

# Job applicant information pack

## Fundraising Manager



# About us

At Action Tutoring, we believe every child should be given the **opportunity to succeed** in school.

But in the UK today, young people from disadvantaged backgrounds are less likely to achieve the grades they need to progress in life. This isn't because they are any less able; they have less access to the tools to help them **reach their potential**.

We don't think this is fair. We know tutoring is an effective way of improving academic attainment and so we harness the **power of volunteer tutors** to bridge the gap and ensure this help can be accessed by every pupil who needs it, **not just those who can afford it**.

We specifically help pupils facing socio-economic disadvantage and who are at risk of leaving primary or secondary school without reaching national standards in their exams. We work **in partnership with schools** in nine cities and regions across the UK, delivering weekly tutoring in English or maths to those pupils who need it most.



## Our mission

Action Tutoring supports young people facing **socio-economic disadvantage** to achieve a meaningful level of academic attainment, with a view to enabling them to progress in education, employment or training.



We do this by partnering high-quality volunteer tutors with pupils to increase their **subject knowledge, confidence** and **study skills**.

Our **vision** is a world in which no child's life chances are limited by their socio-economic background.

# Our values

Our team are passionate, dedicated, professional and supportive.

We are a values driven organisation and the following **six core values** underpin what we do and how we seek to do it.

Learn more about our values at:  
[www.actiontutoring.org.uk/our-story/](http://www.actiontutoring.org.uk/our-story/)



**High standards**



**Reflective**



**Evidence based**



**Aspirational**



**Integrity**



**Collaborative**



## Our impact in 2022-23

**58,880**

sessions of  
tutoring delivered

**5,743**

pupils benefitted  
from tutoring sessions

**1,743**

volunteer tutors  
supported our work

In the summer of 2023, the first year group since 2019 sat normal exams without special grading arrangements to account for lost learning during the pandemic.

Even before the pandemic, disadvantaged pupils were **already 18 months behind** their non-disadvantaged peers on average by the end of secondary school. The effects of the pandemic on education are still being felt and this gap is now the largest it has been in twelve years. In 2023, just 44% of disadvantaged pupils met expected standards, compared to 66% of non-disadvantaged pupils in the primary phase of education.

Our analysis shows that primary pupils who were supported by Action Tutoring in 2022-23 for ten sessions were more likely to achieve the expected standards than other disadvantaged pupils across the country — by 7 percentage points in reading and 14 percentage points in maths. In secondary schools, after attending at least 10 tutoring sessions, our pupils were nearly 13 percentage points more likely to pass maths GCSE than other disadvantaged pupils nationally.

For more information, head to: [www.actiontutoring.org.uk/our-impact/](http://www.actiontutoring.org.uk/our-impact/)



# Fundraising Manager

**Diversity, equity and inclusion** are a core part of Action Tutoring's culture; having a diverse workforce helps us innovate and deliver better programmes for pupils. We recognise diversity covers many aspects of identity and we continually strive to make our workplace more inclusive and equitable, to empower everyone to be heard, respected, and valued. We are currently actively seeking to increase diversity within our team focusing on **ethnicity** and **age**.

Action Tutoring is **committed to safeguarding and promoting the welfare of children and young people** and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

## Reports to

Head of Philanthropy

## Salary

£36,000-£37,665 per annum, depending on experience, plus London Weighting of £2,205 per annum.

## Contract and hours

Permanent, full-time but will consider requests for four days (0.8/0.9 FTE) per week. We offer flexible hours with 9.30-4 as core hours. A full working week is 37.5 hours.

## Closing date

Sunday 12th May 2024

## Interviews

20th, 22nd and 23rd May 2024

## Start date

Ideally end of May/June 2024

## Place of work

London office: [Fivefields](#), 8-10 Grosvenor Gardens, SW1W 0DH

The candidate can be based anywhere in England, however will need to be in London 4-6 per month for meetings with funders and team collaboration.

## Benefits

25 days per year (an additional day of leave will be given for each year of service up to a maximum of three extra days) plus bank holidays and three days at Christmas.

