



# Head of Communications Application Pack

## Message from our Chief Executive

Dear applicant,

Thank you for looking more closely at this opportunity to be part of the Foyer Federation and to champion an Advantaged Thinking approach for young people who have experienced homelessness. The Foyer Federation has spent the last 32 years finding innovative ways to create the conditions in which all young people can thrive, particularly those who can't live at home and do not get a positive induction to adulthood.



This year we've been preparing to launch a new strategy that builds on the rapid growth we've seen as an organisation over the last 3 years. We've taken our time talking to young people, staff who work in Foyers, sector partners, funders and leaders as well as our own staff and board. As a result it has become clear that we need to focus more attention on advocating for Foyers, amplifying the voice of young people and becoming more of an influencer for positive change within youth supported housing.

We work in an agile, energetic and collaborative way, punching above our weight to deliver an extensive programme offer to our network, young people and the wider sector with a small but passionate staff team. Over the last 3 years we've built our network delivery team significantly and we are now ready to grow our development and comms work. This senior leadership role is an essential part of our future plans.

I am excited to welcome a new person to the organisation and diversify our skills, experience and perspective as a team. If you are someone who fits the job specification and you thrive in a culture that gives you ownership, purpose and mastery over your role then this could be a great opportunity for you. Do you bring your whole self to your work? Are you comfortable with being honest and vulnerable when needed, determined and motivated, with a can-do approach to life? Do you have a fresh zeal to shake things up to ensure young people get the best deal possible? We would love to hear from you!

In this pack, you will find out more about who we are, what we do and, most importantly, the values that drive the Foyer Federation, our network and those organisations and individuals who are part of the wider Advantaged Thinking movement.

Joel Lewis

Chief Executive - The Foyer Federation



## Who we are

The Foyer Federation team, Trustees and partners are driven by a **VISION** to see all young people who can't live at home have access to high quality housing, support, learning and development in order to realise their power and purpose in life.

Our **MISSION** is to support the growth and development of Foyers for young people who have experienced homelessness: working holistically alongside the organisation, the staff and people that live in them.

Our way of 'being' and 'doing' is underpinned by our core **VALUES** of being loving, authentic, brave and savvy.

The Foyer Federation was founded by Shelter and Diageo. Inspired by a housing offer for young workers in France in the early 1990s, the Foyer model was developed as a radical response to high levels of youth unemployment and growing youth homelessness.

Foyers are communal supported housing for young people who can't live at home. They are great places to learn with transformative opportunities that develop agency and purpose. They provide a bespoke 'something for something' offer designed around the young person's aspirations, strengths and experiences.

Foyers are designed to be a high quality alternative to a hostel, integrating housing, education, employability training and personal development for young people. Foyer residents are offered opportunities that give them access to learning, prepare them to work, improve their health and wellbeing and develop their leadership potential.

## Our Values



**Love** is at the heart of all we do. It means looking out for the world around us, and knowing when to be tough and when to be kind.



**Authentic** leadership is about sticking to your values, being comfortable in your own skin and not trying to be someone you're not.



**Mavericks** are born to be original, quirky and maybe even a bit unpopular to shake things up and make them better.



**Brave** – having the quiet inner confidence to stand up for what really matters.



Being **Savvy** isn't a science; it's a mind-set. It's about being smart and creative, while keeping one eye on the now and one on the end of the game.

## What We Do

### **We are innovators...**

Creating purposeful opportunities for young people that develop enterprising minds, active citizens and future leaders.

### **We are capacity builders and quality developers**

Helping our partners and network to grow their quality and impact by providing the tools, expertise and support to help them create the right environment for young people to thrive.

### **We are influencers...**

Challenging partners and stakeholders to adopt Advantaged Thinking – believing and investing in young people.

### **We are leaders...**

Developing communities of practice and ground-breaking solutions, listening carefully to our network and tailoring our responses to put Advantaged Thinking in to action.



At the core of our offer lies an approach we call...



