



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

RECRUITMENT PACK



WELCOME



WE MAKE LIFE BETTER FOR PEOPLE IN THE NORTH EAST

We are delighted that you are expressing an interest in joining our pioneering charity at such an exciting time. We are proud of our history and culture, our innovative and proactive solutions to community problems, and our people.

We are looking to add diversity and new skills to our passionate and enthusiastic team.

We are the official charity of Sunderland AFC, established in 2001 by former club Chairman Sir Bob Murray CBE with a simple mission:



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

OUR VISION

Better opportunities, better lives.

OUR MISSION

We are here to use the power of football to invest in the communities we serve and to improve the Education, Health, Wellbeing and happiness of people, no matter who they are.

ABOUT US

Set up in 2001, the Foundation of Light is the registered charity of Sunderland Football Club; we use the power of football to engage individuals and communities, increasing life opportunities.

Situated in the Northeast of England, we are based at the award-winning community hub, the Beacon of Light, but also have outreach centres in Sunderland, South Tyneside and County Durham.

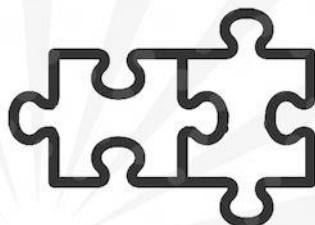
We use our position as an unparalleled route into traditionally 'hard to reach' communities – involving, educating and inspiring. We work across four industries – education and skills, sport and play, health and wellbeing and youth and community learning.



OUR VALUES

Collaborative

We work together, encourage diversity and build strong relationships in our community.



Integrity

We are honest, respectful and inclusive. We care about our colleagues and our community.



Innovative

We are creative in solving problems and bold in trying out new ideas.



Agile

We adapt to all situations with flexibility and positivity. We are resilient in times of challenge.



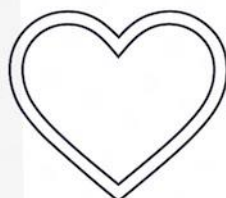
Excellence

We are professional, accountable for our actions and contribute to a high performing team.



Passionate

We are proud of what we do and committed to making a difference.





**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

SAFE, WELCOMING AND INCLUSIVE IS AT THE HEART OF WHO WE ARE

We recognise, respect and value difference; all individuals will be treated equally and fairly.

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance and encourage the reporting of any concerns about the welfare of any child, young person or adult at risk.



“

Jacob has really enjoyed the holiday courses - the staff have been fantastic! It's helped massively with childcare over the holidays; I can crack on knowing he is happy and in safe hands.

”

Helen Wall, Parent

WHAT WE DO

We work with partners and key stakeholders such as local councils, colleges, universities and housing associations to deliver more than 40 programmes a year across the North East. In doing so, we support almost 20,000 people from all walks of life.

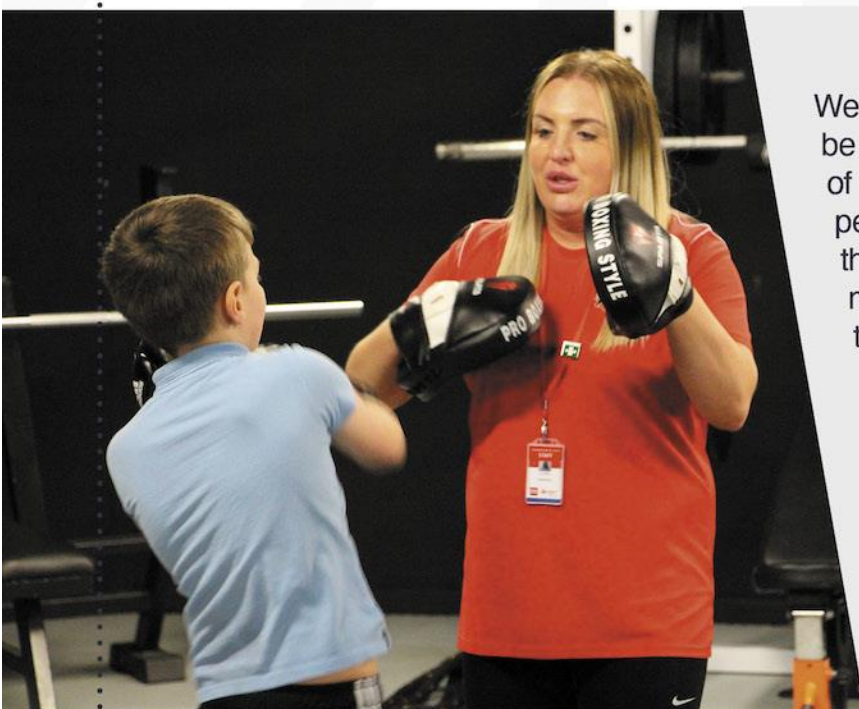
Our **sport and play** programmes cater for young children aged from 18 months (Little Dribblers) to adults aged over 55 (our Extra Time Hubs). We encourage people of all ages to keep active, develop skills and live more fulfilling lives.

