

# Community Business Adviser

## Recruitment Pack



**Plunkett  
Foundation**

A photograph of a blue building with a large sign. The sign is white with black text and is mounted on the building's facade. The sign reads 'Welcome Village Shop, Café & Post Office Owned and run by our Community'. The building has a blue exterior and a white base. A small flag is visible on the right side of the building.

**Welcome**  
Village Shop, Café & Post Office  
Owned and run by our Community

**AUGUST  
2023**

[www.plunkett.co.uk](http://www.plunkett.co.uk)

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# Introductory Message from the Chief Executive

Thank you for your interest in the role of Community Business Adviser - we are delighted to provide you with an application pack, and it is hoped that the information provided will be of interest and help you with your application process.

Plunkett Foundation is an established charity dating back to 1919, but our focus is firmly on the present and ensuring our work remains relevant to the communities we seek to represent. Our five-year strategy (2022-2026) outlines our ambition to grow the community business sector in terms of size, geographic reach and impact. This is because of the potential the community business model has in transforming the lives of people living in rural communities and the positive contributions they can make to the local economy and to the environment.

Plunkett Foundation has always been an organisation that adapts and evolves to ensure its relevance to society and is making the most difference to people, place and planet. I joined the organisation in 2007 and was appointed CEO in 2017. I can honestly say, I have never known Plunkett's support be in such demand as it is today, and this reassures me that we are on the right path.

I am particularly proud to be leading Plunkett through its next chapter and diversifying our income streams through corporate partnerships and earned income via membership and consultancy. We are also due to launch our vision and action plan for making the countryside a more welcoming and inclusive place for a diverse society to live, work and visit. We actively push for change, through our policy and advocacy work with government departments, ministers, think tanks and local authorities across the UK – representing our members and enabling a more supportive environment for community businesses to set up and thrive.

With these exciting plans ahead of us, we are looking for new staff to join us who are passionate about what we do and are equally excited about the journey ahead of us.



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It doesn't matter what your role is at Plunkett, we are a team who work and support one another to achieve our goals. Everyone has a voice at Plunkett, and if successful, you will be encouraged to use yours and influence our internal culture as well as our future growth and external impact. As CEO, I believe in working hard, and set a culture of high quality leadership with ambitious but obtainable targets. It is also my role to ensure everyone is given the opportunity to learn, develop and thrive. But I also strive to create an environment which is fun and rewarding to be part of.

Finally, thank you once again for your interest in Plunkett Foundation and the position available. I hope that this introductory letter has given you a clear sense of our culture and ethos as well as a feel of what we are looking for. If you decide to apply, we do appreciate how long it takes to apply for jobs and you can be sure we will take time and care in reading your CV and supporting statement. We are looking for someone who is prepared to respond to us appreciating who we are and where we are at on our journey. We look forward to hearing from you and exploring your future with us through our selection process.

Yours faithfully,

**James Alcock,**  
Chief Executive of the Plunkett Foundation



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# Role Summary

## Contract

**Fixed Term Contract (18 months)**

## Hours

**Full time and part time work considered**

## Salary

**£28,200 - £39,342 FTE paid pro rata for the hours worked  
(starting salary £33,000)**

## Reporting to

**Consultancy Project Manager**

## Location

**Remote working, with travel, including occasional travel to Plunkett office  
in Woodstock, Oxfordshire**



# About Plunkett Foundation

Plunkett Foundation is a UK-wide charity with a vision for resilient, thriving and inclusive rural communities. To achieve this, we support people in rural areas to set up and run a wide range of businesses which are genuinely owned by local communities, whereby members have equal and democratic control. Today, we represent approximately 700 such 'community businesses' in rural areas throughout the UK, from shops and pubs through to woodlands, farms and fisheries.

In practical terms, our support for community businesses comes in the form of advice, training, and events and is delivered through a core team of staff and a network of locally based self-employed business advisers across the UK. As a membership organisation, we also represent the interests of rural community businesses through research, policy and public affairs.

