



Strategic Engagement Manager

What you need to know about this role:

Job Title:	Strategic Engagement Manager
Responsible to:	Head of Network Development
Contract:	12 months Fixed Term (with potential to extend for up to 2 years subject to funding)
Location:	Home-based or London office (Vauxhall) with hybrid working
Working Hours:	Flexible between 28–35 hours per week
Salary:	£34,775 – £36,775 pa (pro rata if less than 35 hours per week; London Weighting if applicable @ £3,226 pa)
Closing date:	9am on Monday 8 April 2024
Interviews:	Wednesday 17 April 2024 in person in London office

INFORMATION FOR APPLICANTS FOR THE POST OF STRATEGIC ENGAGEMENT MANAGER

Thank you for your interest in the above role. This pack tells you more about the Kinship, how we work, and details of the role and the people you will be working with. It also gives information on how to apply.

About Kinship:

Kinship is the leading kinship care charity in England and Wales. We offer kinship carers financial, legal, practical and emotional support and understanding from the moment they need it, for as long as they need it. Our expert advice, information and guidance helps with complicated and stressful decisions that so many kinship families have to make. We are always there to support them through challenging times and celebrate the good.

Kinship carers are strong and determined. Together, they are powerful. We help them build communities of support and action by connecting families locally and across England and Wales.

We are at the heart of kinship networks, partnering with and influencing service providers, local and national government and other organisations. We give everything we have to fight for each family and their rights, changing society until every kinship family is recognised, valued and supported.

Kinship care often begins in crisis. A child has parents who are unable to care for them, for whatever reason. It can be frightening, confusing and heart-breaking.

Instinctively, a loved one steps in – a grandparent, brother, sister, aunt, uncle or family friend. They are now a kinship carer, bringing up the children they love. There is often no chance to prepare. Plans may be pushed aside. Relationships, jobs and savings are frequently sacrificed.

It is life changing and challenging raising children who have been hurt or neglected, but kinship carers do it anyway because they put the children first.

We know how hard life can be for kinship carers, but we have seen the amazing things they are capable of, with someone by their side. With the right support, children raised in kinship families can flourish.

That is why we support, connect and campaign – to keep kinship families stronger by keeping them together.

About the Team:

The Strategic Engagement Manager role sits in our newly formed Network Development team, created to ensure successful delivery of our Department for Education funded Training and Support Service. The Network Development team is part of the Development department which also includes Business Development, Fundraising, and our development work in Wales.

The Network Development team is responsible for engaging with Local Authorities and other strategic partners to raise awareness of our work and drive referrals of kinship carers to our services. As a department, we generate income through a range of channels to maintain and extend our wide-ranging support to kinship carers.

About the role

The Strategic Engagement Manager is a key role in our Network Development Team, reporting to the Head of Network Development. The postholder will work with organisations across England to build partnerships which help us to reach more kinship carers with our Training and Support Service. Developing our partnerships across multiple locations and varied organisations will enable us to reach a broader, more diverse community of kinship carers – ensuring as many kinship carers as possible benefit from the service and our wider Kinship Community offer.

We are looking for a capable and energetic partnership development professional to join our team and help us achieve our ambitious targets for this programme, for Kinship, and for kinship carers.

Key responsibilities:

- ✓ Working with the Head of Network Development to plan and execute a new strategic approach to developing partnerships with relevant organisations
- ✓ Building an up-to-date and accurate picture of the organisations in contact with kinship families
- ✓ Leading on the development and ongoing management of partnerships across a wide range of organisations including education and health, charities and cultural and faith groups
- ✓ Establishing connections between partner organisations, the Training and Support team, peer support groups, Kinship's services, and the wider ecosystem of kinship support
- ✓ Proactively using our Salesforce CRM database to record, collate, and analyse information to inform delivery and evidence effectiveness of your work
- ✓ Collaborating effectively with internal colleagues and external partners to collect and share information and to develop and deliver effective plans to reach and engage kinship carers
- ✓ Collaborating with the marketing team to develop integrated plans or reaching and promoting Kinship to key organisations
- ✓ Being a credible and knowledgeable face of Kinship, including preparing and delivering high quality presentations, in person and online, to raise awareness about the Training and Support Service and other services and programmes
- ✓ Promoting available resources including the online information hub, Kinship Compass to kinship carers
- ✓ Collaborating with partners to attend awareness raising workshops on the Training and Support Service, establish referral pathways, and improve signposting to support
- ✓ In collaboration with the training team, supporting the development and delivery of high quality and engaging training and support roadshows and events for kinship carers