Meanwhile, our wide range of disability programmes ensure young people and adults can enjoy sport and build friendships. Our disability coaching team delivers fun, exciting, and challenging sessions which help develop motor skills, balance, and co-ordination, as well as encouraging teamwork and improving communication and confidence.



James and Daniel really enjoyed the session today. They said it felt like they were learning but in a fun way - and they love anything to do with football!

Kelly Woods, Parent



We're passionate about inspiring **young people** to be the best they can be, so we also provide a range of free programmes to develop children and young people wherever their interests lie. From sports through to social action projects, residential trips, mentoring, youth clubs and forums, we make sure their voice is heard and their dreams encouraged.

To help raise the educational attainment across the region, we partner with education providers to close the gap between those from disadvantaged backgrounds and others.

We deliver a wide range of sports and education programmes for schools and academies across the North east.



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Hundreds of young people have benefitted from our Holiday Hunger programmes, enjoying free activities and a daily meal during the school holidays.

We work with those aged **19+** to improve their **employability skills** and help them find full time work, we also help parents, grandparents and carers support their child's development through a range of courses; encouraging families to learn and play together and gain new skills and experiences.

We offer adults the opportunity to reskill or upskill and gain qualifications and participate in courses they may previously not have had access to.

Of course, another priority is **health** inequality, and working with partners across Sunderland, South Tyneside and County Durham we deliver a wide range of programmes aimed at tackling poor physical health.



Over **250** over-55s have taken part in weekly social activities and over **1,200** activity bags distributed to help combat loneliness

Over **2,000** participants improved mental wellbeing

280 teenagers to complete **7,820** hours of social action projects in the community

Over **1,000** young people making safer and healthier choices

OVER **12,000** VOLUNTEERING HOURS


OUR HISTORY





FOUNDATION
OF LIGHT


THE WORLD AT YOUR FEET



2016

FOOTBALL SCHOLARSHIP PROGRAMME LAUNCHED

MULTIPLE TROPHY WINS AND STUDENTS PROGRESSING ONTO FURTHER EDUCATION



CHARITY LEADER OF THE YEAR

CEO AWARDED OBE

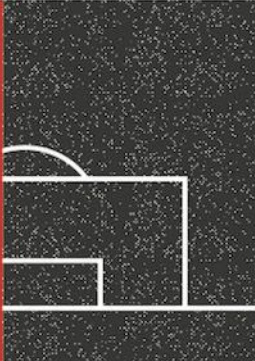
2015

DOUBLE CELEBRATION FOR THE FOUNDATION

WELL DONE LESLEY SPÜHLER OBE, CHIEF EXECUTIVE FOUNDATION OF LIGHT

POSITIVELY CHANGING YOUNG LIVES

BEACON OF LIGHT SCHOOL OPENED IN 2016 AT THE STADIUM OF LIGHT



2018

BEACON OF LIGHT OPENS

FOUNDATION OF LIGHT'S NEW HOME

COACHES ON TOUR 2014


VISITING:

