

Build More Than Robots

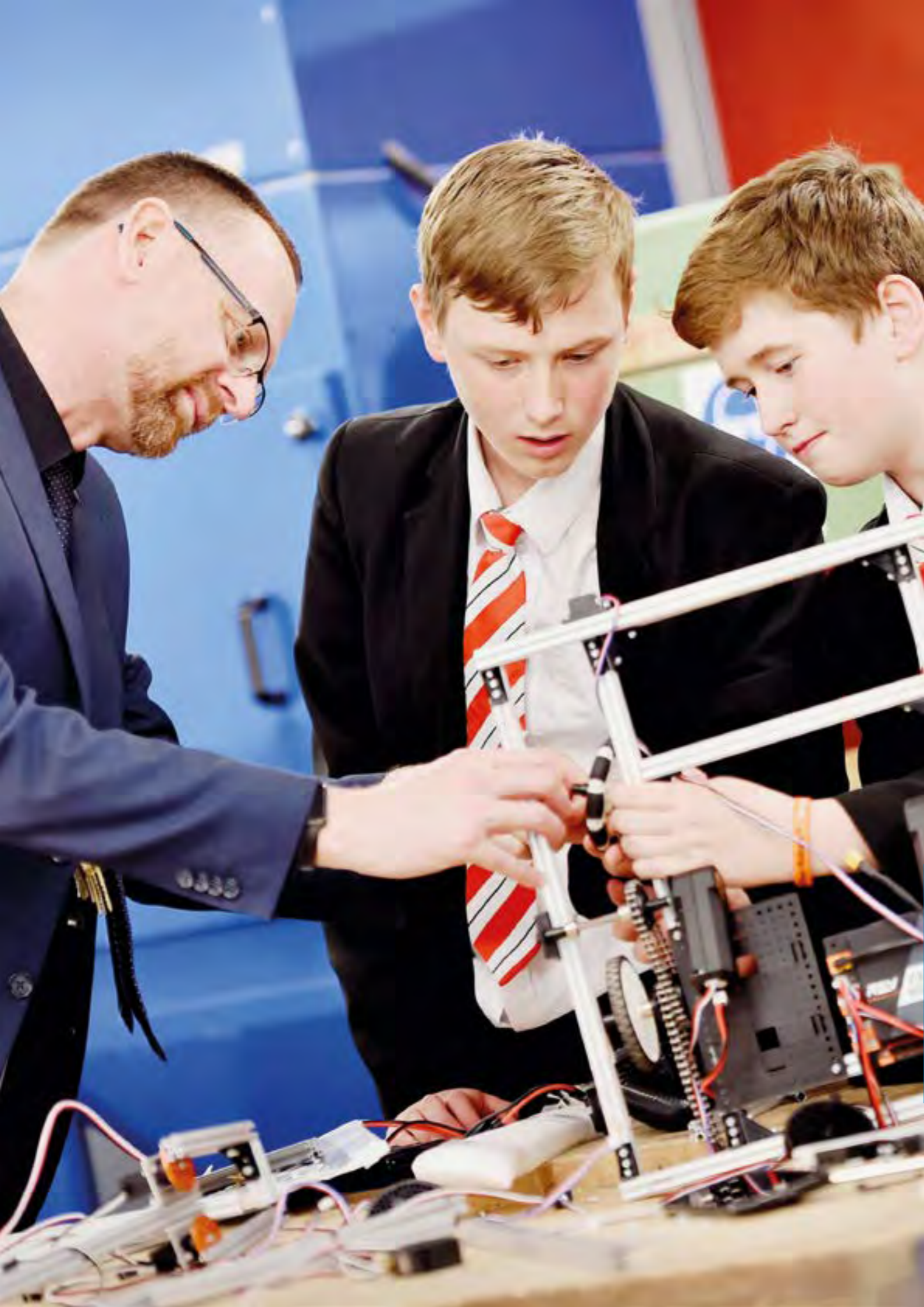
Invest in the young
people who will
transform the future



Director of Development Candidate Pack



August 2019



Opportunity summary

Director of Development, *FIRST UK*. Critical mission, epic culture, rubbish salary.

The most ambitious and exciting business development role in the UK right now*. We're a lean, agile, commercially minded tech organisation transforming young lives – which also happens to be a registered charity.

