



# Upshot Recruitment Pack

[upshot.org.uk](https://upshot.org.uk)

# A Welcome message



Thank you for your interest in joining us.

We founded Upshot in 2012 with a simple but powerful belief: organisations changing lives should be able to evidence the difference they make. Too often, non-profit organisations are doing extraordinary work but struggle to capture, articulate and learn from their impact.

Upshot was created to change that.

From the beginning, we saw the opportunity to bring together technology and social purpose, combining intuitive digital tools with strong monitoring, evaluation and learning practice. Our aim has always been to make data collection and impact reporting simpler, more meaningful and genuinely useful, so organisations can focus on what matters most: delivering for their communities.

Today, Upshot supports organisations across the UK and internationally. We work with charities, funders, governing bodies, brands, foundations and public-sector partners who want to use data not just to report but to learn, improve and make better decisions.

Joining Upshot means being part of a small, ambitious and values-led team. We care deeply about the quality of our work, the integrity of our practice and the relationships we build. Every role here has real influence. Every person contributes to shaping our mission, our culture, our products and our future.

We are proud to be a purpose-driven social enterprise. We believe that commercial sustainability and social impact can reinforce each other. We believe in thoughtful growth. And we believe in creating an environment where people can develop their skills, take ownership, bring ideas to the table and do work they're genuinely proud of.

If you're passionate about social impact, monitoring, evaluation and learning or using technology for good we would love to hear from you.

Thank you for considering being part of Upshot's next chapter.

**Preeti Shetty, Chief Executive Officer**

# What our journey has been



## 2009 - 2012 The Football Foundation

The Foundation wanted to get data in real-time about the projects they were funding to understand what was working and what wasn't. Celebrating success is as important as learning from our mistakes. They also wanted to embrace digital and cutting-edge technology to ensure that people delivering on the ground could focus on what they do best.

After a lengthy consultation period with hundreds of other funders, deliverers, coaches and volunteers, the Foundation launched Upshot.

## 2012 - 2020 Football Foundation Trading Limited

The Foundation decided to make the system available to other organisations in the not-for-profit sector by selling licences through a social enterprise model. Over eight years, the team expanded to 10 staff members looking after hundreds of organisations across the UK and beyond.

## 2021 Upshot Systems CIC

In March 2021, Upshot was big enough to register as a stand-alone non-profit. We're now a team of 14, and more than 1,800 non-profits now use the Upshot System.

We are now more than just a system. Through resources, workshops, events and partnerships we bring organisations together to build capacity, share best practice and stay at the forefront of impact measurement.



# What our values are

**We are inclusive.**

We build on the diversity of our team to meet the needs of our wide variety of users.

**We are enablers.**

We support each other and our community by sharing our tools, knowledge and skills.

**We are learners.**

We listen, we embrace challenges and we strive to improve.

**We are partners.**

We collaborate with others to affect change in society.

**We are accountable.**

We empower ourselves and others to take responsibility, developing trusted relationships.

**We are honest.**

We conduct our work with integrity and transparency.



# What we look for in candidates

## Personal Skills

Upshot roles regularly emphasise working closely with diverse audiences and stakeholders—charities, sport and non-sport organisations—requiring candidates who can build trust, communicate clearly, and act as a reliable point of contact.

## Proactivity & Problem Solving

Upshot roles frequently require identifying new opportunities (both external and internal), contributing to system development, and supporting marketing or business growth. This calls for people who take initiative, spot improvements, and help shape the future of the product and the organisation.

## Flexibility & adaptability

Working in a small and dynamic team with a varied client base means adapting to different needs, styles and expectations. Many roles involve engagement across the whole organisation, hybrid working, occasional travel, and shifting priorities across projects.



# Equality, Diversity & Inclusion

We are committed to creating an inclusive working environment where every member of the team feels welcome, respected, supported and able to contribute meaningfully.

We value diversity in all its forms including differences in background, ethnicity, gender, sexual orientation, disability, age, socio-economic experience, faith and neurodiversity.

We recognise the importance of equity, not just equality, and actively ensure people receive the support, adjustments or resources they need to thrive.

We embed inclusive behaviours in how we work, ensuring all voices are heard, input is invited and valued, and decision-making processes are transparent and fair.

We understand intersectionality, recognising that overlapping aspects of identity can shape experiences of discrimination or disadvantage, and we seek to address these inequalities through the thoughtful design of our work and policies.

As a mission-driven organisation, we recognise that inclusion is an ongoing practice. We continually reflect, learn and adapt to improve how we work and to ensure accessibility is considered in both our workplace and the technology and services we provide.

We ensure our recruitment processes are fair, accessible and bias-aware, and we welcome conversations about reasonable adjustments and flexible working at every stage of the recruitment process.



# What else can we offer you?

- 25 days annual leave plus bank holidays, increasing to 30 days with service
- Two paid volunteering days each year
- Flexible and hybrid working
- Private healthcare and health cash plan
- Gym membership subsidy
- Home office equipment allowance
- Competitive pension scheme
- Interest-free season ticket loan
- Enhanced family-friendly policies
- Professional development support





**If you have any questions, please reach out to us at  
[hr@upshot.org.uk](mailto:hr@upshot.org.uk)**

[upshot.org.uk](https://upshot.org.uk)