CAMBODIA	SWEDEN
CHINA	SWITZERLAND
ESTONIA	UGANDA
SOUTH AFRICA	ZAMBIA
SPAIN	

GENERATING REVENUE FOR PROGRAMMES IN THE NORTH EAST

EMPLOYABILITY AT THE TOP OF THE AGENDA FOR 2016

BACK IN THE GAME AWARD WINNER





2020

YOUR MOVE

REGIONAL COMMUNITY CLUB OF THE YEAR



OVER 7,000 FOOD PARCELS DELIVERED THROUGHOUT COMMUNITY DURING PANDEMIC

2021



2019

BEST FOOTBALL COMMUNITY AWARD

OUTSIDE THE PREMIER LEAGUE



“

I absolutely loved doing my work experience. I enjoyed getting an insight on the Foundation and all of the different jobs here.

**Elisha Williams,
Placement student**

”

OUR PLANS FOR THE FUTURE

1 Aim

...every contact will count with three million hours of meaningful engagement over five years.

Our work continues to focus on young people; inequality including social mobility, gender and race, and health including obesity, suicide prevention, depression and loneliness. We continue to inspire others by telling more of our life-changing stories, aiming to create:

Better life chances:

- ▶ Helping more people into work
- ▶ Increasing ambition and aspiration
- ▶ Increasing the number of people with qualifications and skills

Better lifestyles:

- ▶ Improving physical health
- ▶ Improving mental health

Better balance:

- ▶ Reducing divisions in society
- ▶ Improving social mobility
- ▶ Strengthening communities





**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Better Investment:

- ▶ Growing our unrestricted revenue
- ▶ Reducing our overheads to delivery costs
- ▶ Growing our environmental sustainability

Better access for all:

- ▶ Making more data-informed decisions
- ▶ Improving our user experience



Aim

2

...to continue to create a vibrant and sustainable Beacon of Light.

Thankfully, visitors have returned to the Beacon of Light post Covid. Prior to the lockdowns, the Beacon was a ever-growing community hub and event space attracting more than 7,000 visitors a week. Parents brought their children to football only to find themselves signing up for a maths or language class. We'd created a place which has something to interest and benefit everyone.

Our ambitious aim is to exceed pre-pandemic levels of participation. This is important to us as the Beacon is our engine – it brings in much-needed unrestricted income that we plough straight back into our programmes. We are determined to grow this sort of income as it gives us more freedom to deliver more meaningful engagement in our communities.

OUR PLANS FOR THE FUTURE

...to be the best in our field.

The Foundation has long been one of the largest football charities in the UK and if we can achieve our aims of delivering three million contact hours, exceeding our pre-Covid levels of engagement and continuing to deliver quality work we'll be on our way to accomplishing our aim of being one of the best football foundations in our field.

To do so, we know we'll have to continue our high levels of good governance while still delivering excellent levels of employee and customer satisfaction, and raising sufficient funds to ensure our destiny remains in our own hands.

Aim

3



Best standards and governance:

- ▶ Be financially robust
- ▶ Meet industry standards
- ▶ Invest in our workforce

Best innovation and learning:

- ▶ Growth in ICT and digital innovation
- ▶ Continue to build strong collaborations and partnerships

Better access for all:

- ▶ Ensure people are at the heart of our decisions
- ▶ Maintain robust and consistent monitoring and evaluation

HOW WE MEASURE WHAT WE DO



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Issues /Challenges

These are the issues that concern us, they identify who we are drawn to and why it is important to us to reach them.

Programmes

The many interventions through which we respond to the issues are managed in these 5 delivery areas.

Impact Themes

The many interventions through which we respond to the issues are managed in these 5 delivery areas.

