

Recruitment Pack

Head of Market Development and Investment

Community Shares Unit

October 2021



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Welcome

Thank you for your interest in the role of Community Shares Unit Head of Market Development & Investment.

The Community Shares Unit (CSU) is a partnership between Co-operatives UK, Locality and the Plunkett Foundation, set up in 2012 to support community ownership of vital buildings, spaces and services.

Community shares are an accessible way for people from all backgrounds to invest in a project or cause they believe in. They give people an equal stake and a say in what matters to them, as investment amounts can start from as low as £10. Some share offers that demonstrate best practice are matched by institutional investment administered by the CSU through our Booster programme.

We're now seeking an entrepreneurial Head of Market Development and Investment to deliver campaigns to raise awareness of community shares, to develop and promote new practice in the sector and to secure further funding to grow the work of the community shares unit.

You don't need to have existing knowledge or experience of community shares but the successful candidate will be able to demonstrate a strong track record of strategic marketing, fundraising or business development and relationship building with a range of senior stakeholders.

Role summary

- 1 **CONTRACT** | Fixed term - current funding for the role is 3 years.
- 2 **HOURS** | The role is expected to be full time, 35 hours per week but some flexibility and possible job share arrangements would be considered.
- 3 **LOCATION** | Flexible, with regular travel
- 4 **SALARY** | c.£50,000 p/a + excellent benefits
- 5 **Reporting to** | Day to day supervision and management will be the CSU Steering Committee. The host employer will be Co-operatives UK
- 6 **Responsible for** | No line management responsibility; however, you will work very closely with staff working on standards, the delivery of the Booster Fund and relevant staff across the partnership.

About the Community Shares Unit

After developing close links with UK government departments and the Financial Conduct Authority, more recently the CSU has been working closely with Power to Change, Architectural Heritage Fund, Access Foundation, Barrow Cadbury Trust (Connect Fund) and Co-operative and Community Finance to grow the market.

The CSU co-ordinates a network of practitioners and advisers who specialise in supporting community share issues. We support their continuing professional development by developing best practice standards outlined in the [Community Shares Handbook](#) and we award the [Community Shares Standard Mark](#) to share offers that meet these standards.

More information on the work of the CSU can be found [here](#).

There are three strands to the future work of the CSU:

1. **Market development** – including campaigns to promote community shares, supporting societies and groups, and working with partners and government
2. **Standards** – developing and promoting new practice in the sector
3. **Investment** – attracting further funding and resources to the unit to grow the community shares model



About this new role

Community ownership via community shares has been one of the biggest democratising forces in our economy, impacting a range of sectors from farming to football. In the last 10 years, the community shares market has grown enormously – almost 60-fold, from £3 million in 2012 to £171 million in 2021. This demonstrates the huge power of this funding model. Institutions, funders and government all have a role to play in growing the community shares market further, and the Community Shares Unit exists to promote, innovate and secure the resources needed to realise its potential.

Increasing interest from policy makers and funders, coupled with the growth and complexity of the Booster Programme (which provides matched funding from institutional investors), has created exciting opportunities for development.

The government's recently launched £150 million Community Ownership Fund requires groups to find significant match funding. This is likely to drive the demand for community shares, meaning the time is now to invest and support wider participation across the market. The CSU has a pivotal role in convening funders who have already expressed an interest in investing in the community shares market and widening this to new audiences across the UK to ensure groups have access to the development support and capital they need.

Power to Change are funding this new role for the next three years to drive the growth strategy and build on the established good relationships in the partnership to deliver the joint vision. The role will focus on the three priorities in the CSU strategy: market development, standards and investment, focusing initially on market development. The operational day to day support for community shares advisers and groups is delivered by the community shares programme manager and is not part of the responsibility for this new role.

About the role

Development of CSU strategy and business plan

- Develop a five-year strategy across all strands of the Community Shares Unit working with existing partners, staff, practitioners and community benefit societies (groups utilising community shares)
- Develop a rolling business plan with key tasks, activities and budgets

Coordination of the partnership

- Work independently across the main partners to coordinate their various activities in meeting the strategic aims and objectives of the CSU.
- Ensure meetings are held regularly and serviced with papers, minutes, etc.
- Work with individual partners to develop their role within the CSU focusing on strengths and developing a portfolio of skills across the partnership that meets the aims of the CSU.
- Work closely with colleagues who are working on the development of standards and the delivery of the Booster programme, to ensure clear joined up thinking.
- Report to the partnership on progress against the strategy, business plan and work plans at regular intervals



About the role

Market development

- Actively engage a range of stakeholders to raise awareness, identify aligned priorities and secure additional resources to further develop the community shares market. This includes supporting other staff to secure funding to support the ongoing development of work emerging from practitioner training and the Co-operative and Community Capital Committee led by Co-operatives UK.
- Work with each partnership organisation's policy team to coordinate work lobbying government departments that connect with community shares policy, legislation and associated practices e.g. tax reliefs.
- Coordinate partnership campaigns to promote community shares and bring into mainstream funding.
- Secure partnerships with key development organisations and practitioners to support community groups and the growth of new community benefit societies.
- To develop markets to meet the need of specific minoritised communities, building on work already developed such as sharia compliant share offers.

Investment

- Actively engage stakeholders to secure additional resources on behalf of groups utilising community shares. This will include supporting colleagues at Co-operatives UK and other community shares related funds across the UK to grow their funding programmes.
- Develop a pipeline of opportunities for new funding and resources to support the work of the Community Shares Unit including the development of repayable finance from investors.
- Develop the funding portfolio to create a sustainable business model.



