



Senior Strategic Programmes Manager Recruitment Pack



Senior Strategic Programmes Manager

£40,000 - £44,000 per annum
Full time (37.5 hours per week)

About us

LandAid is a charitable trust, first formed in 1986. We were created by, and continue to work with, the UK property industry to try and harness a collective desire to do good. Since 2016, our focus has been exclusively on creating a corporate movement within and across the industry to tackle and end youth homelessness.

Our vision:

An end to youth homelessness in the UK.

Our mission:

Uniting the property industry to end youth homelessness

Our work:

In the UK, every 4 minutes a young person becomes homeless. Last year alone this equated to nearly 118,000 16-25 year olds.

Many are forced to sleep in overcrowded hostels, on the sofas of people they barely know, or worse still, on the streets. Yet homelessness isn't inevitable. It's a problem that can be solved.

With the right support services and safe accommodation, we can prevent young people from becoming homeless and protect those who are. Unfortunately, it's not that simple. Rising rents and reductions in benefit payments have had a negative impact on the country's most vulnerable young people and organisations delivering critical services are struggling with an increase in demand. They desperately need investment to reach more young people.

That's why we're here. For over 30 years we have been bringing together remarkable businesses and individuals from across the property industry and wider built environment to support projects that provide life-changing accommodation for young people facing homelessness.

We help provide homes, jobs and skills to thousands of young people at risk of or experiencing homelessness, building their foundations to grow.

Our values:

At the heart of the way we work are our five key values:



We're
Ambitious

We are bold in the goals we set ourselves and the impact we seek
We endeavour to inspire those with whom we work
We recognise and celebrate achievement in pursuit of our mission



We're
Responsible

We are open, honest and trustworthy
We hold ourselves accountable for what we do
We build lasting and effective partnerships



We're
Tenacious

We persevere in the face of challenge
We demand the best of ourselves, our supporters and our industry
We bring courage and determination to the tasks we face



We're
Inclusive

We respect, listen to, and learn from everybody we work with
We bring empathy and kindness to everything we do
We are committed to diversity, equity and inclusion



We're
Creative

We champion innovation, fresh thinking, and new ideas
We are agile and flexible in our approach
We keep an eye on the future as well as the here and now

Our team

Our team of around 20 people covering fundraising (events and national partnerships), comms, finance, grants, and strategic partnerships. We have a great culture, scoring very highly in staff engagement surveys, investing in learning, development, and professional progression. We're open to new ideas and offer colleagues considerable autonomy to try things out within a collegiate and supportive environment, that helps to make us a great place to work.

Job Description

Job Title:	Senior Strategic Programmes Manager		
Location:	Remote, with option to work in London office. Minimum requirement to attend monthly team meetings in London (expenses paid)		
Hours:	37.5 hours per week (minimum 4 days per week)		
Grade Band:	Senior Manager	Salary Scale:	£40k - £44k
Reporting to:	Head of Strategic Programmes		
Direct Reports:	Pro Bono Programme Officer		

Role Summary & Purpose

The focus of this permanent role is to manage the development and growth of LandAid's Strategic Programmes, in line with our new strategy and core mission to end youth homelessness. This is an exciting role with the potential to create significant social impact at a pivotal moment in the growth of our Strategic Programmes work.

As a charitable trust LandAid's core purpose includes distributing grants to create sustainable routes out of homelessness and into sustainable independent living for young people. The Strategic Programmes' team are responsible for brokering services for our charity partners that broaden our offer above and beyond our core grants in three different areas:

Pro Bono - brokering free professional services and advice from LandAid's corporate partners in the property industry, in support of the work of our charity partners.

Employability - establishing sustainable routes out of homelessness for young people through facilitating access to Employment, Education, and Training opportunities, through funding projects and establishing best practice and advice for property sector employers.

Property Donation - establishing new accommodation for young people experiencing or at risk of homelessness, through facilitating access to discounted rents and other in-kind donations of property.

The focus for all three programmes is now on their growth and the maximisation of their social impact. This follows a period of development and refresh for Pro Bono, and the successful piloting of the newer Employability and Property Donation programmes.

All three programmes have proven to be successful, sustainable and scalable. This role is primarily concerned with maintaining the management of the programmes whilst working alongside the Head of Strategic Programmes to enhance them and expand their reach.

LandAid relies heavily on the voluntary support of our corporate partners from the real estate industry and this role will work closely with these partners to maximise their contribution to our mission to end youth homelessness. Our programmes benefit from incredible support within and across the industry, but we can do more, ask more and achieve more. The role will also require you to work closely with our charity partners to ensure that our programmes deliver against their needs for maximum impact.