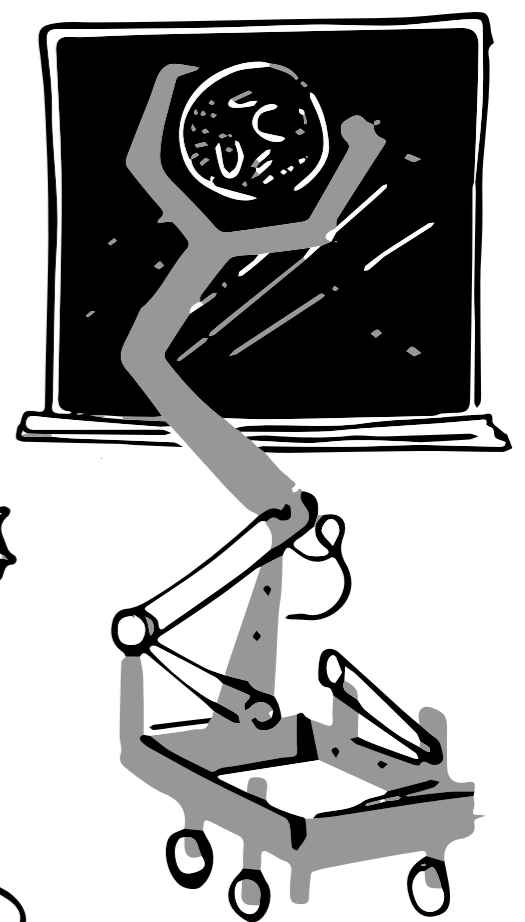
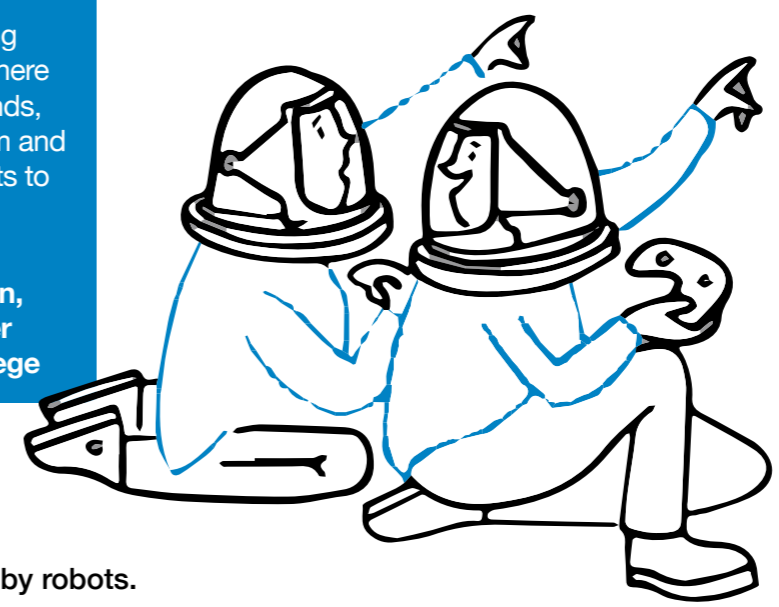
We're looking for a dynamic and tenacious team player and leader who is mission oriented, focused on impact and getting us there better, faster.

Someone who shares our vision of a world where young people are inspired by the possibilities of STEM and equipped with the technical knowledge and core life skills needed to tackle tomorrow's challenges. Someone curious enough to already be asking what it means to be more than robots.

If this piques your interest or floats your 'bot', keep reading.

[Apply now](#)

"It is an exciting programme where you make friends, work as a team and use your talents to build a robot."
Health and Safety Captain,
St John Fisher
Catholic College



*as voted for by robots.

Being More Than Robots

We're a newly registered UK charity (May 2018), but don't let that deceive you. We're part of a global movement (*FIRST*) which has been in existence for three decades, impacting the lives of well over half a million young people each year – inspiring them to be the science and technology innovators of tomorrow.