**Societal factors /
Community Issues**

Health Factors

**Personal Development
Factors**

**Issues Specific to Young
People**

Family Issues

Sport-Specific Issues

**Disability-Specific
Issues**

Educational Factors

Employability Issues

Skills

Education

**Informal and
Community
Education**

Health and Wellbeing

Football and Sport

Being the best me

Being well connected

Having lots to offer

Having a role in life

Looking after my body

Looking after my mind



foundationoflight

WHAT OUR STAFF SAY... ○○○

“

Foundation of Light changes peoples' lives. I've had the privilege of working with so many young people and seeing the difference our programmes can make first hand.

”

Joey Harries,
Foundation of Light staff



“

Absolutely different class from Foundation team for Family Funday. We wouldn't be able to do what we do without the participants across each and every programme continuing to engage throughout the year.

”

Jake Hannah,
Foundation of Light staff

“

Loved being part of Foundation Matchday - it's the chance for everyone to get involved and showcase the great work we do. There's no better feeling than seeing it all come together in front of a packed out Stadium of Light.

”

Kate Smith,
Foundation of Light staff

“

Best place in the world to work

Jack Gray,
Foundation of Light staff

”

OUR STRATEGIC ASSETS ○○○



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET



- ▶ **SAFC BRAND AND LINK TO FOOTBALL**
- ▶ **BEACON OF LIGHT**
- ▶ **OUR BESPOKE CUSTOMER SERVICE**
- ▶ **OUR HISTORY, CULTURE AND TRACK RECORD**
- ▶ **OUR PEOPLE, STAFF, AMBASSADORS AND NETWORKS**
- ▶ **THE INNOVATIVE AND RESPONSIVE SOLUTIONS TO COMMUNITY PROBLEMS**
- ▶ **OUR COLLABORATIONS, PARTNERSHIPS AND RELATIONSHIPS**

COMPANY SET UP

FOUNDATION OF LIGHT TRUSTEES

Sir Bob Murray CBE
Baroness Estelle Morris of Yardley
Kate Adie CBE, DL
Sir Tim Rice
George Clarke
Stephen Cram CBE
The Hon. James Ramsbotham CBE, DL
Baroness Tanni Grey-Thompson DBE, DL
Kyril Louis-Dreyfus
Martin Hibbert
Jill Scott MBE

PROGRAMMES COMMITTEE

Baroness Estelle Morris	Baroness Tanni Grey-Thompson OBE, DL
Lynda Brown	Joan Atkinson
Ian Green	Toni Rhodes
Ian Kershaw	Sue Brent
Karen Marshall	Kumareswaradas Ramanathas
Denise Taylor	Gerry Taylor
Jamie Wright	

FINANCE, AUDIT AND RISK

Martin Hibbert
Mark Hetherington
James Martin OBE
Hayley Wardle

RENUMERATION AND NOMINATION MEMBERS

The Hon. James Ramsbotham CBE, DL
Baroness Estelle Morris
Sir Bob Murray CBE

SUBSIDIARIES

BEACON OF LIGHT DIRECTORS

John Fickling
Sir Bob Murray CBE
Bob Paton CBE
John Wood CBE, DL
Steph Kelly
Andrew David Milnes
Jamie Wright

ALTRUISM DIRECTORS

The Hon. James Ramsbotham CBE, DL
Stephen Cram CBE
Farooq Hakim
Steven Parker
Darren Bryant
Joanne Corlett
Natasha McDonough
Clare Wilson

THE ROLE



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

JOB DESCRIPTION

Job Title	Marketing Officer
Job Holder	
Responsible to:	Head of Altruism / Head of Marketing & Communications
Responsible for:	N/A
Hours:	35 Hours
Salary Band:	£20,888 - £26,000

Main Duties:	<ol style="list-style-type: none">1. Accountability for the creation, management and delivery of marketing campaigns to drive sales and awareness for all aspects of the Beacon of Light trading.2. Support in driving the use of data to support engagement and cross selling to boost sales, revenue and awareness of services.3. Use a range of tools to provide regular reports to demonstrate return on investment and impact of campaigns and communications.
---------------------	---