Principal responsibilities

Your principal responsibilities are to:

- Manage and develop our three flagship strategic programmes, brokering appropriate support from our corporate partners to deliver and grow the support available to young people experiencing, or at risk of homelessness.
- Deliver targeted activity in line with our partnerships model to increase engagement with strategic programmes from our corporate partners and support them to engage their staff to contribute.
- Ensure a healthy pipeline of engagement from charity partners across all strategic programmes, through effective promotion, to include direct approaches, professional and social media channels, and presentations, articles and blogs.
- Collaborate effectively with internal stakeholders to ensure a consistent and holistic approach to delivering against our shared goals and objectives in support of LandAid's core mission.
- Line-manage and develop the Pro Bono Programme Officer, supporting them to effectively process, broker and track pro bono requests.
- Make recommendations to the Head of Strategic Programmes and the Deputy CEO/Director of Fundraising & Programmes on the future direction, shape and next steps for these programmes.

Project Management

- Work with the Head of Strategic Programmes to develop key milestones and SMART KPIs for the programmes, ensuring they are both ambitious and achievable, aligned with impact targets & LandAid's overarching strategic aims.
- Oversee and develop processes to ensure streamlined and effective programme administration.
- Ensure accurate records of all activity are kept and systematically monitor and evaluate departmental activities against KPI's,
- Provide regular updates on progress against KPIs, and on the programmes more generally, working closely and strategically with the Head of Strategic Programmes to provide information internally, and to relevant funders, boards and committees.

- Develop, review and update governance documentation for all three programmes, including resources and guidance for providers and recipients of support as required. To enable all parties to make the best of the opportunities the programmes can offer.

Relationship Management

- Establish effective partnerships and working relationships within the property & charity sectors to deliver, effective solutions for vulnerable young people.
- Oversee the engagement and management of individuals who volunteer their time and expertise in support of LandAid and our charity partners.
- Establish direct connections between corporate partners and charity partners - brokering, supporting, evaluating, and monitoring those relationships.
- Deliver excellent stewardship and recognition of those corporate partners and individuals who contribute to LandAid's strategic programmes.
- Develop and sustain effective strategic relationships with senior and influential stakeholders including senior volunteers, such as members of the LandAid Grants and Impact Committee (LGIC) and those representing programme funders.
- Ensure effective integration and knowledge sharing with other LandAid team members. To enable effective engagement and stewardship of our corporate partners and identify possible areas of collaboration (e.g. engaging our regional boards to promote or support these initiatives).
- Seek and develop opportunities to collaborate, and partner, with other providers of programmes and initiatives in our areas of interest.
- Work collaboratively across sectors to address specific, local issues which prevent young people accessing employment and affordable housing.

Impact & Evaluation

- Work with the Head of Strategic Programmes to develop the impact measurement framework and establish key impact metrics and regular evaluation for the programmes.
- Assist in the comprehensive measurement of LandAid's social value by capturing, analysing and reporting on the impact of our Strategic Programmes work.
- Work with our charity and corporate stakeholders to ensure that the programmes are aligned with their objectives and meeting expectations.
- Undertake such activity as necessary to assure the processes for assessing and progressing projects across all programmes, to ensure that LandAid's resources are being deployed to achieve maximum impact
- Liaise closely with charity partners to ensure that lived experience and need are at the centre of our programmes, actively consulting with young people where possible and/or appropriate.

- Ensure that the evidence and information gained from evaluations, feedback and other data sources are incorporated into decision-making about programme changes, as well as future plans and initiatives.

Communications

- Ensure the systematic collection of case stories to support the communications team in the delivery of activity to promote the impact of our strategic programmes and LandAid more widely.
- Be alert to and share any opportunities for communications, PR and External Affairs-based opportunities to promote the strategic programmes and LandAid more widely.

General

Your general responsibilities are to:

- Be a committed and effective member of the LandAid team
- To take your own professional development seriously and continually look for opportunities to learn and improve what you do, and how you do it
- Adhere to our policies and procedures, and working confidently and enthusiastically within our values
- Carry out any roles and tasks required to support the Head of Strategic Programmes, and the priorities of the charity as requested, including providing holiday cover as required.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will mainly perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.

