

June 2018

Dear Applicant

**Community Fundraiser (37 hours) – Closing Date 26 June 2018**

Thank you for your interest in the above post.

At Hull and East Yorkshire Mind we believe that everyone experiencing a mental health problem deserves both support and respect. We aim to challenge stigmas and strengthen communities. Can you help us to make this happen?

We are looking for a reliable, motivated community fundraiser to maintain and develop our existing community fundraising operations and help us to reach our ambitious fundraising targets. This is a varied role which will include regular activities such as organising bucket collections, supporting people fundraising through challenge events or social events. There will be plenty of scope for creativity, new ideas and plans to develop our fundraising further.

You will need to be flexible to support events out of hours, as well as spending time in the office to plan, organise, deal with fundraising queries, support regular volunteers, and make sure the admin to support all our fundraising activity is up to date.

The successful applicant will have some experience of community fundraising, ideally in a similar role, although this is not essential. You will need to be enthusiastic, confident, able to encourage and motivate volunteers, reliable and highly organised. You will also need to be empathic towards anyone who is experiencing mental health difficulties.

In return, this role will be very rewarding - you will have the opportunity to learn more about how Hull and East Yorkshire Mind supports people with mental health difficulties and contribute to raising the money needed to make this happen. In addition, you will have the opportunity to implement new ideas, be part of our fundraising and marketing team, contribute to strategy development, establish new relationships with supporters and promote awareness about mental health issues.

Yours faithfully

**Claire Thomas**  
Partnerships Development Manager

Hull and East Yorkshire Mind Wellington House 100 Beverley Road Hull HU3 1XA	01482 240200 www.heyhound.org.uk info@heyhound.org.uk	Company Number: 4936165 Registered Charity Number: 1101976 Charity Registered in England	 MindHEY  @MindHEY
			

# JOB DESCRIPTION

<b>JOB TITLE:</b> Community Fundraiser
<b>LOCATION:</b> The post holder will be based at Wellington House in Hull but will be required to work at various sites and travel within the Hull, East Riding and North East Lincolnshire areas.
<b>SALARY:</b> circa £21,000 per annum
<b>HOURS:</b> 37 per week, which may be worked on any day of the week to meet the needs of our fundraising programme.
<b>REPORTS TO:</b> Partnerships Development Manager
<b>OVERALL PURPOSE OF THE JOB</b> <ul style="list-style-type: none"><li>• Working with the Partnerships Development manager, to develop and implement a cost effective, volunteer supported community fundraising strategy across Hull, the East Riding and North East Lincolnshire.</li><li>• Maximise opportunities and build relationships with the local community to raise money for Hull and East Yorkshire Mind and North East Lincolnshire Mind.</li><li>• Work with the volunteering team to recruit a group of fundraising volunteers. To ensure there is excellent support for all our volunteer fundraisers, including the development of volunteer fundraising teams.</li><li>• To contribute to the overall targets and outcomes of the fundraising team.</li></ul>
<b>ROLE RESPONSIBILITIES</b> <ol style="list-style-type: none"><li>1. Work with the Partnerships Development manager to develop a community fundraising strategy that will reach the fundraising targets set by trustees and the leadership team.</li><li>2. Lead the implementation of the community fundraising strategy, including a regular, planned programme of events and fundraising initiatives to ensure the fundraising targets are met.</li><li>3. Ensure all fundraising complies with the principles set out in the Code of Fundraising Practice, and with the Fundraising Regulator.</li><li>4. Promote Hull and East Yorkshire Mind and North East Lincolnshire Mind as the charity of choice to fundraise for, and develop good relationships with existing volunteer fundraisers so they want to fundraise for us again.</li><li>5. Working with the volunteer coordinator, recruit and develop a group of volunteers to fundraise, including a network of volunteer fundraising teams.</li><li>6. Ensure all fundraisers are well supported. This should include providing advice to people wanting to fundraise for Hull and East Yorkshire Mind, making sure they have all the materials they need, and regular communication with existing fundraising volunteers.</li><li>7. Conceive and implement new fundraising ideas. These can range from small scale local events to annual major fundraising opportunities. This includes obtaining sponsorship, recruitment of participants, and management of events.</li><li>8. Work with the Partnerships Development manager and the Marketing officer to ensure all events and fundraising activities are well promoted across all forms of</li></ol>