1. **Accountability for the creation, management and delivery of stand-out creative and marketing campaigns to drive sales and awareness for all aspects of the Beacon of Light trading.**

- Meet targets as set out in the Altruism business plan and manage marketing budget
- Lead on the creation of content and develop marketing plans to support all aspects of Beacon of Light/Altruism trading functions capitalizing on traditional and non-traditional outlets
- Planning digital marketing campaigns for Beacon of Light, including web, SEO/SEM, email, social media, and advertising
- Support in the creation and delivery of the Beacon of Light Marketing Strategy
- Build campaign KPI's and monitor and track the success of each campaign
- Maintaining our social media presence across all Beacon of Light digital channels and grow audiences
- Creation of annual marketing planner for the trading company
- Ensure all assets have been final checked, to ensure compliance and quality
- Adapt the current Marketing process based on business needs
- Conduct reports for the team and for key stakeholders within the business
- Deliver a step change of efficiency and effectiveness of facility marketing across the website and social media
- Devise and deliver tactics to grow followers and engagement across Beacon of Light social media channels
- Regularly review creative and delivery against commercial success to identify areas of improvement and efficiency
- Identify gaps in bookings via appropriate booking systems to ensure effective drive to maximise space bookings
- Effectively showcase building users to drive future sales and awareness
- Effectively showcase building tenants and partners to drive awareness



- Work with the Head of Marketing & Comms to ensure Altruism marketing co-ordinates with and supports the Foundation Marketing Strategy
- Creation of an advertising plan for the facility spaces with recommendations for the most targeting mediums to use
- Website updates and basic changes (Front end)
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints
- Instrument conversion points and optimise user funnels

2. Driving the Intelligent use of data to support engagement and cross selling to boost sales, revenue and awareness of services.

- Create a comprehensive plan for digital marketing communications which is engaging and targeted
- Create engaging content for digital communications which is tailored to the end user
- Undertake market research with customers and competitors, and use strategic assets to sell products
- Analyse customer data and create bespoke comms accordingly
- Deliver customer satisfaction surveys

3. Use a range of tools to provide regular reports to demonstrate return on investment and impact of campaigns and communications.

- Create visibility reports for key Altruism partners and tenants where appropriate to show the impact of our communications
- Create impact reports following campaigns showing the coverage achieved, return on investment and performance against other KPI's
- Produce press releases and social posts for Beacon partners
- Track and evaluate marketing campaigns recommending new strategies for the Exec Team/Board
- Utilise Datawarehouse and Maileon email platform to execute targeted marketing campaigns and measure impact

Other duties:

You will be required to undertake other duties from time to time as required.

Any potential permanent changes to your role will be discussed, and agreement reached prior to being undertaken. You will be notified of any permanent change in writing. In addition to your normal duties, you may be required to undertake additional or other duties as necessary to meet the needs of the Foundation of Light.

Staff are required to work with volunteers in a way of mutual respect and commitment to organisational goals and objectives. This includes staff who do not directly supervise volunteers but may engage with them within the organisation.

- Provide cover for the FOL Marketing and Communications team as required
- Attend training and keep up to date with current practices



Behaviour and professional expectations

- Maintain working practices in line with Foundation of Light Equality and Diversity, Health and Safety and Safeguarding policies; self-awareness of own responsibility in these areas
- Ensure regulatory and legislative requirements are met at all times
- Conduct should reflect the Staff Behaviour Policy (Code of Conduct); uphold Foundation core values (as shown below) at all times
- Maintain the highest level of professionalism and confidentiality.
- Attend working groups and CPD session as required
- Build strong internal relationships
- Work in collaboration with colleagues to achieve the end goal
- Ensure positive organisational messages and culture are maintained
- Contribute to good housekeeping across all Foundation sites and equipment
- Follow the laid down policies and procedures at all times

Equality, Diversity and Inclusion Statement:

The Foundation of Light (FOL) promotes Equality, Diversity and Inclusion and challenges all forms of discrimination through its internal operations and in the delivery of its services in accordance with and commitment to the 2010 Equality Act. The FOL protects the rights of individuals and advances equality of opportunity for all. It demonstrates the FOL's commitment to continuous improvement in EDI to create meaningful and sustainable change.