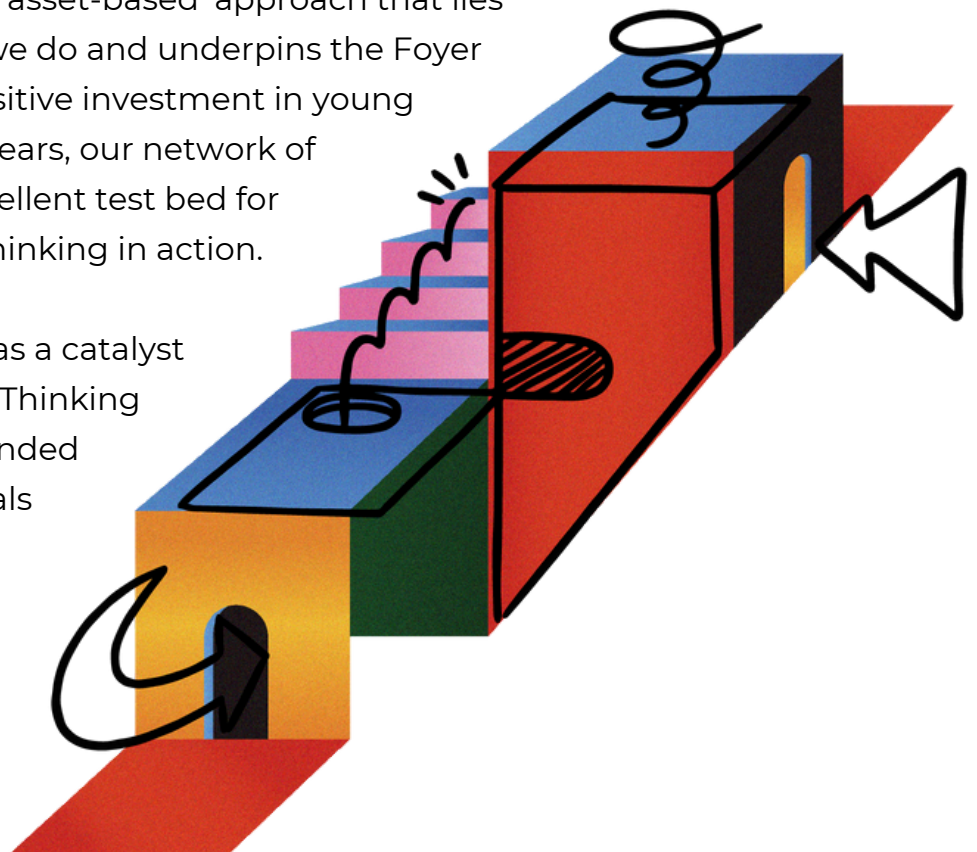
# Advantaged Thinking

**Advantaged Thinking** is about using the advantages we possess as humans – our assets, strengths, talents, resources and abilities – to create the conditions for a society in which everyone can thrive. Advantaged Thinking provides an alternative to the usual narrative of ‘deficits’, ‘needs’, ‘vulnerability’ and ‘support’. Advantaged Thinkers focus on assets and goals, and developing the resources young people need to create a better future for themselves.

Too many young people are currently seen through the lens of their disadvantage. They are labelled by what they are ‘not’ (e.g. NEET) and seen as ‘problems’ to be solved or ‘victims’ in need of charity. This leads to the creation of safety net services that too often end up trapping young people, at best enabling them to ‘survive’ or ‘cope’ rather than providing a positive springboard that will lead to sustainable, long-term change.

Advantaged Thinking is an ‘asset-based’ approach that lies at the heart of everything we do and underpins the Foyer Federation’s vision for a positive investment in young people. Over the past few years, our network of Foyers has provided an excellent test bed for showcasing Advantaged Thinking in action.

More recently we’ve acted as a catalyst in building an Advantaged Thinking movement of other like-minded organisations and individuals beyond our network that focuses on unleashing young people’s strengths, skills and abilities.