media, both internally and externally

9. Ensure that local fundraising events, activities and collections are well planned, marketed and supported.
10. Support the Partnerships Development Manager in raising money through corporate events, and other corporate fundraising activities.
11. Attend local fundraising activities, cheque presentations and events.
12. Along with the Partnerships Development manager, give talks and presentations to local organisations such as schools, rotary clubs and Women's Institutes to increase awareness and support for the organisation. These should be planned and organised along with the wider team.
13. Engage with third party supporters to raise money through social and other events.
14. Work with local media to promote fundraising and the work of the organisation.
15. Ensure that accurate and up to date supporter records are maintained.
16. Provide information about activity, performance, supporters, volunteers etc as necessary and upon request.
17. Provide administrative support to all fundraising activities, including replying promptly to emails and phone calls; keeping track of collection tins and fundraising activities taking place; promoting activities across a range of media.
18. Cash handling, banking, acknowledging and receipting income

## **COMPETENCIES**

### **Organisational Awareness (level3):**

- Uses understanding of differences between the charity and its partners to improve working relationships
- Helps others understand the charity and the complex environment in which it operates
- Translates changing political agendas into tangible actions
- Considers the diverse needs of those who use our services in formulating the charity's objectives

### **Planning and Organising (level 3):**

- Anticipates changing needs which could impact on work delivery by monitoring division of resources
- Utilises quality assurance procedures as a feedback mechanism, both internally and externally, to improve performance across the organisation
- Ensures projects are evaluated to measure benefits. Implements quality measures to ensure a high standard of team/project output
- Secures buy-in and commitment to project delivery from staff

### **Communicating and Managing Relationships (level 3):**

- Encourages and supports teams to engage in transparent and inclusive communication
- Influences others using convincing, well thought through arguments
- Merges the complex viewpoints of others, recognises where compromise is necessary and negotiates agreement
- Actively engages partners, and encourages others to build relationships, that support the charity's objectives
- Works effectively with partners by proactively managing the relationship and preventing or resolving any conflict

**Responding to Pressure and Change (level 2):**

- Maintains a focus on key priorities and deliverables, staying resilient under pressure
- Anticipates and adapts flexibly to changing requirements
- Uses challenges as an opportunity to learn and improve
- Participates fully and encourages others to engage in change initiatives
- Actively promotes the team's wellbeing, supporting them to cope with pressure and change

**Decision Making and Problem Solving (level 2):**

- Takes decisions, without unnecessarily referring to others, based on the information available
- Discusses decisions with internal and external stakeholders that may impact on them.
- Initiates action to move a situation forward, identifying potential barriers
- Processes and collects diverse information, seeks others' opinions and resources to fully understand a problem

**Managing Finance and Resources (level 3):**

- Allocates financial and people resources efficiently to maximise value for the service and wider organisation
- Considers maximum efficiency when planning resource allocation
- Implements good practice on efficient use of resources
- Monitors financial performance and efficiency of own service, ensuring delivery of work is within budget
- Negotiates and manages contracts responsibly
- Identifies and pursues funding opportunities for own service and is aware of other income opportunities that become available

**Strategic thinking (level 2):**

- Works with a view to the future, prioritising own and others work in line with the charity's objectives
- Briefs and prepares team to accomplish goals and objectives
- Is able to communicate strategic priorities
- Balances own teams needs with wider organisational needs

**NOTES**

This job description is not intended to be exhaustive in every respect but rather to define the fundamental purpose, responsibilities and dimensions of the role.

In addition to the contents of this job description employees are expected to undertake any and all reasonable tasks allocated and identified by line management as being necessary for the proper performance of your role within the organisation and the overall business objectives of the organisation.

# Person Specification

When we shortlist applications we do so based on the information you tell us. Try to give us as much evidence as possible to show where you meet the requirements of the role. This can include experience from outside of paid work such as volunteering or caring responsibilities.

