



# Sunshine Coach Programme Manager & Schools Engagement Lead

## Information for applicants

# Welcome

In 2019, Variety, the Children's Charity, celebrated its 70<sup>th</sup> birthday in the UK. In that time Variety has supported well over 1 million children by funding nearly 6,000 Sunshine Coaches, almost the same number of wheelchairs, and thousands of grants to individual children, schools, youth clubs and other organisations for specialist equipment. Variety is also involved with a number of capital projects which transform the facilities of hospitals and SEN schools. In addition, each year tens of thousands of children are taken to special events and day trips by our wonderful *Variety Great Days Out* team and every single day we're improving more young lives. We do it with practical, tangible help. Help that makes a real and immediate difference.

Variety's rich heritage and longevity in the sector affords it some tremendously loyal supporters. It has an extensive network of volunteer committees who act as ambassadors for the Charity in both programme delivery and fundraising.

Our 70<sup>th</sup> birthday also marks a major turning point for the Charity's journey with some key appointments: a new Chief Executive, Jo Carter, joined at the end of April 2019 and a new Head of Fundraising in November 2019. Variety is currently undergoing a major review of its charitable programmes and operations to ensure that they are relevant, fit for purpose, needs driven and maximise impact to both individual families, schools and children's organisations and the wider community. The Charity's brand and digital presence is in the process of being overhauled with the aim to reach a new generation of Variety beneficiaries and supporters.

Over the past 12 months Variety have seen demand for its services increase by almost 25%. As the Charity prepares for a period of ambitious growth, we are introducing a series of new roles, as well as building on existing ones, to ensure that we have the right skills in place to deliver our plans to help more children and young people. This new role of Sunshine Coach Programme Manager and Schools Engagement Lead will enable Variety to continue to deliver our flagship Sunshine Coach programme year round while also resourcing us for significant growth in our work with schools across all of our grant-giving programmes.

As we continue to develop the Programmes team which is at the forefront of the charities work, working directly with our applicants and beneficiaries, we are looking for people who have lots of energy and ambition, those who are excited about being part of a team working together to build on the amazing history of the Charity. We are also looking for people who have a natural passion for the work of Variety. Variety's head office in Camden Town is home to a small but dynamic team. This provides an opportunity to be involved in a variety of activities and cross-working with other departments but be personally responsible for managing a specific strand of our service delivery.

This is an exciting time to join the team at Variety and play a vital part in enabling many more children and young people to gain access to the support and life enriching opportunities Variety offers.

We hope you feel encouraged to apply. For more information visit [www.variety.org.uk](http://www.variety.org.uk)



**Dave King**  
**Head of Programmes**

# Job description

**Job Title:** Sunshine Coach Programme Manager & Schools Engagement Lead

**Department:** Programmes

**Line Manager:** Head of Programmes

**Location:** Camden, London

**Salary:** £29,000 per annum

**Duration:** Permanent

**Working House:** Full time, 35 hours per week

## **Job Purpose:**

Variety's Sunshine Coach programme provides accessible transport to schools and children's organisations all over the UK. For disabled children and those with Special Educational Needs, travelling can be challenging, exhausting and expensive. Our Sunshine Coaches provide transport solutions so that children can experience more environmental education, recreational activities and real-life experiences which build life skills centring on an increase in independence, risk appropriation, academic achievement and creativity. We also provide Sunshine Coaches to mainstream schools and groups supporting young people living with economic disadvantage.

The Sunshine Coach Programme Manager is responsible for the successful running of the programme including all elements of the grant application process, the smooth co-ordination of delivery logistics and ensuring that annual delivery targets are met. As Schools Engagement Lead, the role also acts as the departmental marketing and recruitment specialist, ensuring that Variety's school engagement and recruitment activities are effective.

## **Principal Responsibilities**

### **Programme Management**

- Managing the Sunshine Coach Programme, ensuring it is delivered to a high standard and in line with Variety's policies and procedures.
- Working with the Head of Programmes to set annual delivery targets, manage the Sunshine Coach budget and develop the Sunshine Coach Programme.
- Providing regular financial and summary reports to the Head of Programmes and Sunshine Coach Committee, identifying statistical trends and projected expenditure.
- Overseeing procurement and tendering processes for vehicle suppliers.
- Working closely with the Variety Golf Society in order to agree projected annual sponsorship numbers and to allocate beneficiary organisations at the point of application.
- Designing and implementing programme evaluation methodologies.
- Handling all Sunshine Coach related complaints received from members of the public.
- Staying up to date with technological advancements and changes in the field of accessible transport and vehicle legislation.
- Actively working with beneficiary organisations to increase the number of vehicles donated back to Variety at the end of their working life.

### **Logistics and Coordination**

- Placing orders with vehicle and other suppliers, ensuring prompt payment of invoices and ensuring that all component parts of the process receive appropriate sign off.
- Liaising with vehicle sign-writers to ensure accurate bespoke livery for each vehicle.

- Working with vehicle suppliers to maintain an adequate stock level of vehicles in order to reduce delivery waiting times.
- Co-ordinating vehicle delivery dates and presentations with suppliers, sponsors and beneficiaries.
- Overseeing the resale and disposal process of Sunshine Coaches when they are donated back to Variety from beneficiary organisations by liaising with Variety's appointed auctioneers.

