

# advocate



Director of Development  
Application Pack

## **About us**

We are a national charity that finds free legal assistance from volunteer barristers. We believe that fair and equal access to justice is the foundation of our society. That the quality of your legal representation shouldn't depend on the depth of your pockets, but the merits of your case.

We match people who need free legal help with barristers who are willing to donate their time and expertise for those who cannot obtain legal aid and cannot afford to pay.

We are the only pro bono charity to provide access to legal assistance in all areas of law, in all courts and tribunals across England and Wales. We exist because committed barristers care about access to justice for everyone.

We have been facilitating free legal help since 1996 and have grown into a thriving organisation working with almost 4,500 volunteer barristers. Our staff team comprises nineteen dedicated casework, fundraising and administrative staff, as well as a committed team of student casework volunteers who work with us daily. We have eleven trustees on our Board which is chaired by Sir Robin Knowles CBE. As two of the trustees step down, we are currently also recruiting three new trustees to bring their expertise and experience to guide our work and with a particular focus on helping to develop our strategy for the next three years.

## About the role

We are looking for a Director of Development to join the Senior Management Team, working alongside the Chief Executive and the Chief Operating Officer/Director of Casework.

This is an exciting opportunity to play a key role within Advocate in which you will be responsible for developing our engagement with new stakeholders in the Bar, achieving the fundraising goals, and communicating with supporters, stakeholders and partners. This includes all aspects from developing strategies through to delivery. We are looking for someone who shares our passion for access to justice and the role pro bono plays within that.

This role is a permanent position.

<b>Location:</b>	You will be required to work both from home and the office in central London.
<b>Salary:</b>	£42,000 – 45,000 (pro rata)
<b>Hours:</b>	Minimum of four days per week
<b>Report to:</b>	Chief Executive

## Job description

### Key responsibilities

- Responsible for leading the development of excellent relationships with new stakeholders across the Bar, the wider legal community and advice sector to increase engagement with Advocate
- Responsible for developing, delivering, and monitoring the annual fundraising plan
- Responsible for devising and managing communications and events to increase Advocate's profile
- Actively contribute to Advocate's wider strategy as part of the senior management team alongside the Director of Casework and the Chief Executive

### **1. Responsible for leading the development of excellent relationships with new stakeholders across the Bar and the wider legal community and advice sector to increase engagement with Advocate**

- Design a new strategy for stakeholder engagement in collaboration with the Chief Executive

- Develop and maintain effective stakeholder relationships, in particular
  - Build new relationships with chambers nationwide to increase volunteering in collaboration with the Volunteer Manager
  - Build new relationships with the advice sector to raise awareness of Advocate and the service we provide
  - Strategic engagement with the Circuits, Inns and Specialist Bar Associations
- Engage in networking and other activities to identify and build relationships

## **2. Responsible for developing, delivering and monitoring the annual fundraising plan**

- Develop, deliver and monitor the existing fundraising plan, including the annual authorisation to practice process
- Develop donor relationships with new organisations and individuals
- Build and maintain existing donor relationships
- Deliver fundraising events including the Bar Pro Bono Awards and the Christmas Carol Concert

## **3. Responsible for devising and managing communications and events to increase Advocate's profile**

- Develop, deliver and monitor a new communications strategy to
  - Support the growth of engagement with all our stakeholders
  - Raise awareness of Advocate's work more broadly (writing articles and the use of our website, social networks, video)
  - Oversee the management and content of Advocate's website
  - Maintain a presence on social media
  - Produce marketing materials and key publications
  - Lead our involvement in Pro Bono Week and other initiatives
- Demonstrate the impact of our work through the development of case studies
- Pursue opportunities for joint partnership events with stakeholders

## **4. Actively contributing to Advocate's wider strategy as part of the senior management team alongside the Director of Casework and the Chief Executive**

- Line management of the Development Co-ordinator (to be recruited)
- Work in partnership with the Senior Management Team to plan, develop and implement the business plan within agreed timescale and budgets
- Undertake any other responsibilities as reasonably requested by the Chief Executive.

## Person specification

### Knowledge and experience

- Understanding of the Bar of England and Wales
- Experience of working at a senior level and managing staff
- Experience of developing and delivering fundraising strategies and events
- Experience of donor stewardship
- Experience of the voluntary sector
- Experience of influencing a wide range of internal and external stakeholders
- Good understanding of communications strategy, particularly in relation to brand, marketing and digital and how to raise Advocate's profile
- Up to date knowledge of the potential use of digital platforms and social media to achieve strategic engagement and communication aims

### Skills and attributes

- Excellent organisation, interpersonal and communication skills; both written and verbal (including to senior external audiences)
- Ability to produce publications and promotional literature
- Ability to work as part of a team and to influence, manage and motivate people
- Ability to work autonomously to take forward and shape areas of key strategic significance
- Ability to communicate with a wide range of people, liaise with other organisations and forge partnerships
- Excellent computer skills

### Personal qualities

- Proactive, positive approach to developing the work of Advocate and a commitment to the development of pro bono legal services
- Commitment to promoting equality, diversity and inclusion.
- Flexibility and willingness to learn new skills

## Summary of our aims and objectives for the current year

### **Aim 1 - Strengthen our casework service to make it the best it can be for our applicants and volunteers**

- Increase the number of cases placed
- Provide better support for volunteers
- Create a more personal service

### **Aim 2 - Increase our reach to people who need our help by working in partnership with the voluntary sector**

- Ensure frontline voluntary sector organisations are aware of our service
- Ensure vulnerable people can access our service

### **Aim 3 - Deepen our relationship with the Bar to further embed pro bono and celebrate 25 years of the Bar's pro bono work**

- Celebrate and highlight the Bar's pro bono work
- Further embed the value of pro bono with barristers at all stages of their career

### **Aim 4 - Build a stronger organisation supporting our people, with a secure financial underpinning, and effective governance**

- Support our people
- Develop a fundraising strategy and robust financial processes
- Strengthen our governance with a particular focus on diversity
- Explore new premises

## Application process

To apply for the position, please submit a CV and cover letter (no more than two pages) to Holly James at [hjames@weareadvocate.org.uk](mailto:hjames@weareadvocate.org.uk) outlining your interest and setting out how you meet the requirements in the person specification.

We would be grateful if you would also complete the [equal opportunities form](#) if you are willing to do so.

If you would like to find out more about the role please contact Holly James [hjames@weareadvocate.org.uk](mailto:hjames@weareadvocate.org.uk).

**Closing date:** Thursday 2<sup>nd</sup> December 2021

**Shortlisting:** Friday 3<sup>rd</sup> December 2021

**Interviews:** Week of 6<sup>th</sup> December 2021

Advocate is an equal opportunities employer.

**Thank you for your interest.**