Job Title: Community Fundraiser		Created: June 2018	
Area	Criteria	Essential	Desirable
Key knowledge	Good understanding of the principles of a range of fundraising activities including community, events and corporate activities	✓	
	Good understanding of charity law, policy and the regulatory environment within which charities operate	✓	
	Knowledge of the Fundraising Regulator code of practice	✓	
	Of the issues that people with mental health problems may face		✓
Relevant experience	Community fundraising experience	✓	
	Of recruiting, supporting and motivating volunteers and supporters	✓	
	Proven track record of meeting fundraising targets	✓	
	Of promoting events or activities	✓	
	Experience of working with the media		✓
Key competencies	<b>Organisational Awareness – Level 3</b> Is able to understand what Hull and East Yorkshire Mind does, the environment in which it operates and communicate that message to potential funders.	✓	
	<b>Planning and Organising – Level 3</b> Able to plan and prioritise own workload to ensure targets are met which includes anticipating changing needs and adapting accordingly	✓	
	<b>Communicating and Managing Relationships – Level 3</b> Builds effective working relationships with a diversity of individuals and groups	✓	
	Ability to represent the charity well to a variety of audiences, and persuade them to support Hull and East Yorkshire Mind.	✓	
	<b>Responding to Pressure and Change – Level 2</b> Able to anticipate and adapt flexibly to changing requirements whilst maintaining a focus on key priorities and staying resilient under pressure	✓	
	<b>Decision Making and Problem Solving – Level 2</b> Able to make sound decisions by processing and collating information from a variety of sources and gaining 'buy in' from internal and external stakeholders	✓	
	Able to suggest solutions, identify problems and initiate action to progress a task	✓	
	<b>Managing Finance and Resources – Level 3</b> Able to allocate financial and people resources efficiently to maximise fundraising	✓	
	Able to monitor fundraising targets to identify areas of risk and take action to ensure targets are met.	✓	
	<b>Strategic Thinking – Level 2</b> Works with a view to the future, planning fundraising activities to reach overarching objectives.	✓	
Additional requirements	Possession of a full current driving license with access to, and use of, a motor vehicle for work purposes and prepared to travel across the region.	✓	
	Competent in the use of IT programmes (eg Microsoft Outlook, Word, Excel) with the ability to learn new systems	✓	
	Enthusiastic with a high degree of personal motivation	✓	
	Ability to work flexibly to support fundraising activities, eg weekends and evenings as well as Monday-Friday	✓	

## Overview of Hull and East Yorkshire Mind

Founded in 1976, we are a well-established voluntary sector organisation with over 40 years of experience delivering services predominantly in the East Riding of Yorkshire and Hull, and more recently in North East Lincolnshire, with some training courses delivered nationally.

Our mission is to meet the needs of people with, or at risk of, poor mental health. In delivering our mission we create positive change in communities and individuals. For the individuals we work with these include improved mental health, increased independence, reduced need for primary and secondary care, a clearer sense of purpose with ambitions for the future, increased self-confidence and a stronger voice for people who are mentally ill that is heard.

We currently deliver a portfolio of services which include:

- Early intervention and prevention work (training, skills, resilience) with individuals, employers, communities and schools.
- Support services including housing, residential therapeutic communities, talking therapies, one to one support and peer support.
- Move on services such as employability, vocational support and independent living skills.

For those engaging with our recovery services we measure change through a three step process:

1. Changes in wellbeing over time through the use of an evidence based tool (WEMWBS or Recovery Star)
2. Agreeing with each person using our recovery services a clearly defined goal
3. At the end of their time with us we work with the individual to assess how successful we have been at helping them achieve that goal and the impact their changed wellbeing and achieved goal has had on their lives.

We benefit from high and increasing levels of public support and recognition. One of our four strategic aims is to change opinions with a specific focus on influencing public policy, ensuring the voice of people using services is heard and general education and awareness is raised.

We have a flexible and motivated workforce of over 80 staff, with 100 active volunteers and a number of social work students on placement. We are governed by a strong Board of Trustees with a wide range of experience.