#### **Customer Service and Administration**

- Providing excellent customer service to applicants and prospective applicants, giving advice and guidance over the phone and via email.
- Processing all grant applications in a timely manner, ensuring the accurate recording of information at each stage of the application process and in line with Variety's Data Protection Policy at all times.
- Providing administrative support for Sunshine Coach Committee meetings including preparing agendas and reports, taking minutes and ensuring actions are followed up in a timely fashion.
- Collecting and collating impact measurement data
- Providing telephone and email support to Variety's regional branches as required.
- Providing administrative support for other Programmes depending on workload, capacity and departmental demand.

#### **Schools Engagement Lead**

- Working with the Head of Programmes and Chair of the Sunshine Coach Committee to design and implement a marketing strategy in order to increase awareness of the programme and ensure a full pipeline of applications.
- Working with the MarComms department to design, and oversee the implementation of, a national schools engagement strategy to increase school recruitment to Variety's programmes in line with the charities 5 year strategy.
- Working with the MarComms department to design and produce a range of sales material, across a variety of platforms to underpin the charities ambitious growth targets.
- Acting as the departmental lead for national school engagement campaigns.
- Supplying the MarComms team with relevant content for written case studies, press releases, our website, fact sheets and other PR related activities.
- Attending exhibitions and events, and visiting schools as required, promoting Variety's charitable services.

#### **General Responsibilities**

- To achieve the highest standards of safeguarding for the children and young people who come into contact with Variety by complying with all appropriate Policies and Procedures.
- Working within Variety's data protection policies at all time.
- To be familiar and comply with Health & Safety procedures and policy, assuming responsibility for risk management in line with Variety's Risk Assessment and Critical Incident policies and procedures.
- To work cross functionally with other departments, regions and countries.

# Person Specification

## Skills Required

Excellent administrative and multi-tasking skills	Essential
Highly organised, with a track record for meeting deadlines	Essential
Excellent written and verbal communication skills	Essential
Detail orientated and able to work with accuracy	Essential
Excellent interpersonal skills, with an ability to manage internal & external stakeholders	Essential
Able to work collaboratively to ensure outcomes are agreed and delivered on time	Essential
Computer literate with the ability to analyse and manipulate data	Essential
Able to apply sound judgment while working independently	Essential
Able to work under pressure, with tact and diplomacy	Essential
High degree of commitment and a conscientious approach to work	Essential
Creativity and innovation in developing improvements to processes and structures	Desirable

## Knowledge Required

Good understanding of the principles of customer service	Essential
Good understanding of how to run successful sales campaigns	Essential
Working knowledge of Microsoft packages, especially Excel	Essential
Knowledge of the barriers and challenges faced by disabled children and young people	Desirable
Technical knowledge of CMS software (preferably Microsoft Dynamics)	Desirable

## Experience Required

Experience managing logistics	Essential
Working with schools in a sales or procurement capacity	Essential
Managing stakeholder / supplier relationships	Essential
Designing and deliver successful marketing campaigns	Essential
Working in a team	Essential
Managing budgets	Essential
Working with committees	Desirable
Experience of administration within an office environment	Desirable
Minute-taking	Desirable
Working in a customer service environment or public facing role	Desirable
Working within the not-for-profit sector, preferably in relation to disability	Desirable

Variety, the Children's Charity, is committed to the principle of equality regardless of race, colour, ethnic or national origin, religious belief, political opinion or affiliation, sex, marital status, sexual orientation, gender reassignment, age or disability. We will apply employment policies that are fair, equitable and consistent with the skills and abilities of our employees and the charity. It is the responsibility of employees to apply Variety's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

The post holder will be expected to contribute to the overall aims of Variety by assisting in the co-ordination and administration of any activities related to the charity. The post holder will have the opportunity to work as a volunteer on many of Variety's major events and will be expected to work

together with Variety staff and volunteers in the generation of ideas and initiatives that will contribute to the growth and development of the Charity.

### **Further Information**

Occasional evening and weekend working will be required. Variety operates a time-off-in-lieu policy for out of hours working.

Travel around the UK will be required occasionally.

**Variety, the Children's Charity, is committed to safeguarding and promoting the welfare of children and vulnerable adults.**

## **Benefits**

- Pension (7% contribution from Variety with 2% employee contribution)
- 25 days annual leave, plus 3 days for Christmas closure plus bank holidays
- Contractual sick pay is available after completion of 3 months service.
- Membership to a health and well-being cash plan scheme on completion of a 6 month probationary period
- 'Death in Service' scheme (Life Assurance)
- Season ticket travel loan

## **How to Apply**

Please submit your CV with a cover letter explaining how you meet the requirements of the role to Dave King (details below). Please apply as soon as possible as we will be arranging to meet potential candidates at the earliest opportunity and may do so before the closing date.

**Closing date: 9am on Monday 02 March**

Formal interviews to take place week commencing 09 March

### **Accessibility**

Please inform us if you have any special requirements to enable you to apply, attend interview and to perform to the best of your ability. Any requests will not be taken into account in the decision making process.

### **Eligibility**

Proof of eligibility to work in the UK is required.

### **Contact for enquiries**

Dave King, Head of Programmes

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