1. The elevator pitch

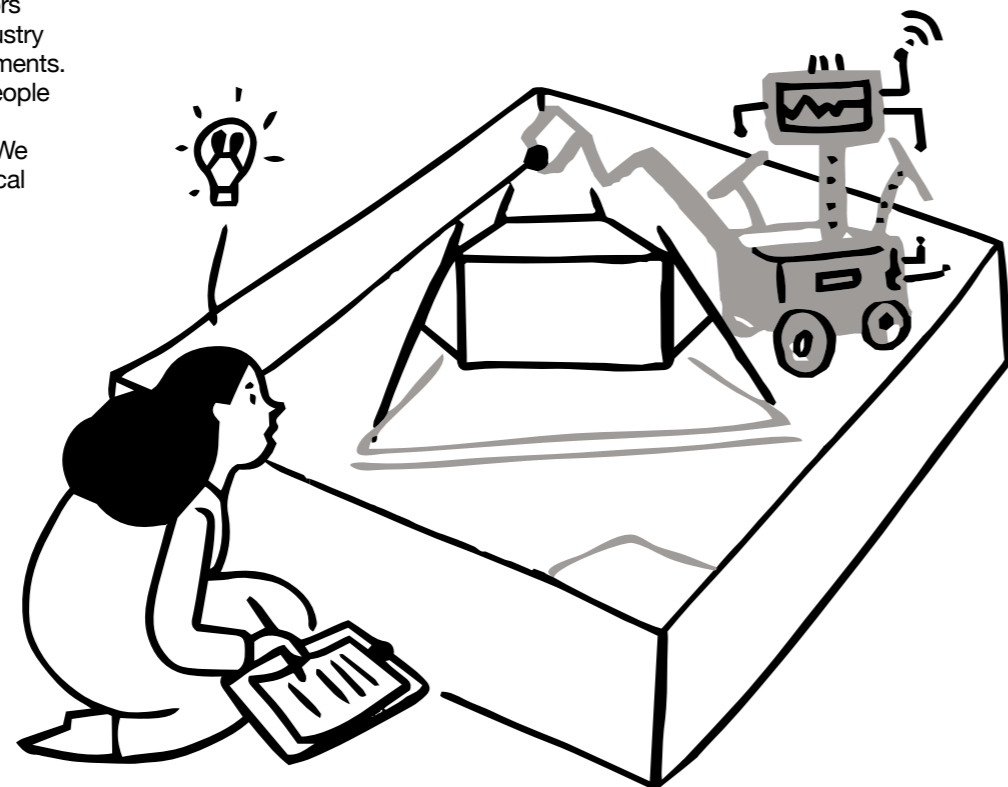
FIRST UK seeks to make Science, Technology, Engineering and Maths less intimidating, more inclusive and diverse – using robots, inspirational role models from industry and competitions to fuel a talent pipeline of future innovators.

2. The need

The rise of automation, convergence of data with artificial intelligence and the advancement of digital technologies is changing our world at unprecedented pace. This revolution will have vast implications on the technical knowledge and skills young people will need to take on tomorrow's challenges.

3. What we do

We equip young people aged 12 to 18 with the technical knowhow and soft skills to succeed – connecting them with mentors to design and build robots, take on industry linked missions and compete in tournaments. Our vision is a world where all young people have access to mentor supported, robotics-linked expeditionary learning. We develop resilience, confidence and critical thinking in young people, whilst driving diversity, social mobility and raising aspirations. It's why we're 'More Than Robots'.



4. Scaling

FIRST UK are working with the world's leading tech firms, educators and young people to engender systematic change in the way we educate and empower young people to own their futures. We're at a critical juncture in our evolution and need support (employee engagement, gift in kind and investment) to scale sustainably at pace. In our pilot year we set ourselves a target of working in 100 UK secondary schools (which we achieved); within 5 years we've bold plans to reach and impact young people in more than 50% (over 2,000) of all UK secondary schools.





Ambitions for growth

You will be pivotal in creating a world where all young people have access to inspiring, industry-supported STEM education – where charities like us are no longer needed. If you succeed, we succeed.

It's not every day you get to set up a new organisation – and certainly not one where the mission is so tangible, the timing so right and the support so forthcoming.

It was April 2018 when I met with Vikrant, our founder and seed-investor – he shared his passion to support and drive change in the way young people are equipped to tackle tomorrow's opportunities alongside a desire to bring a mentor-supported STEM robotics programme to the UK. I was intrigued, but not quite sold. It probably didn't help that I knew nothing about robots, the education system, or STEM. It was only when I met with Muktar, our Director of Operations – he told me of the transformative impact FIRST had on his own journey as a youngster, as well as countless others – that I became convinced the platform was prime, the need urgent and the potential for impact unequivocal.

It's been a manic first year spinning up a new charity – defining the pathway to impact and establishing the operating model, relationships, processes and resources to get there fast. Along the way, we've developed a standout brand with a refreshing tone of voice and clear, strategic narrative, built critical friendships across the STEM landscape at the highest levels, proven the operating model with 100 schools, secured six figure DfE funding, garnered investment from some of the world's leading companies and we've even been invited to a reception with Her Majesty the Queen. Not bad for a start-up in its first year.

One of most exciting things about us is our newness. We have no legacy data, systems, processes, relationships or perceptions. For some, that may be daunting – for us, it's a clean slate. It means that everything we do is new, user-centric, customer-oriented, and tried, tested, proven. Our internal mantra is 'copy from the best, invent the rest'. It means we can be 100% impact focused, lean and agile.