Outline targets

Final targets will be developed on appointment with the partners, but we expect these to cover

- Production of a strategy, business plan and future revenue model for the Community Shares Unit within the first 9 months.
- Supporting the partnership to identify and pursue a minimum of £3 million of mission aligned funding over the three years
- Co-ordination of a UK wide campaign, to raise awareness of community shares amongst the general public, targeted communities and potential institutional investors.



About you

You will have experience in delivering a wide range of projects, managing budgets, fundraising, leading a team and building stakeholder relationships. With an understanding of partnership working, you will have a commitment and passion for improving places through co-operation.

Using your project management experience you will oversee the delivery of a number of established community share projects.

You will use your experience of partnership working to ensure funders are informed and engaged, and work closely with our project partners.

A key part of the role is to lead the identification and development of different funding opportunities in support of our aim to promote, develop and unite co-operative enterprise, and specifically to further develop the community shares market.

We are looking for someone with proven project management skills, who understands the importance of relationships to get things done. You should be open and collaborative and have the ability to link opportunities as they arise.



About you | criteria

Essential

- Ability to build relationships with government, funders and policy makers in order to promote the work of the Community Shares Unit, develop markets and attract investment
- Track record of attracting significant investment to projects and programmes
- Ability to develop a strategy for a specific market and create practical business plans, activities and budgets
- Ability to quickly learn the operational detail of unique markets to identify opportunities and threats demonstrating credibility with stakeholders
- Understanding of how to develop new markets utilising a range of techniques and tools as appropriate
- Strong communications skills, translating complex information into simple language
- Excellent persuasion skills, particularly with funders and policy makers
- Excellent analytical skills to interpret complex data and policies

Desirable

- Knowledge of co-operative society structures and community shares.
- Understanding of the social investment market
- Experience of coordinating effective campaigns



About you | values and behaviours



Values and behaviours

- Ability to lead, manage, motivate and develop high performing teams
- Understand the values of building and maintaining relationships across a broad spectrum of stakeholders
- Strategic thinking and transformational leadership
- Strong team player with ability to be effective in a range of team roles
- Ability to think laterally and strategically and link up opportunities across a range of contexts
- Self-aware with emotional intelligence, creativity, drive, resilience and integrity
- Strong sense of professionalism and integrity
- Demonstrated interest in co-operative values

Working with Co-operatives UK



We put our people at the heart of everything we do.

Fueled by the passion of the co-op values, principles and culture, we are thriving. Our 150 year legacy drives innovation and collaboration.

We believe that creativity and freedom build a culture that is founded on trust. We work hard to ensure that we can all work effectively and co-operatively.

We support each other, taking time to listen so that we can bring the best version of ourselves to work.

Work with us, and discover that co-operatives offer a better way of doing business.

This role reports to the Community shares unit partners but is employed by Co-operatives UK.

Employee benefits

We offer a range of benefits to support you. Our strong beliefs and co-operative principles shape the way we think work should be.



Fancy a brew?

We know the importance of a cuppa or coffee! You will always find plenty of complimentary refreshments in our kitchen

Learn and grow

Stretch your skills and learn new ones. Learn from great people and direct your own development.

We are committed to inspiring your personal growth and professional development.

Wellbeing

Everyone working at Co-operatives UK has access to an employee assistance programme provided by Bupa. This is available to you, your partner and any dependents over the age of 16 who currently live with you. It's free to use and completely confidential. We also have a number of colleagues trained to offer mental health first aid support.

Travel

If you use public transport to get to work you'll know how expensive it can be. For an easy way to spread the cost of a season ticket over the year, you can set up an interest-free travel loan.

Drive to work? Save money with an NCP car park pass. Enjoy unlimited parking at NCP Printworks with a 75% discount on the normal rate!

Want a different way to save?

Join the Co-operative credit union. Save from as little as £2.50 per week and access low-cost loans with free life cover.

We are flexible

The 9-5 doesn't work for everyone!

Co-operatives UK will work with you to find a working pattern that works for you.

It's not all about the office either we are fully digital so working from home can really work for you!

Pension

The Co-operatives UK Defined Contribution Pension Scheme is a savings plan that's designed to help you build up a pension pot

As a minimum you save 3% of your pay and we will contribute 5%. It is up to you how much to save but the total combined contributions can reach 23%



Policies

Our policies are there for you! Designed to support you and your family. If you want to see them before you start, just ask!

Coaching

Coaching provides a development focus and structure to your relationship with your line manager. Coaching is a way of having conversations that are safe, supportive and challenging. It can be a thought-provoking and creative process and will help you to maximise your personal and professional potential.

We believe in coaching and have a pool of trained internal coaches ready to work with you.

Eye tests

Look after your eyes with free eye tests. You book and attend a test, Co-operatives UK pays. It's as simple as that.

Bike to work

We are committed to the environment and want to support you to embrace a carbon-neutral future.

We can purchase a bike and equipment and lease it back to you.



Trade union

We believe in the power of working together. Joining our recognised Trade Union, SATA, means that you will be part of the principal union that negotiates for all grades of staff in the service sector of the economy.

Co-operatives UK values

Equity

We treat each other with fairness and respect

Honesty

We are open and honest

Self-responsibility

We are empowered to get things done

Solidarity

We stand together

How to apply

Apply [here](#)

 www.uk.coop/careers

**Application window closes 10am on
Monday 1st November 2021**

Initial interviews will be held on Wednesday 24th
November

Direct any queries to:

 recruitment@uk.coop

Please note, any CVs sent directly to this email will not be considered.