Employer and employee contribution to pension following successful probation period, in line with auto-enrolment pension requirements.

Further information about our benefits can be found on page 7.

## DBS requirement

All Action Tutoring staff must undergo a DBS check suitable for their role.

## To apply

Please submit [here](#) an application form answering:

1. Please detail your successful track-record of securing and stewarding five+ figure grants.
2. How have you used outstanding verbal and written communication skills to engage funders or donors? Please provide clear examples.
3. When you've been working to tight deadlines and within a team, how have you effectively managed and prioritised your time? Please provide clear examples.
4. Tell us about how our organisational values are in line with your values

Applications that fail to meet these criteria will automatically be discounted. We want you to have every opportunity to shine and to show us your talents—please let us know if there is anything we can do to make sure the assessment process works for you.

# About the opportunity

Fundraising is critical to delivering our mission and ensuring we can support as many children and young people facing disadvantage to open doors to their future. The Philanthropy Team as a whole has a combined target income for the current year (2023-24) of £1.83 million (growing to £2.35m as our target for next year), of which approximately £850k is from corporate donors and their foundations, £100k is from individuals, and the remaining from trusts and foundations. We have been successful year on year in increasing our fundraising base by building secure multi-year partnerships.

We are looking for a Fundraising Manager to work within our passionate Philanthropy Team to help grow our fundraised income and develop and maintain an effective, high-quality funding pipeline. Focussing predominantly on eliciting funding from trusts and foundations, and working closely with the Head of Philanthropy, CEO and Corporate Partnerships Manager, the Fundraising Manager will ensure the effective management of existing funder relations and take responsibility for ensuring Action Tutoring meets its reporting obligations. The Fundraising Manager will be responsible for the line-management and development of three Fundraising Coordinators, through which you and your team will prepare and submit grant applications and funding reports, alongside overseeing the development and growth of our individual giving activities and initiatives, including through expansion of our fundraising events and campaigns.

## Duties and responsibilities

- Work with the CEO, Head of Philanthropy and Corporate Partnerships Manager to ensure Action Tutoring's fundraising targets are met and manage an effective pipeline across Action Tutoring's different income streams.
- Manage and maintain existing funder relationships, including proactive and requested reporting to donors.
- Work closely with the Head of Philanthropy and Corporate Partnerships Manager to identify relevant opportunities for collaboration that promote generating income. Alongside your team, support, prepare and provide expertise on applications for corporate funding opportunities identified by the Corporate Partnerships Team.
- Working with your Fundraising Coordinators, research and drive new opportunities for multi-year commitments from trusts and foundations, sharing workload between the team.
- Lead on the preparation and submission of high-quality, effective applications, with support from the Fundraising Coordinators.
- Monitor when grants are due for renewal and proactively seek out renewal conversations, ensuring Action Tutoring has a healthy funding pipeline.

## Duties and responsibilities continued

- Work with the Fundraising Coordinator for Campaigns, Events and Individual Giving to build Action Tutoring's income generated from events, ensuring an attractive range of event options across the country. Manage the Fundraising Coordinator to ensure places are secured, participants are supported and engagement is expanded.
- Work with Fundraising Coordinator for Campaigns, Events and Individual Giving to build Action Tutoring's income generated from individual giving, developing campaigns for driving more regular giving and building our strategies to cultivate, engage and thank individuals.
- Act as a system manager for fundraising platforms, databases and tools including Just Giving and the Giving Block, with support from Fundraising Coordinators.
- Oversee the development of the fundraising area of the website and fundraising pack to attract new funders and fundraisers to the charity, with support from the Fundraising Coordinators.
- Manage the Fundraising Coordinators, ensuring they are growing and developing, and that work load is shared fairly.
- Represent Action Tutoring at relevant meetings and events.
- Alongside your team, prepare applications for corporate funding opportunities identified by the Corporate Partnerships Team.
- Ensure accurate record-keeping of corporate partnerships and relationships on Salesforce and any other relevant systems.
- Any other ad hoc responsibilities as deemed relevant by the CEO.