As we enter a new phase of growth we need to appoint an individual who can match our bold ambitions and trajectory – developing, owning and maximising a sustainable pipeline of critical friendships across industry, philanthropy, trusts and grant-makers – leveraging income and impact. Someone who can definitively lead on the charity's strategy for sustainable growth, supported by robust, evidence-based impact and evaluation.

We're looking for a natural leader and skilled negotiator – highly motivated with lashings of entrepreneurial flair. Someone sophisticated and brilliant at building relationships at a senior level, to take us to the next level, and sound perspective on what matters.

This is an unrivalled opportunity to create a career defining legacy. For the right person we offer a flexible, happy working environment focused on supporting you to achieve your best – and in turn, ours.

Ed Cervantes-Watson
CEO

“We need to empower young people today to take on the challenges of tomorrow – to prepare them for jobs which haven't been invented yet.”

Vikrant,
Chair of Trustees



Opportunity overview

This instrumental and formative role will drive forward all sides of *FIRST* UK's development, from a start-up charity to the UK's leading not for profit tech-education organisation.

The Director of Development will establish and own critical friendships across industry, government, philanthropy, trusts and foundations at the highest levels. Responsible for devising, implementing and overseeing customer journeys, as well as prospecting pipelines and strategies to achieve the charity's mission at scale – better, faster.

Opportunity description

Play a critical and formative role in the strategic direction of the charity – proactively identifying business development opportunities or untapped potential and acting on it. Think: fundraising (all sources), strategic partnerships that really matter, leveraging impact and the share of voice that counts.

Lead on the development and delivery of a plan for income generation and sustainability for the charity. Think: what do we need – from who and by when – to deliver on our mission? What's our strategy for getting there and how do we articulate it?

Oversee development of customer journeys and the resources, content and comms to deliver them. Think: theories of change, robust impact and evaluation data, on point cases for support – surfaced in creative and imaginative ways.

Drive performance and output by leading, building and supporting the Development function (currently 3 headcounts with bold expansion plans) – including establishing lean, on target professional and personal development goals aligned to the charity's strategy and operating model. All backed up by solid performance reviews, frameworks and appropriate recognition.

Own a comprehensive pipeline of trusts, foundations, statutory funding opportunities and grant management. Think: quality, not quantity. Long-term not flash in the pan. Being strategic and building relationships – co-creating and delivering epic, standout bids.

Master exemplary critical friendships and strategic partnerships which leverage impact. Think: 'what's in it for them, us, young people?'. Align where appropriate, disrupt where needed – don't be afraid to pass.

Build a sophisticated, integrated approach to developing and exploiting new opportunities – using insight, data analytics, awesome comms, PR, technology and brilliant relationships – in house, with agencies, via critical friends and trusted advisers.

Co-create and drive new ideas (strategies, comms, events, campaigns, approaches) for income generation, strategic partnerships and relationships which accelerate our mission through funding, gift in kind or amplification.

Lead on securing and stewarding new donors, supporters and critical friends (we've a whizzo new Salesforce CRM to help with this).

Establish solid relationship mapping using our data and networks to open doors for wider income opportunities (err see CRM comment above)

Oversee the secure management, interrogation, interpretation and reporting of data – deriving actionable insights and recommendations which drive progress, impact and efficiencies.

Other responsibilities

Act as an ambassador for the organisation at high profile events, conferences, functions and the media.

Positively advocate (live and breathe) our culture – recognising the importance of environment, development and recognition in building and upskilling a diverse, high-performing team.

Oversee management of gift processing and donor acknowledgement, the donor database, and financial reporting.

Ensure compliance and best practice in terms of data management and fundraising practices in accordance with ICO, Fundraising Regulator, Charities Commission and other legislation.

Deputise for the CEO





Person specification

Reporting to the CEO, alongside the Director of Operations, the Director of Development will provide strategic insight, critical thinking and leadership to the charity and Board of Trustees – with a focus on income generation, sustainability and impact.

Knowledge and experience

- Evidence of initiating, developing and implementing bold strategies for delivering significant income growth (preferably in a fundraising environment)
- Demonstrable experience of building and sustaining high value relationships with individuals
- Significant experience of building relationships with multiple stakeholders
- Experience of developing integrated comms approach to develop new business
- Demonstrable experience leading and motivating high performing teams
- A confident negotiator with evidence of working closely with senior external stakeholders
- Experience of setting, managing and analysing income and expenditure budgets
- Clear evidence of meeting stretching KPIs
- Understanding of the UK education and STEM landscapes
- Knowledge of current fundraising governance and legislation preferred
- Major gifts fundraising experience preferred but not essential