*“A vibrant and energised future for Foyers so young people who can’t live at home get the best possible opportunities.”*

Our 2030 vision and strategy is about amplifying the power of Foyers in 3 main ways:

## **1. Power to the Foyers**

Our Foyers are transformational places. Let’s give them the tools they need to thrive.

### **a) Fuel the Foyer offer**

Build capacity and create opportunities for the Foyer network to deliver an Advantaged Thinking Foyer offer.

### **b) Sustain quality services**

Develop, monitor and validate the quality of Foyer services supporting them to build Advantaged Thinking culture and practice that is transformational for young people.

## **2. Power to the People**

The Foyer network is a thriving community. Let's empower our people to do more.

### **a) Cultivate a thriving community of practice**

Facilitate a network of Foyer professionals who can share learnings, inspire innovation and drive collaboration within the community.

### **b) Nurture the Foyer workforce**

Develop a tenacious, resilient, skilled and visionary workforce of Advantaged Thinkers for youth supported housing.

### **c) Amplify youth voice nationally**

Collaborate with young people to increase their involvement and influence with, through and beyond the Foyer Federation.





### **3. Power to the Purpose**

Foyers proactively help break the cycle of youth homelessness. Let's make sure everyone knows.

#### **a) Advocate for Foyers**

Raise awareness of Foyers as a transformative part of the youth housing pathway and advocate for secure, sustainable and consistent investment in the approach.

#### **b) Grow and restore the Foyer network**

Grow the Foyer network so it's accessible to all young people who can benefit from it.

#### **c) Unite the Advantaged Thinking movement**

Unite, grow and guide a worldwide Advantaged Thinking movement for good.





## The Foyer Network

Foyers were created to provide an induction to adulthood for those young people who were unable, for all sorts of reasons, to live at home.

Over the past 32 years, the Foyer Federation has built a network of 60 independent, locally based accredited Foyers around the UK. Foyers integrate housing, education, training, employment support, health and wellbeing and personal development for young people aged 16-25.

They provide a safe place for up to 3000 young people a year to live, learn and begin to become the adults they wish to be. Foyers tackle the causes of a young person's housing need, whether it is family breakdown, disengagement from learning, lack of access to training or employment. They provide holistic support that enables young people to thrive as they move into independent adulthood.

## Achievements

- 32 years of developing a network of Foyers where young people can thrive.
- 13 years of Advantaged Thinking – developing asset-based culture and practice with local services.
- 15 years of delivering asset-based programmes that create lasting impact.
- 25 years of delivering accreditation and quality assurance in youth housing.
- Legacy of influencing more positive, inspirational and asset-based services for young people – in the youth housing sector and beyond.
- Developed international and national partnerships.