Safeguarding Statement

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance, and believe that all staff, volunteers and partners have a responsibility to report any concerns about the welfare of any child, young person or adult at risk.

Foundation of Light Values:

Innovative, Passionate, Excellence, Collaborative, Integrity, Agile.

**PERSONAL SPECIFICATION**

Requirement	Essential (E) or Desirable (D)	How Assessed (CV, Interview, Observation)
Skills and Abilities:		
Excellent written and verbal communication	E	I
Understanding of adapting marketing asset to suit target audience and asset location	E	I
Commercial Marketing experience	D	CV
Planning and control	E	CV
Team work	E	CV
Work on own initiative	E	CV
Interpersonal	E	I
Creativity and imagination relevant to the workplace	D	I
ICT and administration	E	CV
Ability to work under pressure and to tight deadlines	E	I
Multi-tasking	E	I
Ability to establish professional, effective working relationships with a range of partners, customers, colleagues and participants	E	CV
Personal Attributes:		
Commitment	E	CV
Flexibility	E	CV
Honesty and trustworthiness	E	CV
Motivation and enthusiasm	E	CV
Patience and diplomacy	E	CV
Persistence in the workplace	E	CV
Determination to succeed and meet targets	E	CV
Commitment to equality and diversity, safeguarding and health and safety	E	I
Knowledge and Understanding:		
Sound knowledge of marketing and communications	E	CV



Sound knowledge of digital marketing	E	CV
Knowledge of sport and or commercial trading	D	CV
Development and management of external partnerships	E	I
Sound knowledge of up-to-date marketing techniques, trends and strategies	E	CV
Safeguarding	D	I
Delivery of exceptional customer service	E	I
Of the need to work flexible hours to meet the needs of the organisation	E	I
Workplace behaviours and conduct	E	I
Experience:		
Minimum of three years recent marketing experience	E	CV
Market research techniques and manipulation of data from software databases	D	CV
Copyrighting	D	CV
Planning and working to budgets	E	I
First-class project management	E	CV
Monitoring and evaluation mechanisms	E	CV
Qualifications (or equivalent):		
Marketing or equivalent qualification	E	CV

STAFF BENEFITS

 **YEARLY EYE TESTS**



CHRISTMAS SHOPPING DAY



STAFF PENSION

ACCESS TO HEALTH ASSURED HEALTH CARE SERVICE



CYCLE TO WORK SCHEME

10% DISCOUNT



EMPLOYEE SHOPPING DISCOUNT PORTAL



FLEXIBLE WORKING



BETTER HEALTH AT WORK SCHEME



ACCESS TO HR/ CONSULTANTS OCULUS MENTAL HEALTH WELLBEING



STAR PLAYER



X2 SAFC TICKETS + 20% SHOP DISCOUNT

DEATH IN SERVICE POLICY



Out of Office **STAFF AWAY DAYS**



ACCESS TO CHAPLAIN



STAFF SAFC KIT



CHRISTMAS PARTY



FUNDED TRAINING

PRIORITY ACCESS TO SAFC TICKETS AND EVENTS

NEXT STEPS



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Interested applicants should request an application pack or send a CV to -

✉ gemma.snaith@foundationoflight.co.uk

or download packs from

🌐 foundationoflight.co.uk

Candidates who have not heard within six weeks of application should assume they have been unsuccessful.

Appointments are subject to an enhanced DBS Check.

Foundation of Light is an Equal Opportunities Employer.





**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Foundation of Light | Beacon of Light | Stadium Park | Sunderland
SR5 1SN | T: 0191 563 4777 | Registered Charity No.1089333



SAFCFoL



foundationoflight