## *Why our work matters:*

Through Plunkett's support for community businesses, we have a specific mission to create innovative, impactful and inclusive spaces. We achieve this by helping community businesses to:

- Provide a wide range of services and amenities that communities value and need
- Stimulate the local economy through localised supply chains
- Create access to employment and training and volunteering opportunities, often supporting people who are excluded from the labour market
- Tackle climate change through delivery of environmentally sustainable initiatives
- Promote equality, diversity and inclusion by creating safe and welcoming spaces for all

As community businesses are run democratically by members of the community in such an inclusive and participatory way, they also address a wide range of issues affecting today's society, including isolation and loneliness, mental health and wellbeing, discrimination, and financial poverty. Once established, a community business rarely fails – of all those supported by Plunkett Foundation, there is a 99% survival rate in their initial five years, and a longer term survival rate of 96%.



# How We Work

Plunkett Foundation is a values-led organisation. All our staff and Trustees strive to live up to our values of being inspiring, accessible, dedicated, inclusive and collaborative and we look for these characteristics in our recruitment process. We also expect all Plunkett staff to demonstrate a knowledge, understanding and commitment to equity, diversity and inclusion and its application in all that we do.

## *Our Values:*

**INSPIRING:** we raise awareness of the power of community businesses to drive positive change.

**ACCESSIBLE:** we are approachable to all, and tailor our support and services to individual's needs.

**DEDICATED:** we are focused, putting the interests of communities first.

**INCLUSIVE:** we value equity and diversity and treat everyone with respect, honesty and integrity.

**COLLABORATIVE:** we achieve more when working closely with others.

At Plunkett Foundation, we operate as a team. This means that every member of staff is expected to support the organisation as a whole, and as and when required, this means helping others to meet important targets or complete organisation-wide initiatives. As such, there will be times when you are asked to work on tasks outside of your job description – but it also means that the whole of Plunkett is there to support you when required.



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# Why work for Plunkett Foundation?

We offer a range of benefits to support all our staff:

## **Pension**

We operate a workplace pension scheme and currently contribute 5% of your gross basic salary to the scheme.

## **Life Insurance**

We operate a non-contributory life insurance scheme. In the event of the death of an employee, the insured sum (currently 3 times salary) will be payable to the named beneficiary(ies).

## **Living Wage**

We are a Living Wage-accredited employer, meaning all our staff and contractors are paid at least the Living Wage.

## **Annual Leave**

Plunkett's holiday entitlement is 35 days. All Full Time Plunkett employees are eligible for 27 days' paid holiday in addition to the 8 statutory bank holidays. Part Time Employees' holiday entitlement is calculated on a pro rata basis.

## **Volunteering Days**

We offer staff the opportunity to volunteer for up to 14 hours per annum within their working time. This may be used in their own community, at a community business or by serving on a board of trustees for a charity of their interest.

## **Birthday Bonus**

In addition to holiday entitlement, we offer an additional day's leave on or around staff birthdays. This is a discretionary benefit which is reviewed annually.





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## Employee Benefits Programme

We have partnered with an Employee Assistance Programme to provide additional employee benefits including a Wellbeing Centre as well as discounts and purchasing benefits with well-known brand names.

## Flexibility in working

We offer ad-hoc flexibility on request to enable staff to accommodate personal events and appointments and commitments as required.

## Training

Plunkett Foundation believes that well trained employees are key to business success and is committed to developing its staff. A generous annual training budget is developed based on individual, department and organisational needs.

## Mental Health First Aider (MHFA)

Plunkett considers staff wellbeing and mental health to be very important. We have one MHFA and another colleague is currently undergoing training.

## Staff Forum

A consultative group open to all staff to share ideas, raise questions and provide guidance and support to help Plunkett meet its strategic objectives. This group also acts as a Social Committee and organises regular visits to community businesses as well as more local adhoc social events.