Skills and abilities

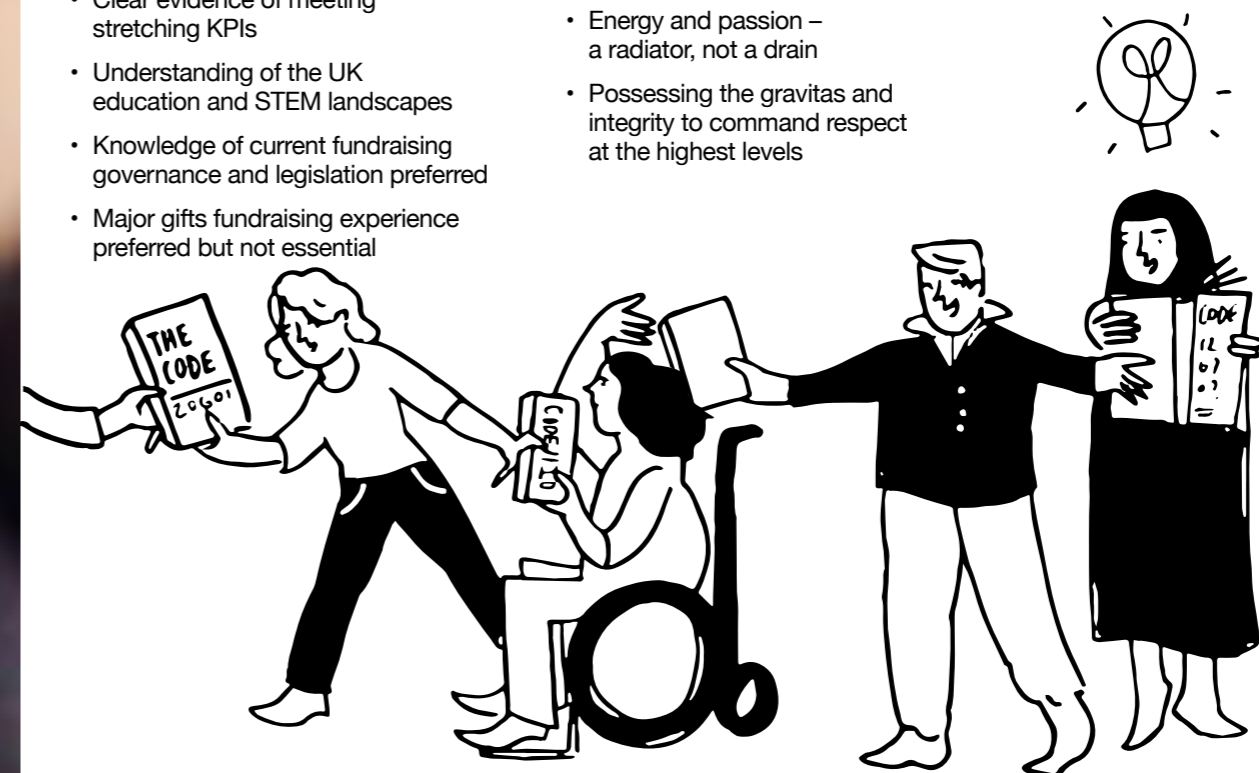
- Demonstrable leadership skills – serves to lead
- A natural innovator – creative and entrepreneurial
- A strategic and critical thinker – with excellent analytical skills, data driven
- Commercially minded – good with numbers
- A confident negotiator – working closely with senior external stakeholders
- Sophisticated communicator – flexes style, adapts to audience
- A true problem solver – solution focused

Values and behaviours

- A confident, independent and effective decision maker
- Resilient, robust and empathic to others
- Energy and passion – a radiator, not a drain
- Possessing the gravitas and integrity to command respect at the highest levels

“The most rewarding moment has been seeing the passion, enthusiasm and energy from the students. They’ve engaged in the task, adapted to overcome, and really put their heart and soul into the competition. It’s been breathtaking.”

**Rob,
Education
Solutions**



Conditions

An enviably flexible, competitive package

We don't talk about benefits; we talk about culture. It's not how many hours you work or where you work them – it's what you deliver.

Salary – we'll chat about that – it'll be what you're worth and what you can bring to the role.

We advocate a work-life balance which maximises happiness and productivity.

We don't care for long commutes at the wrong time of day creating stress and angst.