Knowledge, abilities, skills and experience

Essential

- Experience of delivering a strategic engagement plan to develop strong, collaborative relationships with a range of stakeholders, ideally in a relevant role and organisation
- Experience of proactively and successfully identifying and securing new relationships, managing a pipeline, and account managing relationships
- Excellent project management skills with proven ability to work across teams and coordinate work and activity to achieve organisational objectives
- Ability to respond quickly and effectively to external opportunities and developments
- Excellent communication skills, with an ability to present information clearly, accurately, and persuasively
- Ability to represent Kinship confidently and effectively with a range of audiences
- Experience of using databases to manage and build relationships (ideally Salesforce)
- Experience of working in a fast-paced environment, responding with flexibility and agility to changing and competing priorities and emerging opportunities
- Able to work on own initiative and take responsibility for own area of work
- Ability to apply Equalities, Diversity and Inclusion Principles in all areas of work
- Empathetic, with an understanding of the lived experience of kinship carers and the children and young people they care for.
- Confident user of Word, Excel and PowerPoint
- Ability to travel to meet the needs of the role

Desirable

- Experience of kinship care
- Own vehicle and clean driving license

Equality Diversity and Inclusion

Kinship is committed to championing equality, diversity and inclusion. We believe our work is greatly enhanced by the varied backgrounds, experiences and views represented within our teams. We aim to create inclusive teams, celebrate differences and encourage everyone to join us and be their true self at work. We therefore encourage applications from anyone who fits our values, whatever their religion or belief, sex, gender identity, race, age, sexuality or disability and are actively seeking candidates that can bring real innovation and commitment to us.

Candidate Application Information

Please refer to the Job Description for this role to check that you meet the criteria in the "knowledge, skills and experience" section that are necessary for the job.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined in the job description.

Please tell us if there are any reasonable adjustments, we can make to assist you in your application.

How we select candidates

To adhere to our commitment to Equality, Diversity and Inclusion, Kinship uses Artificial Intelligence (AI) as part of an Applicant Tracking System (ATS) – BeApplied. This ensures personal characteristics, such as age, ability, ethnicity etc. are **not** available to the shortlisting panel. The BeApplied ATS system goes further by aiming to remove all socio-demographic details that might affect decision making. This is known as 'Anonymous Recruiting'.

You are invited to apply for this role via the BeApplied recruitment platform [here](#).

Any applications arriving after the closing date will not be considered for shortlisting unless there are exceptional reasons.

Kinship reserves the right to close a recruitment campaign earlier than the advertised where we have received sufficient applications.

Key Dates:

Application Deadline: 9am on Monday 8 April 2024

First Interview: Wednesday 17 April in person in London office

If you would like further information or an informal chat about this role, please contact **Tom Bucher**, tom.bucher@kinship.org.uk

What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

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Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

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We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



Our Values:

Be bold

We fight for what's right with focus and determination

- Be driven by evidence and deliver quality
- Innovate bravely, fail fast and learn quickly
- Challenge constructively to move us forward



Be stronger together

We see the bigger picture of our work and value collaboration to drive impact

- Recognise and value the part everyone plays
- Bring different strengths and expertise together with purpose
- Ask whose voice and experience may be missing



Step up

We all take responsibility for changing lives and changing the system

- Actively seek and share knowledge
- Step in with ideas and solutions Ask for
- and give honest feedback



Put people first

We care about each other and create spaces where people feel they belong and can thrive

- Bring people together to share experiences and celebrate success
- Listen with curiosity not judgement
- Support with understanding and compassion



What we can offer you:



Community:

- Employee resource groups (including Equality, Diversity and Inclusion Working Group and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



Family:

- Our policies include kinship care, compassionate, dependents, and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.
- Wellbeing Wednesdays
- Charity Worker Discount



Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Working hours:

The working week is currently 35 hours per week from Monday to Friday. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

Travel:

For this role, there is a requirement to occasionally travel across the nations (England and Wales). There may also be, on occasion, the need for overnight stay. Reasonable travel, subsistence and hotel expenses will be covered using the Charity's expenses procedures.

Pension scheme:

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements.

Probationary period:

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post.

Flexible working:

Kinship will consider applications for flexible working arrangements. Kinship will enable as many jobs to be open to job sharing as is operationally practicable.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector.

Standard clauses:

- This role will require satisfactory Disclosure and Barring Service (DBS) clearance.
- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note: This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

Kinship is the working name for Grandparents Plus, which is a company limited by guarantee registered in England and Wales under number 4454103 and registered as a charity under number

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