

Recruitment Pack

Project Manager: 'Fixing the Fence' Strategic Initiative Project (London)

Thank you for your interest in the Advice Services Alliance. We are very pleased to be advertising this new post, which is an important role in connection with our work with ethnically diverse social welfare advice providers.

This document will give you information about the post and how to apply for this post. Further information about the ASA and our work is available on our website at www.asauk.org.uk. If you would like to speak to someone about this role, please email info@asauk.org.uk with your contact details and we will get back to you by 9th November 2026.

The closing date for this post is **12 noon on Monday 16th November 2026**. We will not accept any applications after this time. Shortlisted candidates will be notified by Friday 20th November 2026. If you are short listed, you will be invited to in-person interview in central London on **Thursday 26th November 2026** and will be asked to make a presentation and answer questions related to the competencies for the post. We are happy to make reasonable adjustments when requested.

About the ASA

The Advice Services Alliance (ASA) is the principal umbrella membership body for the social welfare legal advice sector in the UK. We were set up in 1980 as a cross-sector body to represent the interests of the sector and the public they serve. ASA is a registered charity and a company limited by guarantee. You can find our most recent accounts on the Charity Commission website.

Our purpose is to bring the sector together for our common good, to represent the sector at a strategic level and to undertake work and projects which cut across the sector. Our aims include promoting the development of high-quality advice services and encouraging co-operation between advice organisations. We have a three-year strategy document which is now in its second year, and our annual business plans reflect the strategic direction of the organisation.

Our Members

We work closely with our member organisations which are the networks of advice services. Together, they cover the entire range of legal knowledge and expertise to help people of limited means secure their entitlements and fight for their rights. The ASA is non-partisan and we recognise that the plurality of services creates better options for people seeking to resolve their problems.

Our member organisations are:

- AdviceUK
- AgeUK
- Citizens Advice
- Independent Age
- Law Centres Network
- Legal Aid Practitioners Group
- Macmillan
- Shelter
- Shelter Cymru
- Trussell
- Youth Access

Our Board of Trustees

Our current Chair is Ruth Hayes who is an independent member and a former CEO of a London Law Centre. Each member organisation can nominate a member to the Board of Trustees. We also have independent Board members who provide additional expertise and together provide excellent oversight of the ASA. The Trustees are actively involved with the organisation and participate in subgroups and membership meetings. Between them, we estimate our members represent almost 2,000 individual advice outlets across England and Wales.

Our Staff Team

We currently employ four members of staff:

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| • Lindsey Poole | Director of the Advice Services Alliance |
| • Dr Marie Burton | Deputy Director: Quality and Projects |
| • John Edwards | Project Manager: AQS Essentials |
| • Ruth Stokes | Business Support, Communications and Events Manager |

We deliver a full programme of work with the assistance of consultants for specific roles (for example, Chris Goodlad, Finance Support). Our AQS assessments visits are undertaken by an assessment body, Recognising Excellence, who have been our partners for almost 15 years. For specific projects with short-term funding, we bring in people with the relevant experience, and we have developed strong relationships with particular consultants such as Phil Jew.

Our work

We are most well known for our quality assurance work; we own and operate Advice Quality Standard (AQS) held by around 600 advice services (in England and Wales). We are currently undertaking a project to review the AQS for the modern advice landscape as well as expanding the products and opportunities linked to the standard, for example the AQS Essentials project, aimed at small advice services.

We have recently completed a project as the learning partner in the Advice Workforce Development Fund. We also promote research and evaluation and hold members events on current topics of interest. We actively engage in strategic policy discussions and manage relationships with important funders and stakeholders. We jointly run the Advising Londoners Awards which will be held in the autumn of 2026.

A key aspect of our project work has been establishing the Ethnically Diverse Advice Providers Network (EDAPN) (funded by Trust for London). The EDAPN project arose from a recognition that ethnically diverse advice providers were under-represented at a strategic level in discussions with policymakers and government. The EDAPN project concluded earlier this year with a report based on interviews with advice services and a one-day conference held in Central London bringing together a wide range of agencies. The report identified the particular challenges confronting ethnically diverse providers in London at the current time.

The 'Fixing the Fence' Strategic Initiative Project can be seen as the next phase of our work in this area. The aim of this project is to support frontline ethnically diverse advice providers to identify systemic problems facing their communities and to develop and implement strategic solutions to those problems.

This is an important time to be joining the ASA. Whilst there have been considerable threats to advice services funding, there is also an increasing recognition of the importance such services in delivering help to the people who need as well as addressing the underlying community feelings of fairness and belonging.

The opportunity to join the ASA team now allows the successful candidate to play a significant role in engaging with a fascinating sector and shaping the work of the ASA in the future.

How to apply for these roles

Please read the job description and the person specification carefully. Make sure you are clear about which role we are advertising and think carefully about how your knowledge and experience meet our requirements.

If you meet our requirements and would bring energy and enthusiasm to our small team, please submit your application consisting of:

- A full and current curriculum vitae
- Names of two people who we could contact for a reference (at the final stage of selection)
- A supporting statement of no more than 3 x A4 pages (11pt) showing how your skills and experience meet the person specification.