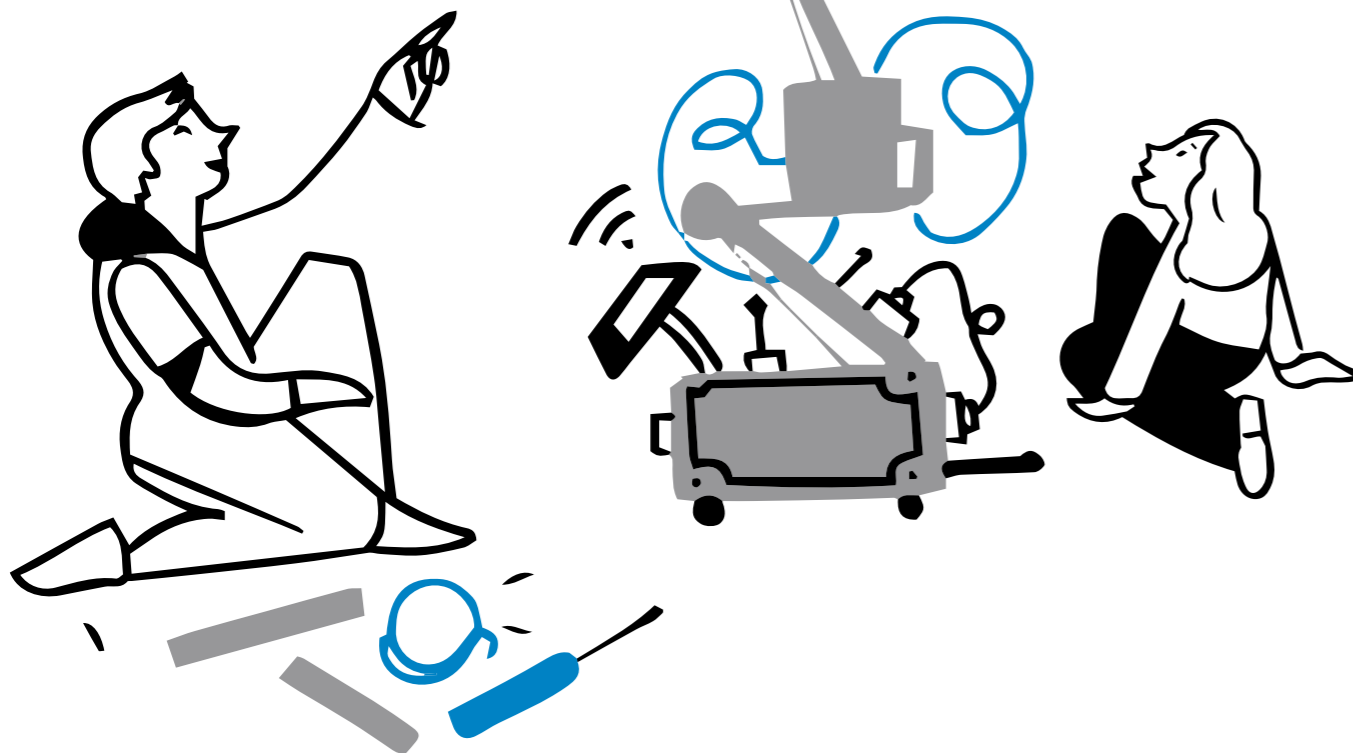
We adopt a truly flexible working policy – typically 1 to 2 days working smart per week – using tech to remain connected with the team and mission.

We operate a holiday policy built on trust, respect and deliverables – log your leave, don't take the mick and everyone's happy.

Our insurances are comprehensive – including 4 x salary, covered from start date.