# Person specification

This role requires an ambitious, passionate and determined individual with outstanding written and verbal communication skills. Alongside your team you will be responsible for writing and submitting grant applications and reports, so an excellent understanding of the English language and a keen eye for detail are crucial for success within this position. Working to deadlines and line-managing three Fundraising Coordinators, exceptional time-management, prioritisation and organisation skills are essential. With a focus on developing our individual giving strategies, we're looking for an individual with excellent interpersonal skills.

## Qualifications criteria:

- A\*-C in maths and English at GCSE (or equivalent experience).
- Right to work in the UK.

## We are looking for some of the following attributes, though you might be more experienced in some areas than others:

- At least two years experience in fundraising (preferably within trusts and foundations fundraising).
- Proven track record in securing and stewarding 5+ figure partnerships.
- Outstanding written and verbal communicator with significant experience writing and submitting grant applications and reports.

## You will be likely be more successful in this role if you have:

- You have a proven track record of securing and stewarding grants of 5+ figure funding.
- You have a passion for educational inequality/working within the Third Sector.
- Line management experience.
- Experience in event and campaign fundraising.
- Experience working within a charity with a turnover of £3M or more.

# Our benefits

## Hybrid working

We offer a **flexible** combination of office and home-based work. For those not based in London who can't access our **beautiful office**, you can visit a **co-working space** with your regional colleagues once a month.

## Holiday

25 days holiday a year (plus UK public holidays), increasing by a day for each complete year of service (up to three extra days). We provide an **additional three days pro rata of holiday in the period between Christmas and New Year**.

## Flexitime and TOIL

We have a flexible policy for working hours, and offer TOIL where staff have to work particularly early in the day or late in the evening, so that they can **reclaim those hours** at another time.

## Sabbatical leave

We offer **paid and unpaid sabbatical leaves** to our long standing colleagues.

## Proofreading support

As well as checking the accuracy of all content Action Tutoring shares with external audiences, our proofreading team **supports individuals** who would value an extra pair of eyes on their writing.

## Mental health focus

We have **trained mental health first aiders** and all team members and 5 of their friends and family have free access to Headspace and the Health Assured Scheme.

## Knowledge-sharing

Lots of opportunities to **learn** from others in the organisation, including policy briefings, shadowing colleagues and peer-to-peer development.

## Team away days

The whole team across the UK gets together three times a year. The days are filled with **knowledge-sharing** and skills development opportunities and also give a chance to catch up and socialise with colleagues through fun activities.

## Culture of celebrating

Regular **thanks and praise** and monthly recognition of 'heroes' to celebrate employees going above and beyond.

## Flexible Bank holidays

Team socials around team days, regular bring-and-share team lunches and other activities.

## Ad hoc projects

Interested in other **exciting topics** relevant to our charity? Then join one of our working groups (including policy, diversity and inclusion, curriculum and training, socials, data and insights) and support with ongoing projects.





# Our awards



We are proud to be listed as one of the 100 best small companies to work for in 2022.

We received this award thanks to our commitment to mental health and culture of collabora-

As a disability confident committed employer, we are dedicated to proactively supporting people with disabilities and developing our understanding and procedures.



We have been acknowledged as a 'Rising Leader' by the Headspace for Work Mindful Workplace Awards.

We strive to incorporate mediation and gratitude into our work culture.

We have been certified by the Living Wage Foundation as an employer who pays all of our staff at least the living wage.



# ACTION TUTORING

[www.actiontutoring.org.uk](http://www.actiontutoring.org.uk)

[hello@actiontutoring.org.uk](mailto:hello@actiontutoring.org.uk)

0300 102 0094

@ActionTutoring

Action Tutoring | [www.actiontutoring.org.uk](http://www.actiontutoring.org.uk)  
Action Tutoring, Fivefields, 8-10 Grosvenor Gardens, Victoria, SW1W 0DH  
Registered charity number: 1147175 | Company number 08105978