## Christmas Party

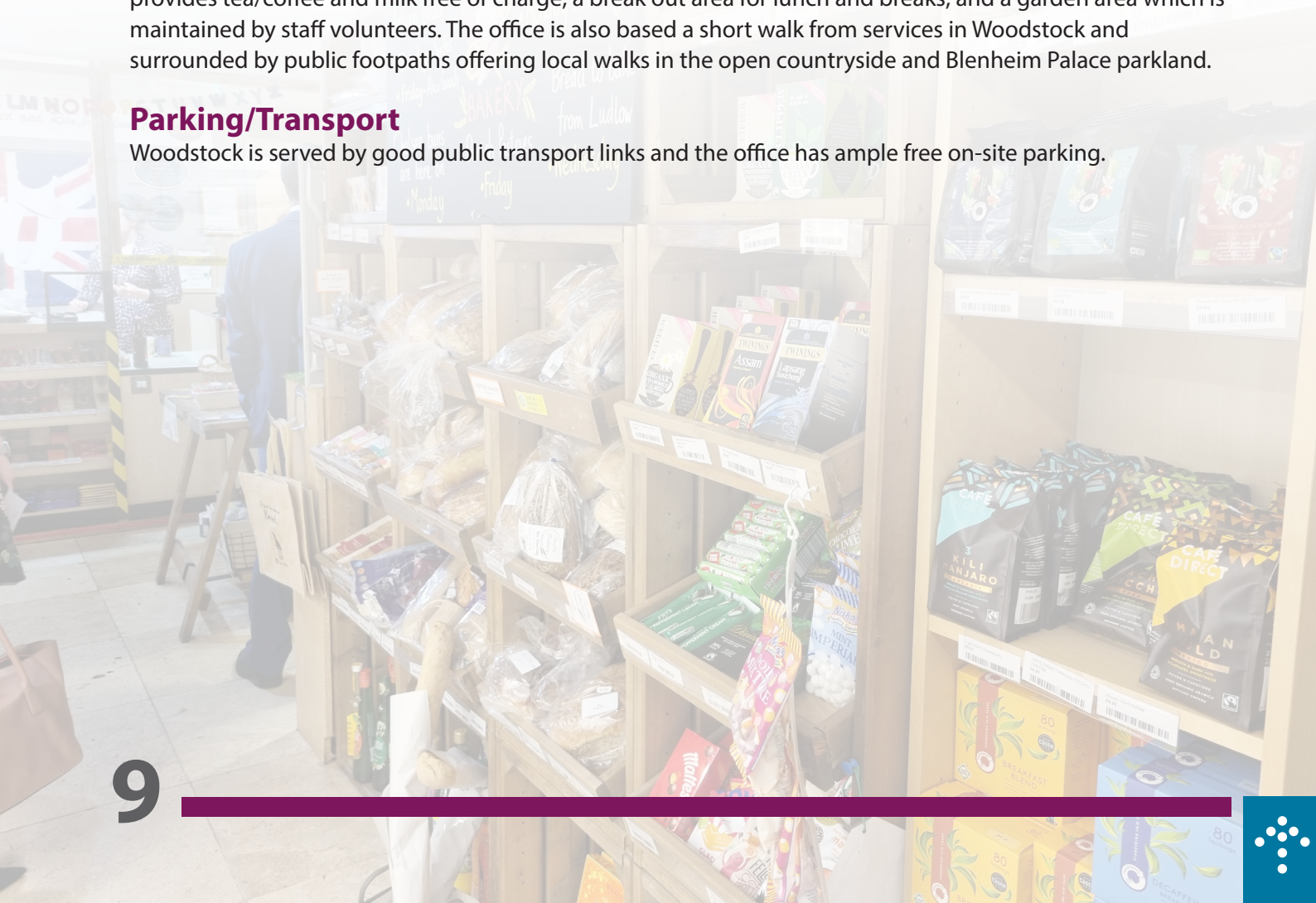
Plunkett organise and fund an annual 'staff only' event provided during working hours.

## Office environment

We provide a pleasant and modern working environment. This includes a well equipped kitchen which provides tea/coffee and milk free of charge; a break out area for lunch and breaks; and a garden area which is maintained by staff volunteers. The office is also based a short walk from services in Woodstock and surrounded by public footpaths offering local walks in the open countryside and Blenheim Palace parkland.

