



**Application pack for the post of**  
**Head of Reach, Impact and Insights**

November 2023

**Together we can find a home for every child who needs one.**

# Introduction

## Together we can find a home for every child who needs one.

Thank you for your interest in the post of Head of Reach, Impact and Insights. This is an exciting opportunity to be part of the rapidly growing Home for Good team and enable us to increase our reach and impact as we seek to find a home for every child who needs one.

This pack outlines the role and provides a little information about Home for Good. It includes:

- An introduction to Home for Good
- The job description
- The person specification
- Essential employment information
- An outline of the application procedure
- An overview of our values

If you have any questions or would like an informal chat about the role, please do contact us.

## HR Team

[hr@homeforgood.org.uk](mailto:hr@homeforgood.org.uk)



# An introduction to Home for Good

Every 15 minutes, a child or young person in the UK enters the care system. Each child has intrinsic worth and value. Every child needs the same things to thrive: a stable place to call home, an environment that feels safe, someone they can trust who will offer care and support.

Right now, there's an urgent need for foster carers across the UK. Nearly a quarter of young people in care are over the age of 16, yet there are limited high-quality options for accommodating these young people in safe, appropriate places. There are children waiting more than 18 months for an adoptive family who can offer them the care they need – this includes children who are male, children who are Black, children with a disability and children in a sibling group.

**Home for Good has a bold vision to find a home for every child who needs one in the UK through fostering, adoption and supported lodgings for teenagers. We believe the Church has a crucial role to play.**

There are over 50,000 churches in the UK. In every village, town and city in the country these churches – big, small and in between – are filled with people who want to follow the example of Jesus, seeking justice, showing compassion and practicing hospitality. When we read the Bible, it's impossible to ignore the fact that this is an issue close to God's own heart. Psalm 68 tells us that God sets the lonely in families.

We inspire and equip individuals, families and churches across the country to play their part to ensure that every child experiences the stability, care and sense of belonging they deserve. Through our resources, content and training packages, we practically equip individuals and families as they explore fostering, adoption or supported lodgings for teenagers. We mobilise churches and communities to welcome, understand and support families who love and raise care-experienced children.

Home for Good is not a fostering or adoption agency but works closely with local and district authorities, adoption and fostering agencies, and supported lodgings organisations to find resilient and caring homes. We particularly focus on finding homes for the children and young people who wait the longest.

Home for Good is a national charity with a local mission – we have team members and volunteers across England, Wales, Northern Ireland and Scotland, working on the ground to inspire the local Church, build partnerships and ultimately find homes for the thousands of children who are waiting.

But we don't just work at the local level – we are committed to sparking systemic change too. We take the stories, experiences and wisdom of care-experienced children and those who care for them, and we build a bridge between those whose voices are too often ignored, and those who have the power to enact real change.

Home for Good is driven by a vision: that together we can find a home for every child who needs one. We are delighted that you are interested in joining us as we seek to make this vision a reality. Thank you.

# Job description

## Introduction

We are looking for a strategic team leader with energy and experience of leading through change – someone who has a passion to achieve Home for Good's mission to find a home for every child that needs one. You will need to be able to lead a team of staff and volunteers to better evidence impact and learning from our core business activity and ensure we're on track to achieve our desired impact for children. You will be joining Home for Good at an exciting time as we celebrate our 10-year anniversary, launch an 18-month integrated campaign and embed a new digital strategy to improve our reach and impact to better tackle the scale of the problem we seek to address.

## Organisational culture

We are a collaborative team, each bringing different skills, stories and ideas, united in our shared vision and faith. We are a team who trust and value one another, remembering that we are more than the sum of our outputs; we are people made in the image of a creative God. As a remote organisation, we encourage connection with one another, scheduling regular team time on Teams and in-person team away days.. We encourage a healthy work/life balance and provide opportunities to pray, have fun and encourage one another..

## Reporting lines

Reports to Chief Impact Officer

Line management responsibility for the England Engagement Team

## Main tasks

### 1) Leadership and Management

- Team leadership and line management of the England Engagement team to include annual regional business planning and the delivery of regional strategic plans.
- Initiation and effective management of strategic England-wide Church and key denominational relationships, to include the Black Majority Church community.
- Leading and cultivating a culture of learning and evaluation to better inform what works, working closely with Home for Good's Advocacy Lead to identify research opportunities and insights generation.

