



**LONDON  
PROGRAMME  
LEAD  
WELL GROUNDED**



# FOREWORD FROM OUR CEO EVE

Well Grounded is about to embark on a period of growth and we are excited to recruit a London Programme Lead to join our team.

We have had 9 glorious years growing our social impact in London and more recently Bristol. Everything we do is driven by our mission to end unemployment in the UK and support people into progressive careers in coffee. All of which is made possible thanks to our 700+ Graduates, over 140 employers and a range of third sector organisations and close funders.

This year we launch our new strategy, with the aim to support 10,000 people in 10 years across the UK.

As we embark on the next phase of growth we are building our London team so that we can support more people across the city. This role is absolutely critical to our impact ensuring all our ambitions are realised and our London team are fully supported.

No day is the same at Well Grounded, expect to be part of an impact, data driven organisation, committed to transforming lives through coffee and punching above our weight. Come be part of the change.

Please do contact me to discuss the role. We'd love to hear from you,

Eve





# FOREWORD FROM GRADUATE AND BOARD MEMBER **RASHA**

I'm writing with a deep sense of gratitude as a Graduate of the Well Grounded inaugural program, now serving as a Non-Executive Director. Well Grounded is more than a social enterprise; it's a lifeline for individuals like me, navigating the challenges of restarting their lives in a new country. It extends far beyond coffee; it transforms lives and communities.

After seeking asylum in the UK, I joined Well Grounded for barista training. It wasn't just about coffee; it was a path to a brighter future. I started with a job in a coffee shop, I became a coffee trader.

This journey encapsulates Well Grounded's commitment to changing lives, championing equity, diversity, inclusion and providing opportunities for marginalised individuals.

As Well Grounded enters a new phase of growth, we're in search of a Chair to lead us into this exciting chapter. While challenges await, the potential for reward is immeasurable as we continue our mission to transform lives through coffee and create a more inclusive world.

To those considering the role, I extend an invitation. Well Grounded is not just an organisation; it's a family, a community, and a force for change. By joining us, you become part of a vision that can change lives and shape a more inclusive future.

Thank you for considering the role of Chair at Well Grounded.

Kind regards,  
Rasha





# WHAT PEOPLE SAY ABOUT US

**"AS A LONGSTANDING FUNDER OF WELL GROUNDED, I HAVE NO DOUBT WELL GROUNDED CAN ACHIEVE THEIR AMBITIOUS AIMS, WHILST STAYING TRUE TO THEIR PERSON-CENTRED IMPACT. THE TEAM CONTINUES TO SUPPORT EVERY INDIVIDUAL WITH THE CARE AND BESPOKE SUPPORT THEY NEED."**

**AMY HARKER, THE BADUR FOUNDATION**



**"IF COFFEE CAN EVEN IN A SMALL WAY HELP GIVE SKILLS, AMBITION AND A PATHWAY TO EMPLOYMENT FOR WELL GROUNDED TRAINEES, THEN DE'LONGHI ARE PROUD TO SUPPORT WELL GROUNDED ON THIS JOURNEY"**

**LEE BONNIFACE, MANAGING DIRECTOR – DE'LONGHI UK & IRELAND**





# WHAT PEOPLE SAY ABOUT US



**“MY EXPERIENCE WITH WELL GROUNDED HAS BEEN NOTHING BUT SPECTACULAR. I GOT TO LEARN SO MANY NEW SKILLS, GREW MY APPRECIATION FOR COFFEE AND THE ENTIRE PROCESS, AND I MET SOME AMAZING PEOPLE FROM THE WG TEAM TO MY FELLOW TRAINEES. I WASN'T IN A GOOD PLACE IN REGARDS TO MY CAREER BUT NOW I FEEL REALLY PREPARED FOR THIS NEXT CHAPTER IN MY CAREER AS A NEW BARISTA AND I CAN'T THANK THE WG TEAM AND EVERYONE ELSE INVOLVED ENOUGH.”**

**GRADUATE, WELL GROUNDED 2024**

**“WE ARE REALLY FORTUNATE TO COLLABORATE WITH WELL GROUNDED, AN ORGANISATION THAT IS WORKING HARD TO BREAK DOWN BARRIERS IN THE COFFEE INDUSTRY AND OPEN UP NEW OPPORTUNITIES FOR PEOPLE WHO ARE GENUINELY ENTHUSIASTIC ABOUT WORKING IN THE SECTOR. THE LATEST GRADUATES ARE A TESTAMENT TO THE PROGRAMME AND WE LOOK FORWARD TO SEEING THE POSITIVE IMPACT WELL GROUNDED WILL CONTINUE TO MAKE ON OUR LOCAL COMMUNITIES.”**

**JAMES MAYER, PRESIDENT DANONE UK & IRELAND CORPORATE SPONSOR**

**“...I'VE BEEN LUCKY ENOUGH THIS YEAR TO SEE WHAT WELL GROUNDED DOES CLOSE UP AND THEY ARE ONE OF THE MOST INCLUSIVE ORGANISATIONS I'VE EVER COME ACROSS, WITH A PROFOUND COMMITMENT TO DIVERSITY...”**

**JAY RAYNER, BROADCASTER & FOOD CRITIC**



# LONDON PROGRAMME LEAD

**Organisation: Well Grounded Jobs**

**Location: London (with some travel as required)**

**Salary: £45,000**

**Contract: Full-time, Permanent**

**Reports to: Director of Operations**





# ABOUT WELL GROUNDED

Well Grounded is a social enterprise dedicated to transforming lives through employment in the coffee industry.

Well Grounded runs a series of specialty coffee training academies, connecting people looking for work with jobs in the coffee industry. We provide a range of interventions to support people struggling to find work into careers in coffee. Having started in London, our operations have grown significantly and we are now recruiting a new post to help raise funds for the organisation. To understand our approach take a look at our impact video [here](#).