Person Specification

Criteria	Essential	Desirable
Qualifications / Education / Training		
Project Management qualification / accreditation		✓
Social housing management or property qualification		✓
Knowledge		
Demonstrable interest in CSR, and how businesses can be supported to achieve social impact	✓	
Knowledge of social value and social impact reporting methodologies		✓
Knowledge and understanding of the social housing and/or homelessness sector, including models, options and challenges for young people		✓
Knowledge of the Employment, Education and Training landscape for young people		✓
Experience		
Experience of designing or delivering CSR or volunteering programmes in support of vulnerable or disadvantaged groups of people	✓	
Experience of working in or with the property and/or construction sectors		✓
Experience of developing and managing relationships with senior stakeholders	✓	
Experience of monitoring, analysing and providing robust evaluation and reporting of projects and programmes of work	✓	
Experience of supporting young people into employment		✓
Experience of procuring funds or in-kind support from corporate partners or individuals, or of working to support donor relationships		✓
Skills and abilities		
Demonstrable project management and development skills with the ability to plan and prioritise effectively	✓	
Excellent interpersonal, listening and presentation skills, including the ability to promote ideas with credibility	✓	
Ability to influence and negotiate with others to deliver positive results	✓	
Ability to work effectively and collaborate with a wide range of internal and external stakeholders	✓	
Excellent literacy and writing skills with the ability to effectively promote programmes, projects and services through strong and persuasive communication.	✓	
Ability to solve problems creatively and in collaboration with multiple senior decision makers	✓	
Excellent numeracy skills with attention to detail and ability to analyse data and manage budgets	✓	
Proficiency in Word, PowerPoint, Excel and Outlook, MS Teams.	✓	
Familiarity with using CRM systems to manage workload and relationships	✓	

Competencies

We have four core competencies at LandAid, and as a Manager you'll be expected to be performing at (or working towards) the 'Guide and deliver' level. The recruitment exercise will explore your capability in these areas. The descriptors for competencies at this level are set out below:

Competence 1: Doing things well

- You bring others with you to achieve our mission
- You help others, where required, to prioritise tasks by putting them in the context of our strategic mission and goals
- You make sound and timely decisions
- You deal with problems swiftly and appropriately to ensure work is delivered well
- You optimise relationships, internally and externally, to get things done
- You support others in managing any ambiguities and uncertainties.
- You are sought out by others for advice and guidance
- You acknowledge accomplishments

Competence 2: Creating Connections

- You build high performing teams, aligned around common goals
- You build and maintain an effective network of internal and external meaningful relationships
- You actively build trust through your honest and brave communications with stakeholders
- Your communication is clear and inclusive, and you can adapt it to suit the audience
- You look for opportunities to collaborate or connect with others, internally or externally
- You identify opportunities to connect others to the benefit of LandAid

Competence 3: Adapting and Innovating

- You reflect and seek improvements in the way we work and the impact we have
- You actively encourage entrepreneurial ideas from others
- You stay abreast of changes within the sector, your field and across peers / competitors which may reveal innovative approaches, opportunities etc.
- You respond promptly to critical events or problems
- You are willing to meet the challenge of difficult or complex changes, encouraging and supporting others to do the same
- You model resilience and effective coping strategies in the face of challenge
- You act as a champion of change for new projects, initiatives and/or ways of working

Competence 4: Being Kind

- You build a working environment that encourages diversity and inclusion through your actions
- You model inclusive communication in all internal and external interactions
- You actively listen to others
- You proactively identify and challenge any potential bias
- You demonstrate an open, transparent and honest communication with your team
- You recognise and reward individual achievements
- You recognise signs that people may be struggling and are able to offer appropriate support or guidance
- You recognise the importance of balancing life between work and home, for yourself and others

Terms and Conditions

Holidays: 25 days per year (excluding bank holidays)

Pension: Employer pension contribution of 5% into a personal pension, this does not have to be matched by the employee.

There will be occasional work outside normal work hours, and you will be expected to undertake some travel and to stay away overnight from time to time.

Additional Benefits

- Opportunities for flexible working
- Free annual Flu' jabs and annual sight tests
- Cycle to Work Scheme (salary sacrifice)
- ½ day a month entitlement to volunteer for a charity of your choice, in work time
- Interest-free Annual Travel Card Loans
- A Professional Development Fund
- Commitment to wellbeing (we're signatories of Mind's Time to Change Pledge)
- An Employee Assistance Programme
- Private Health Insurance with Vitality (small employee contribution required).

How to apply

We use the recruitment and selection platform, Applied, to help us avoid bias and secure the best talent for the roles we need.

To apply for this role, you'll need to go to our application page here:

<https://app.beapplied.com/apply/jzhjtsaz1y>

Recruitment Timetable

The deadline for receiving completed applications is **23:59 on Monday 18 August 2025**.

First interviews will be held online during w/c 1st September 2025

Thank you for your interest in joining our team in this important role.

We look forward to receiving your application.