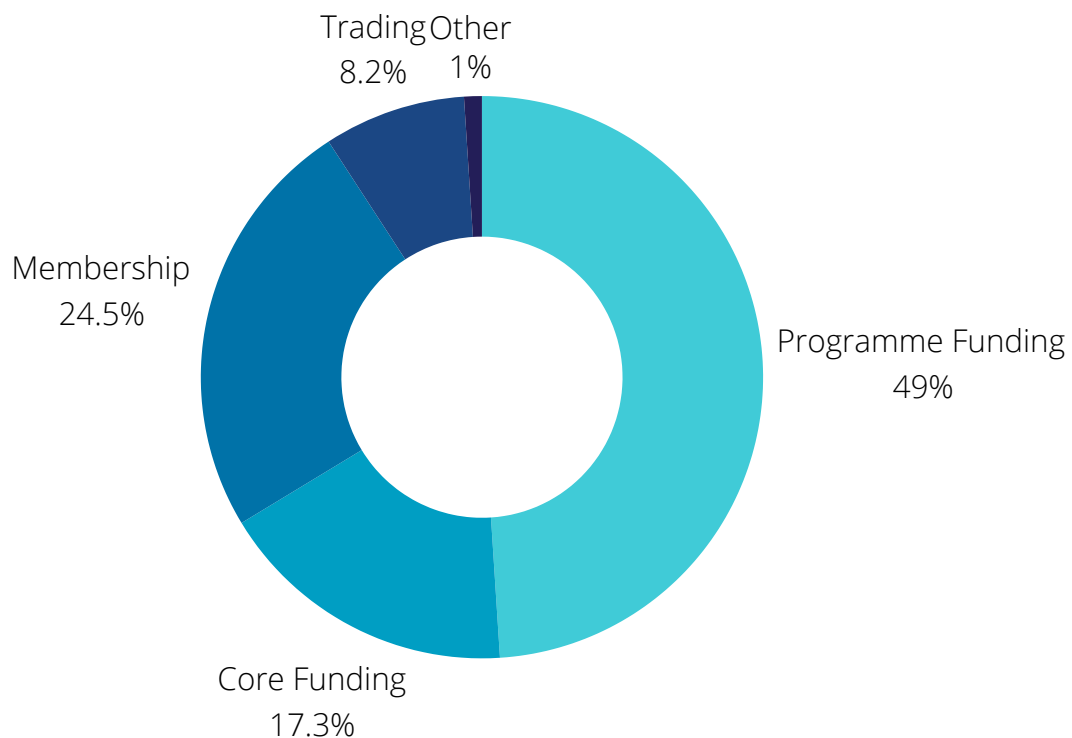


## Income Model

The Foyer Federation and its members, in common with most organisations in the beyond-profit sector, are having to think laterally about how to deal with an increasingly hostile funding environment in which they operate.

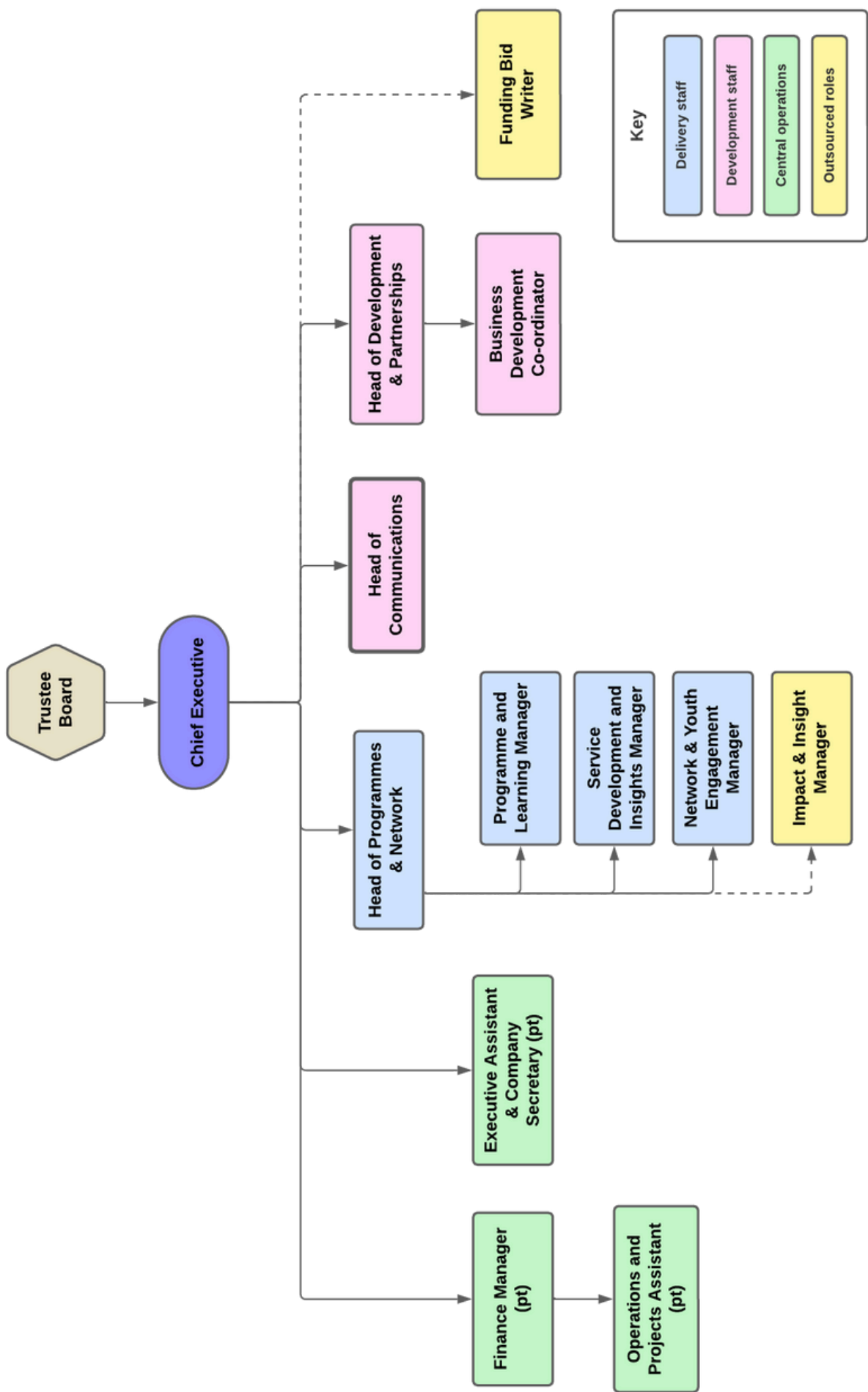
Over the last few years, we have broadened our funding base significantly and currently have no government funding. This gives us freedom and independence to speak candidly to those in power with, and on behalf of, our members and young people.

