



# Recruitment Pack

Director of Fundraising,  
Communications and Operations

October 2021



# Dear Candidate

Thank you for your interest in the role of Director of Fundraising, Communications and Operations for Unseen.

Unseen is a leading UK anti-slavery charity with one aim: to end slavery. We seek to do this through supporting, educating and influencing others.

We believe modern slavery is a heinous crime against those most vulnerable in our society. It is an issue that seeps into all walks of life and requires a collaborative effort to prevent it from continuing to destroy the lives of women, men and children across the UK and beyond.

Since its inception in 2008, Unseen has been leading the fight against modern slavery working with stakeholders and partners across the UK, including the UK Government, to bring forward legislation, improve survivor support and strengthen prevention activities.

Our work has never been more important. Despite the ongoing Covid pandemic, Unseen has seen a continuation of vulnerable individuals caught up in a wide range of exploitative situations including young people forced to run and sell drugs, men and women forced to work for little or no pay, and girls, boys, women and men being sexually exploited.

We are looking for an inspirational and forward-thinking leader who can help further the vision for the organisation and lead multi-disciplinary teams to optimise our internal operations and maximise our fundraising and communications activities. We are looking for an individual who has a track record in delivering operational excellence, someone who is not afraid of change or a fast-paced environment and understands the range of fundraising and communications activities to achieve sustained success.

As an organisation focused on equality and diversity, we welcome applications from survivors of modern slavery, those with diverse backgrounds, cultures, and religion, from black and minority ethnic backgrounds, and those from the LGBTQ+ community.

The deadline for applications is **Friday 3 December 2021** and first interviews will take place in mid-December 2021.

**Andrew Wallis OBE**

**CEO, Unseen**

# About us



Founded in Bristol in 2008 by CEO Andrew Wallis Unseen has, over the past 13 years, grown into a leading national anti-slavery charity providing Government-funded services under the Home Office Adult Victim Care Contract and operating the 24/7 UK wide Modern Slavery & Exploitation Helpline.

Using our knowledge and expertise, and coupled with our understanding of grass roots issues through the Helpline, Unseen seeks to influence at the highest levels to effect change. Our goal is to raise awareness and develop an evidence base that supports that call for change.

## Our vision

Our vision is simple: a world without slavery. Ultimately, we want to put ourselves out of business.

## Our mission

To **support** potential victims and survivors of modern slavery to seek help, access services, recover, rebuild their lives and become independent, reducing the risk of re-exploitation.

To **inform** and educate others, including the public, statutory agencies, governments and corporates to understand modern slavery and how we can collaborate to make the UK intolerant to exploitation and modern slavery practises.

To **influence** policy and decision makers in the UK and overseas to protect the vulnerable and target the perpetrators.