### 2) Collaborative working

- Working collaboratively with the Northern Ireland and Nations Lead, Head of Digital and Brand, Head of Operations, Head of Events and Festivals, Head of Enquiry and Family Care and the Commercial Lead to deliver Home for Good's aims and high-level objectives.
- Working cross-organisationally to implement digital/automation recommendations from the digital strategy and consultant expertise to enable all Church Engagement activity to scale and convert to meet the scale of need in the children's social care system.
- Responsible with individual income targets set for fundraising from churches and other speaking engagements whilst working collaboratively with the Director of Fundraising to maximise the amounts raised



### 3) Strategy and analysis

- Digitally confident, able to generate knowledge and insights from data analysis to inform business priorities and ensure excellent team performance against Home for Good's desired impact to find homes for children.
- Leading on volunteer engagement strategy to ensure high quality experience for all Home for Good volunteers throughout recruitment, activation, management and support. Creating Home for Good community hubs to harness volunteer energy, passion and creativity to inspire and activate the Church to find homes, and support through peer support, prayer and giving.
- Leading on systematic, timely, accurate evidencing via CRM of all business activity across Home for Good in England, including working with Operations to make strategic Salesforce system improvements and support the regional teams to attend and provide evidence and stories for commissioner and funder review meetings.
- Leading on identifying and coordinating new project workstreams that sit outside of the central Operations team remit.

### 4) Other responsibilities including

- Leading and contributing to cross-organisational team meetings, team away and prayer days.
- Demonstrating Home for Good's values in action.
- Commitment to equity, diversity and inclusion and safeguarding children and vulnerable adults.
- Working well in partnership with a range of external organisations and representing Home for Good externally to a range of audiences.
- Willingness to travel and develop in-person connection with regional staff and volunteers.
- As a leader in the organization, creating a 'can do', solutions-focused culture

You may also be required to carry out such reasonable additional or other duties as necessary to meet the needs of Home for Good from time to time.

*Home for Good employees are expected to understand and operate within our safeguarding policy and guidelines especially those parts which are specific to the roles.*

*This post is subject to an Occupational Requirement that the postholder be a committed Christian under Part 1 of Schedule 9 to the Equality Act 2010.*



# Person specification

Experience	Essential/ Desirable
1. Experience of working in the children and families sector	Essential
2. Experience of leading through change and managing high performing teams, both staff and volunteers, in multiple geographical locations.	Essential
3. Experience of leading cross-org strategic business planning and successful implementation against set targets.	Essential
4. Experience of evidencing impact against desired org outcomes, through data and story-telling, setting up effective processes and systems to capture evidence.	Essential
5. Experience of working to implement digital and automated improvements to systems and processes to maximise scale, reach and impact.	Essential
6. Some experience of marketing, audience insights and community fundraising.	Desirable
7. Supporting staff and volunteers in their safeguarding practice,	Desirable
8. Experience and understanding of the Black Majority Church community network.	Desirable
Knowledge	
9. Understanding of the children's social care system and how the Church can play its part to affect positive change for children in the system.	Essential
10. Knowledge of the Church landscape in England and the engagement opportunities and challenges it presents.	Essential
11. Understanding of effective staff and volunteer management processes e.g Safer Recruitment.	Essential
Skills/Abilities	
12. Ability to work collaboratively, both internally and externally, to include developing scope and workplans for external consultant support.	Essential
13. Highly competent in salesforce (or equivalent) to include data analysis to track progress and performance and generate improvement insights and learning across the organisation.	Essential
14. Ability to lead and cultivate culture of learning and evaluation to better inform what works.	Essential

15. Interest and ability to identify research opportunities and insights generation.	Essential
16. Demonstrable leadership with regards to equity, diversity and inclusion in all areas of responsibility.	Essential
<b>Personal qualities</b>	
17. A clear commitment to the Christian faith and agreement with Home for Good's basis of faith.	Essential
18. Passionate about promoting fostering, adoption and supported lodgings and able to identify with and be committed to the vision and ethos of Home for Good.	Essential
19. Ability to maintain high standards of ethics, integrity and professionalism, including handling sensitive information with confidentiality.	Essential
20. Capacity for self-reflection and a commitment to accountability, learning and personal growth.	Essential
21. Able to travel and occasionally work weekends and evenings.	Essential

# Employment information

Job title:	Head of Reach, Impact and Insights
Purpose:	See job description
Location:	Home working, with occasional travel within the UK.
Contract length:	Permanent
Start date:	Negotiable.
Hours of work:	<p>This is a full-time role (35 hours per week) but there may be the flexibility of working at least 0.8 FTE (28 hours per week) as a part-time role.</p> <p>Some weekend and evening work will be required. Home for Good operates a time-off-in lieu system.</p>
Holiday entitlement:	25 days annual leave per year plus bank holidays (pro-rata)
Salary:	£35,945 per annum
Pension/Life Assurance:	<p>After three months, automatic enrolment into a direct contribution pension.</p> <p>Home for Good has a Group Life Assurance policy for all employees.</p>
Overtime:	Paid overtime is not applicable to this position.
Period of notice:	Four weeks during probation, twelve weeks thereafter.