Core and programme funding from funders such as the Paul Hamlyn Foundation, Dulverton Trust, John Ellerman Foundation and Blagrove Trust alongside our membership and training income have enabled us to build our core team. The challenge now is to develop new relationships in the youth and housing sector and reposition ourselves as the go to organisation reaching young people who can't live at home. The Head of Comms role will help build our brand and grow our market reach through sharing about the quality and impact of our work and inspiring a vision for the future that brings new partnerships and opportunities.



Forecasted income profile for 2024-25

# Organisational Structure





## Equal Opportunities

We actively encourage people from a variety of backgrounds with different experiences, skills and stories to join us and influence and develop our working practice. By taking positive action around diversity (as permitted in the Equality Act 2010), we strongly encourage applications from eligible candidates who meet the minimum criteria (the Person Specifications laid out in the Job Pack) and self-identify with any of the following groups that we have identified as underrepresented in ours and the wider cultural sector workforce:

- Candidates from Black, Asian and minoritised ethnic backgrounds
- Candidates with lived experience of homelessness
- Candidates with disabilities or learning differences
- LGBT+ candidates

## How to apply

To apply for the position of Head of Communications at the Foyer Federation please send your CV plus a completed written application or submit a succinct video application based on the same questions to [inbox@foyer.net](mailto:inbox@foyer.net) :

<https://www.foyer.net/pages/work-with-us>

## Timings

Application deadline:	9am Wednesday 3rd July
First interviews (online):	Tuesday 9th July or Wednesday 10th July
Final interviews (in London) :	Monday 15th July

If you have any questions about the process please email: [inbox@foyer.net](mailto:inbox@foyer.net)