Since 2016 we have reached over 1,200 people. We have trained 762 people on our flagship into employment programmes, with 76% moving into work outcomes and 86% sustaining work for over 6 months across our network of employers (including brands such as GAILs, Notes Coffee, Ozone Coffee Roasters, and national contract caterers, like BaxsterStorey and CH&CO). 140 people have been through our accelerator and leadership programmes, with 77% gaining a payrise/promotion within 6 months.





# ROLE OVERVIEW



As London Programme Lead, you will play a critical role in managing and growing our impact across the capital. You will be responsible for the successful delivery of our training and employment programmes, working closely with key stakeholders, including trainees, employer partners, funders, and community organisations.

This role requires a dynamic leader with Programme management skills, an understanding of employability initiatives, a passion for social impact and knowledge and experience in safeguarding. You will have management experience and you'll lead a team working to support our London operations.

This is a great opportunity to work for a growing social enterprise, ambitious about making a real difference to the lives of people in the local community. This is an ideal role for someone who wants to take a leadership position in a fast paced, cause-driven dynamic environment and get a diverse range of opportunities across social enterprise.

You will be highly organised, with strong attention to detail, and the sort of person who gains satisfaction from juggling multiple priorities and working with multiple stakeholders. You must thrive in a busy environment and be excited about working for an agile and passionate social enterprise.



# KEY RESPONSIBILITIES

## Programme Management & Delivery

- Oversee and manage the successful delivery of Well Grounded's London-based training and employment programmes.
- Ensure that programmes are delivered on time, within budget, and achieve key impact outcomes.
- Monitor and evaluate programme effectiveness, implementing improvements as needed.
- Coordinate with trainers, mentors, and support staff to maintain high-quality service delivery.
- Track key performance indicators and outcomes, ensuring data-driven decision-making.
- Prepare reports for internal use, funders, and stakeholders, highlighting impact and areas for improvement.
- Use insights from evaluation data to refine programme strategies and enhance impact.

## Stakeholder Engagement & Partnership Building

- Collaborate with referral partners, funders, employers, industry partners and community organisations to ensure strong recruitment pipelines and funding support.
  - Represent Well Grounded at industry and networking events to raise awareness of our work.
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# KEY RESPONSIBILITIES



## People Leadership & Development

- Support and manage a team of Programme staff, ensuring they are motivated and equipped to succeed.
- Work closely with trainees and Graduates to provide guidance, mentorship, and career progression support.
- Foster a positive and inclusive environment where all trainees feel supported.
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## Operations & Compliance

- Ensure all programme activities comply with relevant policies, funding agreements, and legal requirements.
- Manage safeguarding across the London Academies, working closely with the team to ensure
- Manage the London Academies in terms of health and safety and maintenance.
- Manage budgets and reporting requirements for London programmes.
- Identify and mitigate risks to programme delivery.
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## Safeguarding

- Ensure the safety and well-being of all trainees, staff, and stakeholders by adhering to Well Grounded's safeguarding policies and procedures.
- Act as a safeguarding manager for London programmes, responding to concerns, escalating issues to the safeguarding lead where necessary, and maintaining accurate records.
- Provide safeguarding training and guidance to staff and volunteers to ensure best practices are followed.
- Work with external agencies where required to support safeguarding concerns and interventions.



# PERSON SPECIFICATION

## Essential Skills & Experience

- Programme management, ideally within employability, training, or social impact sectors.
- Project and budget management experience.
- Management and leadership skills with the ability to manage and inspire a team.
- Experience in partnership development and stakeholder management.
- Excellent communication and interpersonal skills.
- Experience working with individuals from diverse backgrounds.
- Strong organisational skills with the ability to manage multiple priorities.
- Experience managing multiple contracts to time and budget.
- A commitment to social impact and a belief in supporting everyone to reach their full potential.

## Desirable Skills & Experience

- Knowledge of the coffee industry or wider hospitality sector.
- Understanding of impact measurement and evaluation methodologies.
- Fundraising experience.





# WHY JOIN US?

## Why Join Us?

- Be part of a growing social enterprise making a real difference in people's lives.
- Work with a passionate and dedicated team in a supportive environment.
- Opportunities for professional development and career progression.

## Perks:

- Free coffee
- 36 days paid leave per year: 25 days annual leave, 8 bank holidays, additional days between Christmas and New Year
- Employee Assistance Programme offering free counselling
- Work phone and laptop





# HOW TO APPLY

## How to Apply

To apply, please submit your CV and a cover letter or video detailing;

- why you're passionate about our mission,
- a programme or initiative you've led that you're proud of sharing what was your role, and what impact did it have.

Please submit [here](#) via google forms before 23:59 on May 9th.

Please contact Eve at [eve@wellgrounded.org](mailto:eve@wellgrounded.org) with any questions. Thanks!

We are an equal opportunities employer and welcome applications from all backgrounds. If you require any adjustments to support your application, please let us know.



**TRANSFORMING  
LIVES THROUGH  
COFFEE**

**"I've felt very proud of my new skills...and a new work ethic which will help me improve in life"**

**Marcus**

**"I'm glad I came on the course. There are key skills and reflections I will keep with me forever. It gave me an increased desire to celebrate others stories and remember behind every person is a deep story that you mostly only ever touch the surface of."**

**A graduate**

**"My confidence has increased greatly, not just in my skills, but also in myself as a person."**

**Kyle**



# THANK YOU

Also, take a look at:

Website: <https://www.wellgrounded.org/>

Twitter & Instagram: @wellgroundedhq

LinkedIn: @WellGroundedCIC