## Parking/Transport

Woodstock is served by good public transport links and the office has ample free on-site parking.



# Role Details

Plunkett Foundation is looking for a Community Business Adviser to join its Community Business Team. This role involves providing direct advice and support to community groups, as well as delivering consultancy services to community businesses and corporates. Principal accountabilities are:

**There are three key areas of accountability within this role.**

**1. Provide expert advice and support to community business projects.** This will involve:

- a. Offering a combination of face-to-face and remote support to all types of community business at every stage of their development – from new start groups through to open and trading community businesses – including advice on applying to the Community Ownership Fund
- b. Offering expert specialist advice in relation to legal structures and governance related matters for community businesses, either via funded projects or on a consultancy basis, including advising on Community Shares
- c. Reporting on advice provided, trends and opportunities across the sector and contributing to the further design of the community business support service based on sector needs
- d. Working as part of a wider network of advisers across the UK, including participating in peer learning, networking and knowledge sharing events

**2. Deliver consultancy services for community businesses and corporate projects.**

This will involve:

- a. Working with Plunkett's Senior Management Team and the Consultancy Manager to develop proposals and support plans that meet the needs of individual community groups or corporate commissions
- b. Delivering expert specialist advice and support on a consultancy basis, as per commissioned projects, for example by leading community consultations, developing business plans and financial forecasts, advising on fundraising including accessing grant funding, social investment and community shares, and providing support on operational matters related to running a community business
- c. Writing reports and recommendations on consultancy commissions, that meet the needs of each individual project

**3. Play an active role in the Community Business Team, contributing to the development and delivery of the business support service.** This will involve:

- a. Contributing to the design and delivery of Plunkett training and events activity, working with the community business team to ensure the training programme meets the needs of members and the wider sector
- b. Assisting with the design and development of resources, templates and materials to support community businesses
- c. Participating in allocations meetings, working with the team to identify common themes, implement joint support allocations and contribute to the decision-making process around allocating adviser support to groups
- d. Working collaboratively with team members to promote fee-based services, including membership, training and consultancy support
- e. Contributing to an organisational culture of maintaining good quality and accurate data, in respect of all work completed by Plunkett Foundation
- f. Supporting the Chief Executive Officer and Senior Management Team with networking, awareness raising and partnership development acting as a key spokesperson for the organisation at all times
- g. Supporting the Chief Executive Officer and SMT with new business opportunities.



# Person Specification

To succeed in this role you will be someone who is:

- **Proactive and motivated, with the ability to lead and support others**
- **A good communicator, and confident to present to small and larger audiences at events and meetings**
- **Happy to travel to provide in-person support, and attend meetings and events on occasion at Plunkett's office in Woodstock, Oxfordshire**
- **Experienced in providing direct advice and support to community businesses, with an understanding of tailoring activity to meet the bespoke needs of communities at a local, regional and national level**
- **Able to demonstrate sound knowledge and understanding of the community business sector, including legal structures, governance, social finance, community shares, and volunteer management**
- **Able to manage and prioritise a varied workload and contribute effectively to project activity with tight timescales**
- **Committed to creating inclusive and lasting opportunities for everyone through the development of community-owned business**
- **Prepared to listen to and learn from community businesses and the Plunkett membership network, to ensure our services remain fit for purpose and relevant to their needs**

You will maintain the image of Plunkett in relation to external stakeholders by adhering to professional standards of work quality and personal behaviour. All staff members are expected to adhere to Plunkett's policies and processes.



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# Application Process

To apply for the role, please submit an up-to-date CV and a supporting statement of no more than 2 sides of A4 outlining your suitability for the role according to the person specification.

**Please send your application to:**  
[hr@plunkett.co.uk](mailto:hr@plunkett.co.uk)

**Closing date for applications:**  
**9am on Tuesday 29 August 2023**

**Interview date:**  
**Interview date: Interviews will be held during the week commencing 4 September 2023 via video call.**

No agencies please.

Registered Charity: 313743