## **Our Model of Mental Health Care (REACH)**

At Hull and East Yorkshire Mind we believe it's important to understand what good mental health care looks like. This is more than just understanding the services we deliver, it's about the important elements common across all of our work that help us to understand why we work in the way that we do.

Different organisations have different priorities. We have defined ours using a simple framework that includes Relationships, Environment, Activity, Compassion and Hope. We call this REACH.

### **Relationships**

Trusting, caring relationships are a core foundation of our mental wellbeing. To believe we are cared about we need to feel a human connection. Too often public services focus on maintaining artificial boundaries between those delivering and receiving services to the detriment of both sides. We use some common sense with our professional boundaries; if somebody wants a hug we give them one and if somebody wants to hear about our holidays we share what's appropriate. We expect our team to genuinely care for the people they are working with and, if that's not possible, conversations to be had early on about where the problem lies.

### **Environment**

For those visiting our offices and community groups through to people living in our housing, a poor environment encourages poor mental health. If people feel safe, secure and valued they are much more likely to stay well and recover faster. We need to make sure the physical spaces and 'atmosphere' are welcoming. Where possible we need shared spaces and avoid cutting ourselves off in the 'staff offices'. We expect everybody working in our housing to be conscious that these are peoples' homes we are working in and be conscious of how our behaviour impacts on the environment.

### **Activity**

We know that physical activity is vital to our health and wellbeing and that this is often overlooked when considering mental health care. We also know that activity includes many forms of occupation and how important having a role in society is for most of us. Without it we too easily lose our sense of self and worth and any intervention that doesn't address this vital area will always be temporary. All of our services will encourage paid work where possible, voluntary work where not and mainstream learning where appropriate. Our groups, information line and activities will promote physical exercise and the benefits this bring to mental health.

### **Compassion**

Sometimes we're just too hard on ourselves. We see media portrayals of what 'normal' is supposed to be and beat ourselves up because we don't think we meet the standard. We need to get much better at showing compassion, not just to others around us, but also to ourselves. Sometimes it's OK to be different. People using our services come with all sorts of stories and histories. We want our compassionate approach to run through everything we do, from how we answer the phones to replying to emails and one-to-one interactions. To work at Mind, whatever job you are doing, you have to be able to show you care for the people we are here for.

# Summary of Terms and Conditions

## 1. Probationary Period of Service

All new staff will undergo a probationary period which will generally be the first six months.

## 2. Disclosure and Barring Service (DBS)

It is a condition of employment that all staff have a DBS Disclosure at the appropriate level which will be paid for by Hull and East Yorkshire Mind.

## 3. Hours of Work

As per your contract of employment. All hours to be worked on a flexible basis to meet the needs of clients and the organisation. Staff who work more than six hours per day will take an unpaid lunch break of not less than 30 minutes.

## 4. Pay

No automatic annual increments are payable except for any cost of living increase which may be awarded to all employees at the absolute discretion of the Executive Committee.

## 5. Annual Holidays and Holiday Pay

The normal annual holiday entitlement with pay is 25 working days for full time staff and on a pro rata basis for staff working part time. In addition paid leave will be granted for all bank holidays (on a pro rata basis for part time staff) in each year.

## 6. Payments During Sickness/Injury

Staff who are absent from work for reasons of sickness, or injury sustained whilst carrying out their duties for Mind, will receive Statutory Sick Pay only in their probationary period and up to four weeks full Company Sick Pay in a 12 month period thereafter.

## 7. Pension Scheme

Under the Government pension regulations all eligible staff will be automatically enrolled into the Company Pension Scheme currently provided by Friend's Life. Staff contributions will be in line with the minimum percentage of gross basic earnings set by the Government. The employer contribution will be 3% of gross basic earnings. Additionally staff who are either non eligible or not entitled, under the regulations, may join the scheme and the same contribution levels would apply.

## 8. Subsistence and Travelling Expenses

Subsistence and travelling expenses are paid at rates determined by Hull and East Yorkshire Mind. Staff who work from home will have the first 10 miles deducted from their daily mileage claim.

## 9. Trade Union Membership

Employees have the right to join or not to join a Trade Union.