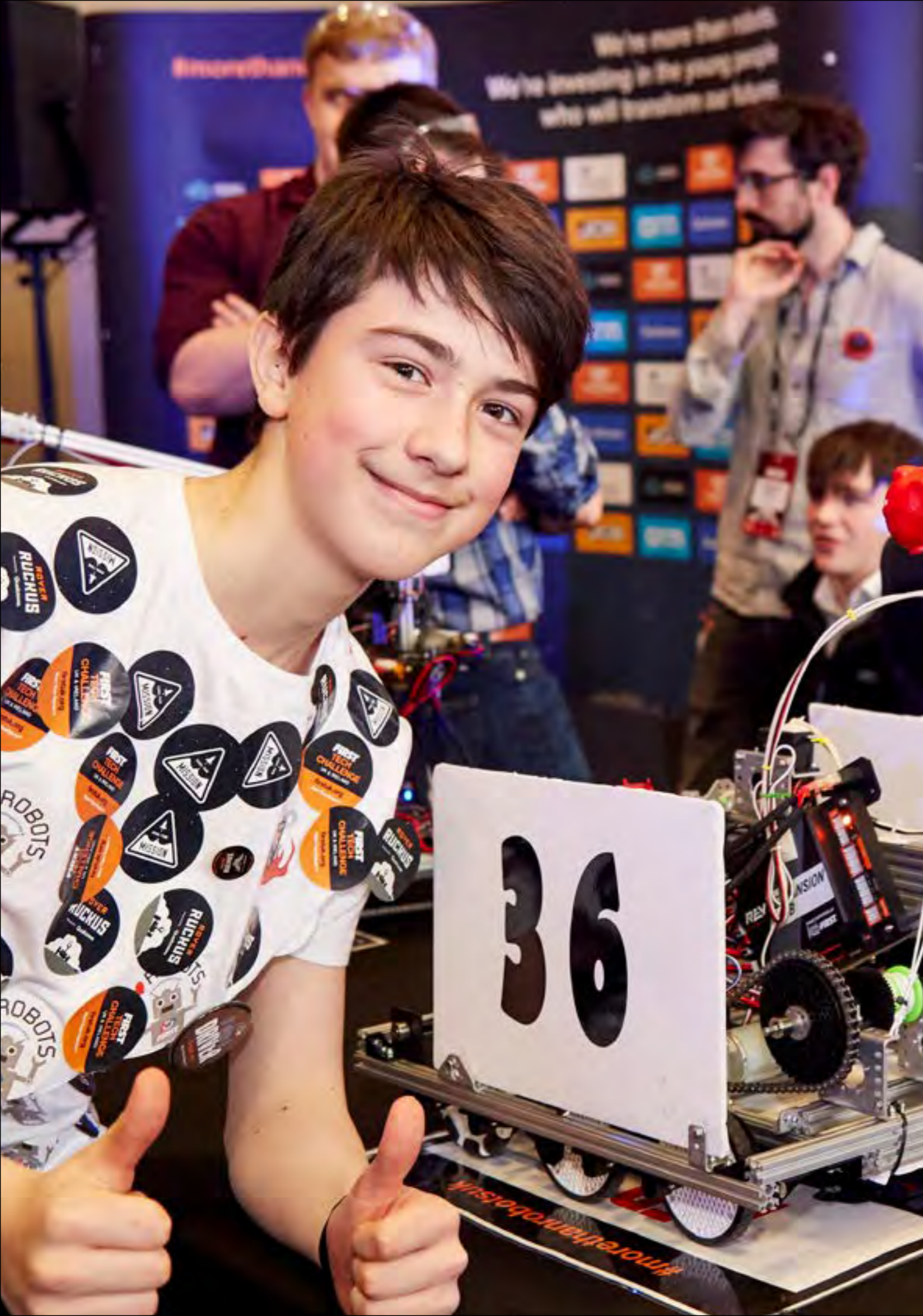
Pension Scheme (Smart Pension) auto-enrolment of all staff after 3 months service.

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“The most rewarding moment for me today is seeing my senior staff – twenty, thirty years experience – interacting with young students; giving them the benefit of their experience and inspiring them to become engineers of the future.”

Tim, Senior Director of Engineering, Qualcomm



How to apply

The closing date for applications is midnight (burn the oil) on **Sunday, 15th September 2019**

Timetable

Being frank, we'd love someone in yesterday. We hope the successful candidate will be in post in the autumn and certainly before Christmas 2019. We feel the flexibility, dynamism and challenge of the role suits itself particularly well for folk returning from a career break or looking for a change in direction and trajectory.

We won't rush the process or circumvent it, but we will adapt and flex both the role and recruitment process for the right candidate. If you can't meet any of the deadlines below or anticipate difficulties, please let us know on the application form. We're unlikely to shift the interview dates once issued.

Closing date

23:59 Sunday, 15th September 2019

Get to know chat (CEO)

w/c 23rd September 2019

Interview (CEO +1)

w/c 30th September 2019

Panel (Chair of Trustees, CEO, +1)

w/c 14th October 2019

[Apply now](#)

The process

Application

Time is precious. Interested folk answer 1 simple screening question (max 200 words to keep it level) on our online portal and submit a CV (no more than 2 pages) or LinkedIn profile and a cover letter if desired.

Get to know

Where successful at initial screen you will be offered a 20 minute 'get-to-know' conversation (by phone/video) with the CEO. This is a purely an informal conversation and forum for you to get to know us (and vice versa) – it's a platform to ask us questions and size us up. Are we right for you? What's the potential fit?

Deep dive

If the feeling is mutual after the get-to-know chat, you'll be invited to attend an in-person discussion (1 hour). This chat will focus on your experience, qualifications and be largely based on competency (no tedious pre-work required). We will use the answers you supplied at get-to-know as stimulus for the discussion.

Panel

If successful at deep dive you will be invited to panel (1.5 hours) – this will involve some pre-work related to a strategic scenario which we'd like you to present your thoughts as a platform for a comprehensive discussion on your experience and fit.

Due diligence

On the application form you'll need to provide details of two referees who we would be able to contact if you are called forward to interview (after the get-to-know chat).

