy:

We are committed to understanding and sharing the feelings of one another. We prioritise the qualities of compassion, caring, and kindness to nurture empathy. A key way we demonstrate empathy is through the quality of the shared life we build together.

Integrity:

We strive to have integrity in everything we do and in every relationship we build, seeking to be authentic and honest, trustworthy and open because to build meaningful relationships we need to reveal who we are. A key way we demonstrate willingness to be both vulnerable and courageous.

Commitment to community building:

We choose to share life together rather than merely work together. Sharing life means we create mutual relationships with one another and also share responsibility for the life and wellbeing of the community as a whole, practicing forgiveness and celebration and creating a place of belonging that is open to all who share our mission and values. A key way we demonstrate our commitment to community building is through our nurturing of our shared spirituality expressed through the community traditions and practices that shape our daily life together.

Openness to reflection, learning and growth:

We are personally committed to growth and development in the dimensions of L'Arche identity and mission and also support the growth of the whole community by nurturing the gifts of each person, creating a learning culture together and being attentive to our personal and communal spiritual life. A key way we demonstrate our commitment to learning is the frequency and quality of our personal and group reflective practices and processes.

Commitment to the vision and mission of L'Arche:

We actively engage in all dimensions of L'Arche mission and practice both personally and communally. A key way we demonstrate our commitment is our visibility as people with and without learning disabilities together engaged in our local neighbourhoods and the wider world in order to shape a more human society.