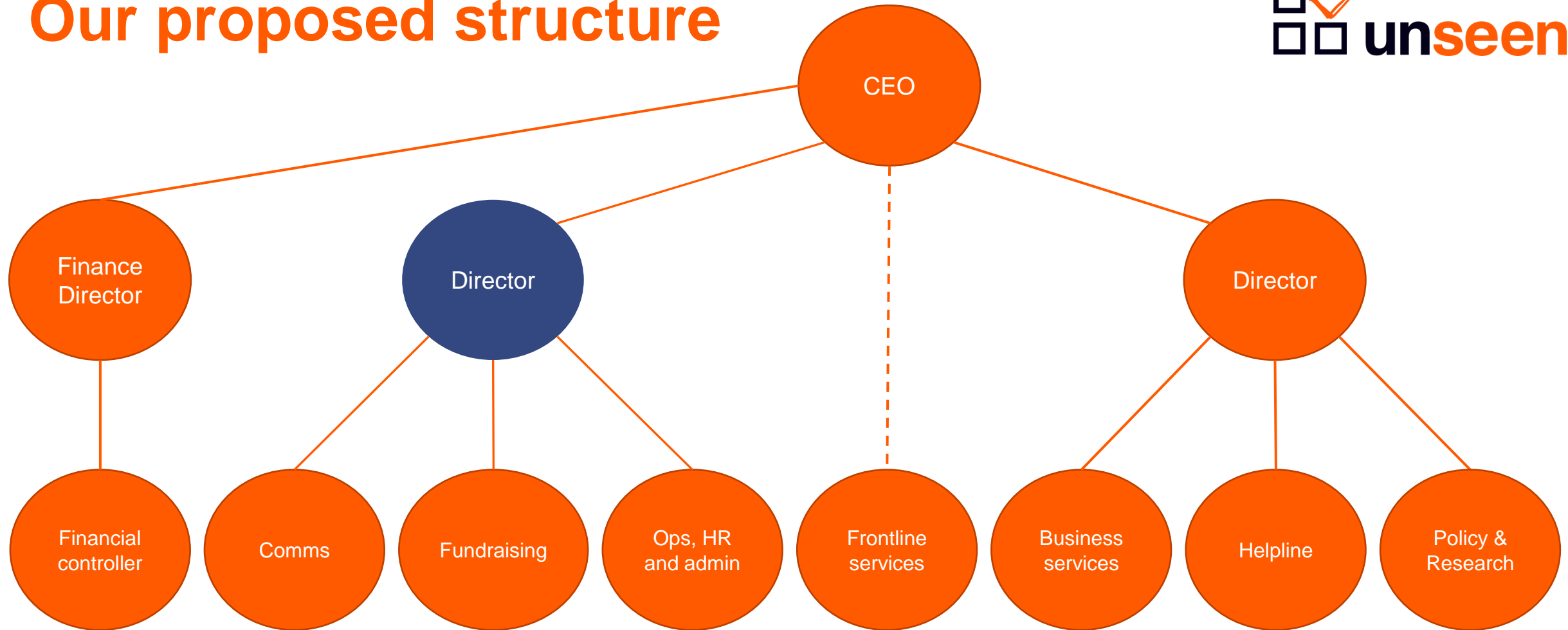
# Our strategy

Recognising the difficulties a pandemic would create around the work of Unseen, the senior leadership team introduced a recovery plan in May 2020, which is currently in effect and will run until the end of 2021. The aim of the recovery plan is twofold: to ensure we can maintain our existing services; and to build back strongly from the financial and operational impacts of the pandemic.

Our new five-year strategy will come into effect from January 2022, with five core strands:

- 1 Educate others** More people know about modern slavery and the impact of their buying decisions on the lives of others. By 2027, we want to have trained and raised awareness of more than 1 million individuals.
- 2 Support services** Continue to provide helpline and direct support services that meet the needs of individuals. By 2027, we want to have answered more than 50,000 calls and contacts into the Helpline, indicating more than 20,000 potential victims.
- 3 Business Services** Support businesses to effect behaviour change, increase understanding and change practice so that fewer workers are at risk of exploitation. By 2027, we want to be reaching 20,000 businesses and partnering with more than 500.
- 4 Policy development** By 2027, we aim to have in place a strengthened policy arm of the charity to influence evidence-based change, utilising data from the Helpline and our work with businesses.
- 5 Optimise operations** To achieve all of our aims and aspirations we will optimise and streamline our internal operations to deliver quality outputs for survivors and value for money for those who financially support us.

# Our proposed structure



The Director of Fundraising, Communications and Operations will report directly to the CEO and will form a key part of Unseen's senior leadership team.

# Director of Fundraising, Communications and Operations



**Location** Flexible. Home-working initially. The successful applicant must be able to travel to Unseen's Head Office in Bristol regularly.

**Salary** **£53,542 - £58,171 FTE (Pro-rata for PT staff) (Pay scale 49-53)**  
depending on experience

**Date** October 2021

**Reports to** CEO

This is an exciting opportunity to join a fast-paced and ambitious organisation at a time of growth and re-organisation. As a strong, collaborative and inspirational leader, you will be responsible for setting the vision and direction for your various teams. You will lead multi-disciplinary fundraising, communications and operations teams, including administrative, and HR functions for the organisation. Your drive and determination will be core in helping the organisation achieve its income generation targets as well as optimising cross-organisational operational frameworks and processes. Using your significant communications experience you will ensure all of Unseen's internal and external communications channels and networks are maximised and utilised appropriately to meet the organisation's objectives. Your leadership style will ensure you strive to get the best out of your teams and you will have a passion for personal growth and learning as well as a track record in developing others to succeed.

The Director role will report directly to the CEO and will form a key part of the senior leadership team.