# Application procedure

To apply, please submit a CV and two page supporting statement/ covering letter via the [Job Opportunities section](#) of our website. The supporting statement/ covering letter should illustrate how you meet the requirements of the role as specified in the job description and person specification. Please include three references, one of which should be from your current church leader and one from your current/most recent employer. Please also provide details of your current notice period if applicable and most recent salary.

The closing date for receipt of applications is **9am on Friday 15 December 2023**. Short listing will take place soon after the closing date.

Interviews will take place on **Wednesday 20 December 2023**. When a decision has been made, we will inform all candidates of the outcome.

Home for Good will treat your application as private and confidential. Unsuccessful candidates will be notified by email and their applications will be securely destroyed after one year.

Our Equal Opportunities Policy includes facility for justifying that all posts have an occupational requirement that they be occupied by people who can demonstrate a personal Christian faith. Candidates are therefore asked to confirm that they assent to a statement of faith, which is summarised through the Nicene Creed (see Ethos Statement).

We welcome applications from all suitably qualified persons and all appointments will be made on merit. We are seeking to ensure a diverse workforce and welcome applicants from ethnic minority groups who are currently under-represented at this level in the organisation.

# Our values

Our two core values are the twin threads that run through every aspect of our work. All that we do is shaped by, built upon and fuelled through being **child-focused** and **faith-rooted**.

## Child-focused

Children and young people will always be at the heart of Home for Good. We are passionate about finding a great home for every child who needs one, where they will be loved and nurtured and enabled to thrive. We affirm the infinite value and believe in the potential of every child. We will do all we can to advocate on their behalf, championing their needs and celebrating their successes, ensuring their voices are heard.

## Faith-rooted

Our Christian faith inspires, motivates and encourages us to act and to believe that change is possible as we stand firmly on a strong theological foundation and commit to prayer for every aspect of our work. We will hold on to faith amidst setbacks and challenges and step out in faith to act. We are open about our faith and recognise the potential in the Church to make a difference, but we do not expect preferential treatment and are keen to work in partnership with those of other faiths and of no faith.

## Our principles for working

### We are innovative

We seek new and creative solutions. We see opportunities and possibilities. We are dynamic and responsive. We dream about what could be and then we intentionally plan, develop and create all that is needed to get there.

### We are relational

Within our team, across our organisation and throughout our networks, we value relationship and believe in the synergy of collaboration. We dream together, we make decisions together and we work together. We celebrate diversity, respect differences and are generous with our ideas.

### We are hopeful

We are optimistic and focus on what can be done to find solutions. We recognise that fostering, adoption and supported lodgings are not easy and we will be honest about challenges and frustrations, but we seek to be a catalyst for change and make a positive difference in every situation.

### We pursue excellence

We are professional, invest in training and ensure a good level of understanding. We ensure that information we share is accurate and up-to-date, and we are careful and intentional in our messaging. We are eager to learn from those with experience and expertise, and we enable people to play to their strengths.

Home for Good has chosen the Nicene Creed as our statement of faith:

- We believe in one God, the Father, the Almighty, maker of heaven and earth, of all that is, seen and unseen.
- We believe in one Lord, Jesus Christ, the only Son of God, eternally begotten of the Father, God from God, Light from Light, true God from true God, begotten, not made, of one Being with the Father. Through him all things were made. For us and for our salvation he came down from heaven: by the power of the Holy Spirit he became incarnate from the Virgin Mary, and was made man. For our sake he was crucified under Pontius Pilate; he suffered death and was buried. On the third day he rose again

in accordance with the Scriptures; he ascended into heaven and is seated at the right hand of the Father. He will come again in glory to judge the living and the dead, and his kingdom will have no end.

- We believe in the Holy Spirit, the Lord, the giver of life, who proceeds from the Father and the Son. With the Father and the Son he is worshipped and glorified. He has spoken through the Prophets. We believe in one holy catholic and apostolic Church. We acknowledge one baptism for the forgiveness of sins. We look for the resurrection of the dead, and the life of the world to come.

We expect our Staff, Champions and Local Movements to ascribe to this statement of faith.