If called for interview you may be asked to attend with relevant identity, residence, and right to work documentation.

The small print

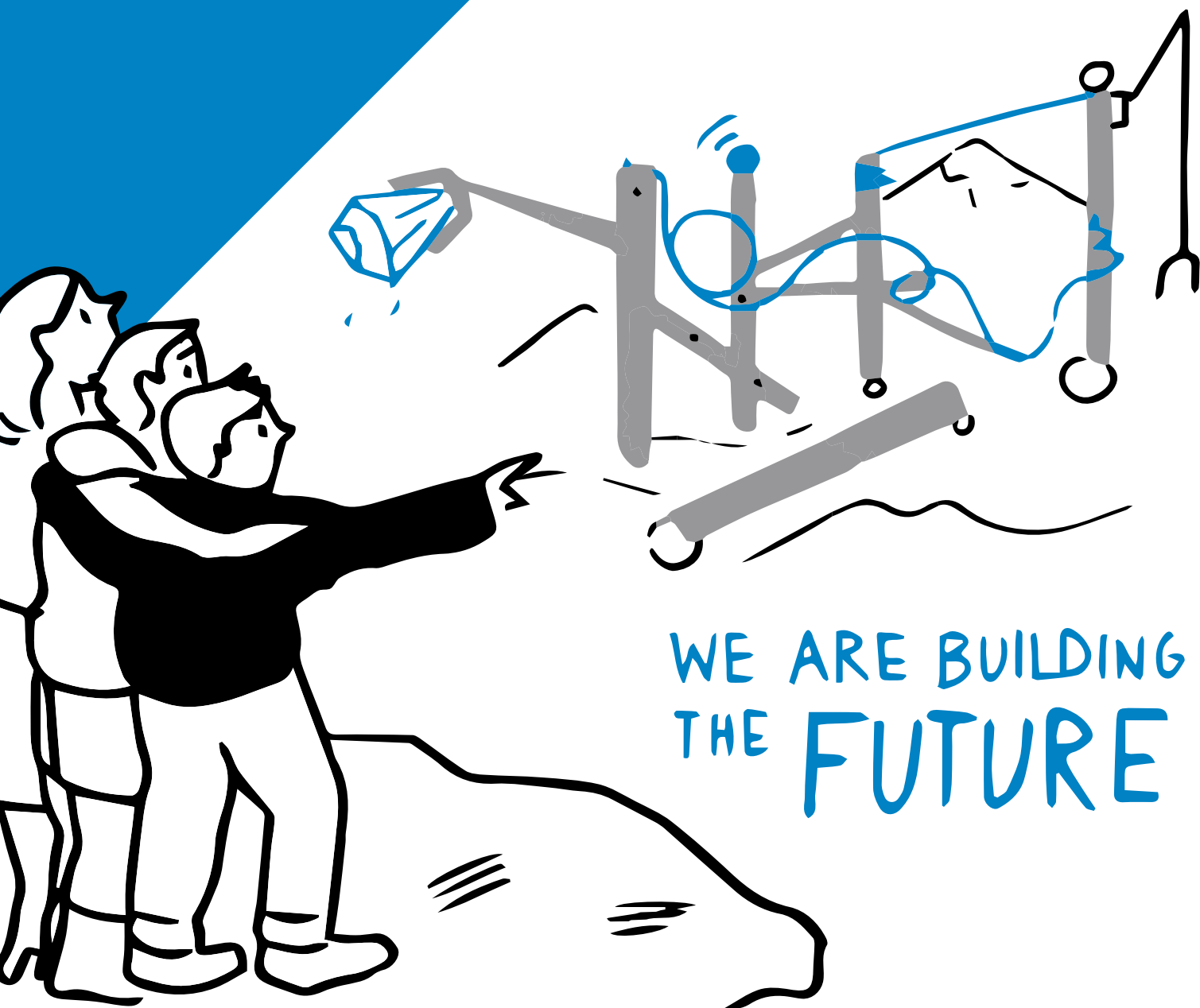
To focus charity funds and resources where they are most needed, we don't engage with agencies or recruiters – please don't take offence, it's just that we like to take a hands-on approach.

To maintain objectivity, we won't engage with candidates until called forward for a get-to-know chat. It just wouldn't be fair.

We promise to always communicate with you in a prompt and timely fashion – but we cannot provide feedback to candidates who have not attended for interview.

“The kids aren’t
building robots, the
robots are building
the kids”

**Dean Kamen,
Founder FIRST**



WE ARE BUILDING
THE FUTURE

We build More Than Robots

We invest in the young people who will invent the future. We're a tech charity using robots, role models and competitions to equip young people with the technical knowhow and soft skills to thrive