## Job Details

<b>Position:</b>	Head of Communications
<b>Accountable to:</b>	Chief Executive
<b>Line Management responsibility:</b>	None (but could be developed in future)
<b>Contract:</b>	Permanent: 4 days (0.8 FTE) or 5 days per week
<b>Salary:</b>	48k per annum (pro rata'd to 38.4k if 4 days)
<b>Benefits include:</b>	Contributory Pension Scheme; Enhanced Maternity/Paternity package; Own Macbook, iphone and support to work from home; Training and development; travel expenses; Annual leave increases year on year after 3 years service (up to 30 days), Discretionary 3 days AL at Christmas.
<b>Hours:</b>	28-35hrs (lunch break to be taken in addition) Working hours are 9am to 5pm Monday to Friday, however we offer flexible working where possible, including around parenting and caring responsibilities. Occasional overnight stays will be required for the role, with a time off in lieu system in place.
<b>Location:</b>	Home working with some travel to events and team get togethers (average 2-3 days a month).
<b>Holiday:</b>	25 days per annum + bank holidays (pro rata)
<b>Probation:</b>	6 months



# Job Description

## Context

We are a small, energetic, motivated and innovative team and you will be expected to work at a strategic and operational level - being hands on yet seeing the bigger picture. You will be part of the senior leadership team alongside the Head of Programmes and Network, the Head of Partnerships and Development and the Chief Executive. You will have external support from our outsourced creative agency for larger graphic design work and technical support for the websites.

You will have the freedom to shape the role, develop and establish fresh methodologies and potentially build a comms team overtime that will help grow our impact and influence.

Our 32-year history has established us as an innovator within the youth housing sector, delivering impactful programmes and challenging the status quo. However, in recent years our brand has been under exposed, diluted and under promoted – offering the opportunity for this role to lead in the creative development of our brand and presence in the sector.

We are looking for someone who thrives in a role that requires strategic thinking at the same time as getting stuck in with delivery - a thinker and a doer!

This role is a new senior position we have opened up due to the aspirations we have for our new strategy as well as to address a gap in our current teams experience and skills. Our charity has not had a senior comms role for over 7 years so this is an exciting chance to shape our future work having ownership over how we develop our communications to the wider world and influence decision makers to ensure young people who can't live at home get the best deal possible!





## Purpose

Are you an inspiring and savvy communicator and a focused strategist? As we embark on a new five-year strategy, we are seeking an experienced communications professional to champion our purpose, build our profile and amplify the voice of young people and the needs of our Foyers.

We are a national charity that supports young people who can't live at home. We are driven by a vision to see all young people have access to high quality housing, support, learning and development in order to realise their power and purpose.

Foyers and young people who have experienced homelessness are facing an increasingly challenging landscape, with new regulations being introduced, the cost of living crisis, and a lack of affordable housing for young people to move onto. Through targeted communications, insightful and well-placed thought leadership, and effective campaigns, the Head of Communications will take the lead in shaping the Foyer Federation's voice and messaging, and champion the issues important to our members and young people.

This role will develop a new communications strategy, maintain and manage two separate but connected brands, and grow awareness and champions of our work in the sector and beyond. Are you seeking a rewarding and purposeful role with room to be creative and develop your skills and experience? We would love you to take a closer look at the role....

## **Main Duties: Brand management and Comms (35%)**

- Develop and deliver on a cohesive, clear and compelling brand strategy for the Foyer movement, Foyer Federation and Advantaged Thinking.
- Manage the Foyer Federation and Advantaged Thinking brands, ensuring their clarity, consistency, integrity and connection points with each other.
- Manage the digital presence for both brands, including the quality and management of the websites and increasing engagement on social media channels.
- Review both brands' approaches to direct communications, including newsletters, and develop, create and disseminate content in this area.
- Deepen our audiences' connection and engagement with the Foyer Federation and Advantaged Thinking's communications.
- Collect relevant data to track and monitor the impact and reach of our comms, and analyse the findings to continually improve performance in line with the organisational strategy.