# Key responsibilities and tasks



- To oversee multi-disciplinary teams focused on fundraising, communications and operations providing vision, direction and support to achieve the organisation's objectives.
- To influence external organisations, potential funders and others to promote and support Unseen to achieve its mission.
- To be a full and active member of the senior leadership team, contributing to the aims of the organisation and demonstrating Unseen's values in everything you do.
- Work with senior leadership colleagues to actively develop leadership skills within immediate teams and across the organisation.
- Analyse and evaluate all fundraising activities to ensure maximum impact and return on investment.
- Supporting and enabling the Head of Operations to assess and review the organisation's internal processes and procedures to optimise organisational resiliency and efficiency, ensuring value for money is consistently achieved.
- Contribute strategically to relevant organisational change, ensuring minimal disruption to projects, teams and individuals.
- Enable an ethos and environment of open and accessible communications across the organisation, ensuring teams and individuals are kept appropriately informed of change.
- Supporting the ongoing development and growth of the various teams to help them achieve their full potential.
- Embody Unseen's values working with colleagues across the organisation collaboratively, ensuring communications and fundraising activities and asks accurately reflect and highlight the unique work of the organisation and the individual projects.
- Ensure regular engagement with supporters and sponsors is maintained, to build and maintain strong relations with all stakeholders.
- Seek appropriate and timely contributions and feedback from senior leadership colleagues on operational proposals, communications activity and key fundraising bids, to instil understanding and foster organisational alignment.
- Oversee financial administration and support the Finance Director and Financial Controller to maintain strong controls across the organisation.
- Support senior leadership colleagues and the senior management team to foster strong and collaborative working relationships across the organisation to create an environment where everyone feels valued and appreciated.
- The postholder will take on the role of Data Controller ensuring Unseen complies with its GDPR requirements and the appropriate organisational oversight of SARs and FOI requests, providing a monthly dashboard of requests and their status to other SLT colleagues.



# Person Specification



## Leadership and Management

- Strong track record in managing diverse teams to excel and deliver complex work programmes to time
- Track record of working to tight deadlines with strong prioritisation skills
- Demonstrable experience of being able to work at strategic levels, with and through others, in a fast paced environment
- Track record in positively effecting organisational change, promoting a clear vision and influencing organisational direction
- Ability to see the bigger picture, step back from the detail and create an empowering environment that encourages others to take ownership and succeed

## Influencing and partnering

- Experience of working with key stakeholders to achieve organisational aims and objectives
- Ability to represent Unseen and articulate its values with confidence and professionalism to a range of stakeholders, funders and partners in person and on paper
- Experience of leading and overseeing complex contractual relationships with key suppliers

## Financial Acumen

- Experience of managing budgets operating within tight controls
- Experience in monitoring and evaluation fundraising outputs to drive success

## Fundraising, communications and operational expertise

- Experience of managing internal and external multi-channel communications
- Previous direct experience of working in at least two key fundraising areas
- Experience of managing complex HR issues and a working knowledge of HR legislation
- Strong understanding of core organisational requirements including GDPR, ISO, legal regulations and requirements, and staff recruitment

# Person Specification



## Desirable criteria

- Experience of delivering or overseeing events
- Experience of developing strong organisational communications
- Experience in digital fundraising or marketing
- Excellent project management skills and the ability to prioritise workload and meet deadlines
- Excellent communication skills with ability to share information effectively internally and externally
- Excellent verbal and written communication skills, including the ability to produce reports and other materials for targeted audiences

## Values

- Commitment to social justice issues and the restoration of vulnerable people
- Proven understanding of and empathy with the needs and rights of those impacted by having been exploited, trafficked and enslaved
- Seeing the value that others bring, value their opinion, and provide positive feedback and constructive criticism when appropriate

## Other

- Comfortable working under pressure, to deadlines and goals demonstrating resilience
- Creativity in approach to problem solving
- Willing to work flexibly, to work outside core office hours (evenings and weekends), to travel, and to cover 'Heads of' roles as required
- Be solution focused

## ...our numbers

Unseen's mission is to end slavery by informing others, equipping stakeholders and influencing decision makers

**2008**

The year Unseen was established

**63,000**

The number of incoming and outgoing calls received and made by the Modern Slavery & Exploitation Helpline operated by Unseen, in its first five years

**84**

The approximate number of staff members and bank staff employed by Unseen

**477**

Total number of survivors supported by Unseen through accommodation and outreach support between 2011 and 2020

**£2,321,534**

Unseen's total income in 2020, as reported



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Registered company number 06754171

[unseen.org](https://unseen.org)