Please email your application to info@asauk.org.uk with the title of '**Application - Project Manager: 'Fixing the Fence' Strategic Initiative Project**' no later than **12 noon on Monday 16th November 2026**. We will not accept late applications.

This is a competency-based process and so it is very important that you clearly outline how

you meet the person specification to be shortlisted. We will only shortlist people who show they meet the person specification for the role. Whilst we understand many candidates may wish to use AI in their applications, please acknowledge this. It will not affect your opportunity to be shortlisted but does reflect our Use of AI Policy which applies to all our work. If you do use AI, we strongly encourage you to check all your responses carefully before submitting your application.

If you are shortlisted, you will be asked to a face-to-face interview where you will be asked to make a short presentation on a predetermined topic and then asked questions in relation to the job description. If you think you may need reasonable adjustment or may have difficulty meeting these requirements, please let us know as soon as possible so we can accommodate requests.

Please note: We can only accept applications from people resident in the UK and with permission to work here. If you are selected as the preferred candidate, we will ask for the evidence to support this but not before.

We are open to discuss secondments and/or job shares where this helps to meet our requirements for candidates. We are also open to discuss flexible working arrangements with the preferred candidate, provided our business needs can be fully met.

Lindsey Poole
October 2026

Project Manager: 'Fixing the Fence' Strategic Initiative Project (London)

Job Description

Full time, 37 hours per week, Fixed-Term contract (minimum 30 months)

Purpose of the role: To set up and deliver the 'Fixing the Fence' Strategic Initiative Project, funded by City Bridge Foundation.

Project: 'Fixing the Fence': Developing change systems practice for London's Ethnically Diverse social welfare advice providers

The project has two main aims:

- Addressing systemic or administrative causes of problems experienced by London's ethnically diverse communities, preventing problems arising at an early stage.
- Strengthening the voice, capacity and sustainability of London's Ethnically Diverse Advice Providers.

The post is funded by City Bridge Foundation for three years and is based in London. We anticipate the post will end no sooner than the end of September 2029.

Starting Salary: £36,000.00 per annum

Hours: 37 hours per week

Employers Pension Contribution: 6% (employee 2%)

Holidays: 30 days per annum + Statutory Bank Holidays (8 days)

Location: by arrangement, with attendance at London office on a weekly basis.

Working arrangements: Some overnight or late meetings may be required by arrangement.

Reports to: Deputy Director, Quality and Projects

Responsible for: Project partners and consultants

Other key stakeholders: City Bridge Foundation (funder); Ethnically Diverse Advice Providers Network (London)

Duties and responsibilities

- In conjunction with the ASA Deputy Director, design, deliver and manage the 'Fixing the Fence' Strategic Initiative project within the budget and to time.
- In conjunction with the Deputy Director, the ASA team and others, design, promote and establish a programme of organisational and leadership development and support for frontline ethnically diverse advice service organisations.
- Develop and manage a tailored programme of organisational and leadership development and support for a selected cohort of frontline ethnically diverse advice service organisations.
- Develop and manage a range of capacity building and organisational development activities, including training and events, designed to engage the wider community of ethnically diverse advice providers across London.
- Convene and manage a Project Advisory Group.
- Manage relationships with project partners and external consultants.
- Liaise with key external stakeholders, including City Bridge Foundation and the Ethnically Diverse Providers Network.

- Provide support to the Ethnically Diverse Providers Network.
- In conjunction with the Business Support, Communications and Events Manager, manage communications in relation to the project, both internally and externally
- Promote the project and its progress to a wide audience including advice services, other voluntary sector networks and funding bodies.
- Establish, implement and maintain robust project management and monitoring procedures, including collating data for the reporting and evaluation of the project.
- In conjunction with the Deputy Director, actively manage and monitor the project finances, including grants and the project budget and report regularly on progress to the ASA Board of Trustees and to the funders.
- In conjunction with the Deputy Director, design and implement an evaluation of the project.
- Undertake any other tasks required to deliver the project to a successful outcome.
- Participate in the regular meetings of ASA.
- Contribute to the wider work of ASA and the ASA team, undertaking such other tasks as appropriate to the nature and scope of the post.
- Undertake training and/or development activities as required.

Person Specification

Essential

- Commitment to human rights, social justice and access to justice for all in UK society and to the aims of the Advice Services Alliance
- Excellent project management skills including evidence of taking projects from design to delivery
- Excellent understanding of community development, capacity building and/or campaigning to achieve systemic change
- Excellent understanding of evidence gathering, research, learning and evaluation
- Ability to pay attention to detail whilst also understanding the strategic project goals
- Good communication skills in English both oral and written
- Good time management skills, including the ability to adapt and to deliver to tight deadlines
- Ability to work as part of a team within a complex relational environment
- Ability to work with stakeholders from a range of organisations and to understand how to successfully manage competing perspectives and power differences
- Knowledge and understanding of the social welfare legal advice sector and the issues facing organisations and the communities they serve

Desirable

- Experience of and/or understanding of the social welfare legal advice sector
- Experience of management of staff (paid staff, volunteers or consultants)
- Ability to use IT packages including using MS Office 365, PowerPoint etc and good social media skills
- Good understanding of different types of data and how to use it to drive projects
- Willingness to undertake training and other development activities as required.