## **Main Duties: External influence and engagement (30%)**

- Work with the development team to design, develop and deliver targeted events (online or face to face) that grow our connections, brand and influence within the sector.
- Seek and secure relevant speaking opportunities for the organisation to share our learnings and influence wider change.
- Conceptualise and create thought leadership pieces on topics relevant to our strategy and community, ensuring the organisation is participating in the wider conversation in the sector.
- Write and disseminate press releases to comment on current affairs and policy and develop articles for sector magazines (when relevant).
- Establish and deepen relationships with commissioners and decision makers in the supported housing sector to influence around the Foyer Federation and Advantaged Thinking mission and vision.
- Develop, co-ordinate and deliver effective communications and campaigns (when appropriate) to grow awareness of the challenges young people face, key issues facing Foyers, and Advantaged Thinking ways of working, with a view to inspire positive change.



## Main Duties: Marketing (20%)

- Work alongside the Head of Partnerships and Development to distil and engagingly present the value of Foyer Federation membership to current and prospective members, tailoring communication approaches based on audience segmentation.
- Develop messaging and communications assets to boost training product sales and grow our audience for training.
- Develop messaging and communications assets to describe and promote the Quality Development programme, increasing awareness throughout the sector.
- Review and strengthen our approach to digital marketing, including newsletters, Google ads, etc.

## Main Duties: Leadership (10%)

- To work closely with the Senior Leadership Team to agree data sets and requirements for KPI monitoring and measurement in line with the agreed Foyer Federation theory of change.
- From time to time, attend and support the delivery of network events, training and Foyer visits to deepen your working knowledge and relationships with Foyers and young people across the entirety of our network.
- Influence the organisation's strategic direction using the learning from day-to-day interactions with our network.
- Act as a member of the Senior Leadership Team (SLT) attending SLT and board meetings (when required).
- Be a generous leader using your skills, experiences and knowledge to enable other staff members to thrive.

## Main Duties: General (5%)

- Apply the Foyer Federation's policies and procedures and ensure compliance with relevant obligations, including Safeguarding, Health and Safety, Data Protection and Equal Opportunities.
- Ensure your own continuing professional development by undergoing training and other activities.
- Undertake any other duties as may be reasonably required.

*Note: This job description may be amended from time to time, as the needs of the organisation require. Percentages are a prediction of time spent but flexible and subject to change.*

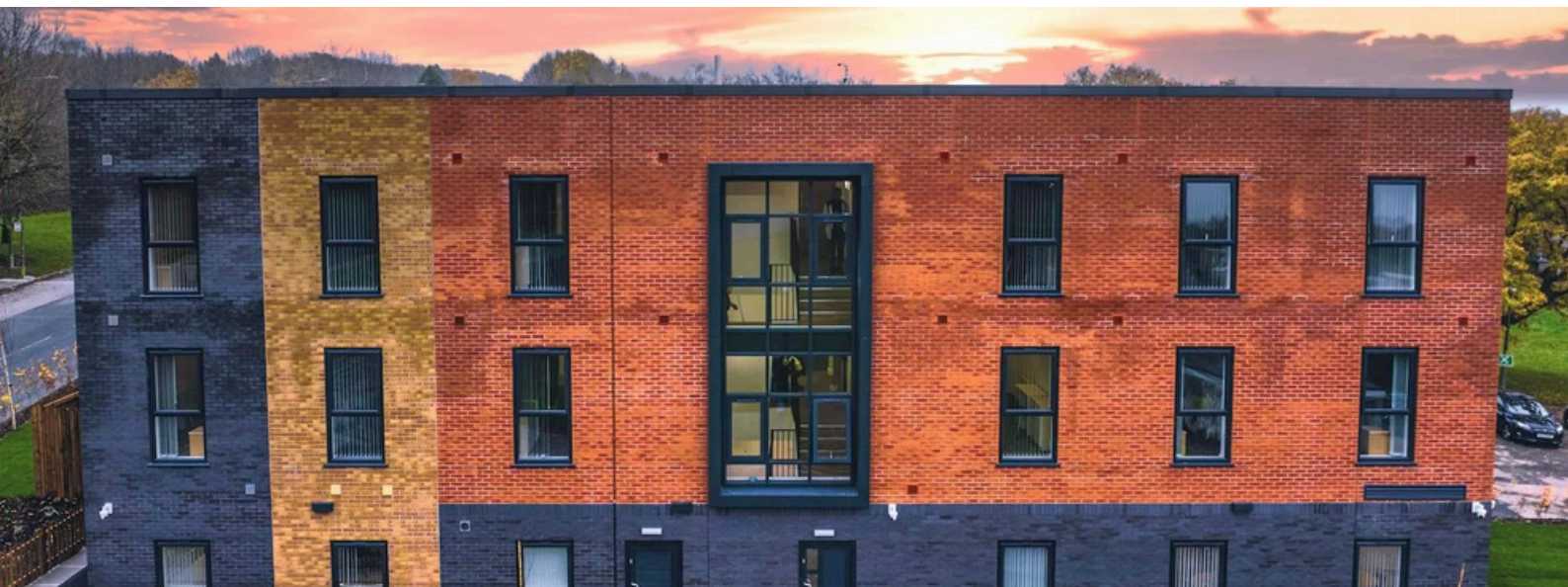
## Person Specification: Experience and Skills

### Essential:

- Experience in building, nurturing, and managing relationships with media and PR contacts
- Demonstrable expertise in three out of four of the following areas: 1) brand development and management; 2) public relations; 3) campaigning; 4) marketing
- Experience of designing and creating effective communications materials that grow awareness, inspire action, and influence change
- Experience of developing a communications strategy
- Commitment to using an Advantaged Thinking, or another strengths-based approach, to ensure communications align with organisational values
- Capable of using various technology platforms (e.g., Microsoft, Apple products, Zoom, Google suite) and effective communications tools and approaches, including Social Media platforms
- Proven ability to generate ideas and work on own initiative to identify and leverage income generation opportunities from new and existing sources

### Desirable:

- Experience of the youth, supported housing or homelessness sector
- Experience of designing and creating effective communications materials that grow awareness, inspire action, and influence change
- Experience of developing a branding or marketing strategy, as well as tracking and monitoring to ensure effective delivery against that strategy
- Demonstrable insight into the youth homelessness and housing sector, including future potential threats and opportunities, and an awareness of other organisations working in the sector



## Person Specification: Essential Qualities

### Values

- An individual who lives the values of the organisation personally and in their leadership style – Brave, Loving, Authentic, Maverick and Savvy.
- Applies **Advantaged Thinking** in practice, communicating it with others and spotting and developing potential Advantaged Thinkers.
- Demonstrable commitment to social inclusion, equal opportunities and the promotion of diversity.
- Have a genuine interest in positive social change for young people.
- Commitment and flexibility to carry out varied responsibilities within a small team.

### Style

- An inspirational and generous leader capable of selling the Foyer Federation's story and vision to a range of different audiences, including funders, corporates, members and decision makers.
- Ability to work collaboratively with the Chief Executive, SLT and Board to deliver on the strategic aims.
- A proactive team member, who enjoys working collaboratively, drawing on, facilitating and supporting the talents of others across different functions.
- Able to listen, engage and demonstrate tact and diplomacy.

### Ability

- Clear communicator and negotiator, both orally (including telephone) and written, able to influence different audiences without the need for supervision.
- Exceptional planning and organisational skills, able to work under pressure and prioritise competing tasks to meet deadlines, with a flexible approach to meeting the changing demands of the sector.
- Ability to influence, inspire and persuade people whether in person, over video/call or in written form.
- Confidence in developing relationships, negotiating and building on opportunities.





## Person Specification: Competencies

1. Creation and publication of a range of communications
2. Planning events and organising others
3. Detail-driven and organised
4. Campaigning and Advocacy
5. Influencing and inspiring others
6. Building and maintaining relationships
7. Creative and savvy thinker
8. Proactive and determined

Thanks for showing interest in the role and our organisation. If this description sounds like you then we would love to hear from you!

Team at the Foyer Federation



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