

# Recruitment Information Pack

Community and Events Fundraiser

# Welcome to York Mind!

Thank you so much for your interest in working with us.

**In this pack you should find all the information you need to find out what we're about**

**This includes:**

More about us, what we believe in and our values

Our application process

The job description and person specification

What we expect from our staff

What you can expect from us

## Our Organisation

York Mind is a vibrant and compassionate organisation who work to promote recovery from mental ill-health, improved emotional well-being and independent living. We offer a range of both face to face and digital services from 1:1 support, social activities, advocacy right through to training and services to improve workplace wellbeing.

Our team really care about making a difference and come together to make a change for people's mental health. Last year we helped over 4500 people who are living with mental health problems.

## We Believe

- Mental health is important and a part of each of us
- All people have a right to thrive
- Access to mental health support should be there for everyone
- Asking for help is brave, and lived experience matters
- Stigma around mental health is wrong and must be challenged
- Our work makes a positive difference and we are here to stay

## Our Values

**Being Brave** - Finding the courage and compassion to connect with, and walk alongside others, providing encouragement through rough times towards better days.

**Standing Up** - Dedicating ourselves to advancing mental health appreciation, and championing the conditions that enable people to do and be well.

**Developing Together** - listening to, learning from and helping one another we grow stronger together, becoming better able to serve our communities.

**Actively Seeking** - Realistic about the scale of the challenge, to achieve equity of standing for mental health and wellbeing. We hold on to hope, that through our work, things can and will improve

**Being Pragmatic** - Making decisions based on what's possible and works for the individual. We are down to earth and communicate clearly with kindness.

## What people say about us:

*"The counselling was wonderful and so beneficial. My counsellor was lovely; I formed a good relationship with her and this enabled me to think about different ways of doing things. The support helped me to stop feeling like I was drowning."*

*"Before mentoring I was not able to see the positives in life, now I am able to and it has made me happier."*

*"We always feel the advocates are very much focused on the person's needs in a professional and supportive manner."*

*"The staff at Mind are the nicest people, so helpful and so supportive that I couldn't wish for nicer people to speak with. Thanks to you all for what you do."*

*"You are doing a fab job at Mind keeping everyone well. You support so many people. I hope that you know how important you guys are to people like me and those you help."*

## A note from our CEO



Thank you for your interest in York Mind. Applying for a job can be a big step for a whole range of reasons and we want to try and make York Mind a potential work option for as wide a range of people as possible. A diverse staff team helps us live our values, stay creative and gives us new perspectives.

We have included as much information as possible in our pack. If you are interested in a vacancy but are unsure if you should apply, then I strongly recommend you give us a ring. It is equally important that you find out about us as well as York Mind finding about the skills, experience and knowledge you can bring.

# The Role

## Overview

This role sits within our Corporate Wellbeing Service team, where you will mainly work alongside our Head of Corporate Wellbeing Services and Corporate Fundraiser, to generate income for the charity through community engagement and events. You will be responsible for meeting the annual community and events income target. The role will require someone with strong organisational skills, and prior experience as a Fundraiser in another organisation.

## What You'll Do

In this role, you will split your time between developing, planning, and running events, supporting people to raise money on behalf of York Mind, and creating new relationships in the community, such as with schools and sports clubs. We have an annual calendar of both internal and external events, including our annual Mental Elf run, as well as challenges such as the York 10k and Yorkshire Marathon. Your role will be to fill events, and effectively steward and support people to raise as much money as possible through their participation.

As part of your role in event coordination, you will be responsible for our fundraising volunteer base, including recruitment and effective utilisation of volunteers at our various events. Flexibility will be key, as some events happen on evenings and weekends.

Another important part of this role will be engaging and developing relationships with community supporters. You should have strong interpersonal skills and enjoy getting out and about in the community (eg. sports clubs/community organisations) to grow our supporter base and look after those who we currently work with.

Finally, the Corporate Wellbeing Services Team work collaboratively and therefore you should be able to work effectively as part of a team and be willing to support others in their roles to ensure the effective running of the whole department. For example, you may be involved in running campaigns and referring individuals to our training courses. This will require someone who is adaptable and supportive.

# Job Description

Job Title:	Community and Events Fundraiser
Hours	<b>21 hours per week</b> based on 35 hour working week (flexible days/hours). You will need to be able to work outside of normal working office hours sometimes to be able to meet the needs of the role.
Salary:	<b>£27,500</b> per annum, pro rata,
Responsible to:	Head of Income Generation and Operations
Responsible for:	Fundraising Volunteers
Office Based/Hybrid Working	<b>Hybrid</b> - 1 office day per week with flexibility for attending events and networking on other days
<b>Aim of the post:</b>	To coordinate and grow York Mind's community and events fundraising income through effective networking, event, and volunteer coordination.
<b>Main deliverables:</b>	
<ol style="list-style-type: none"> <li>1. Deliver effective stewardship to new and existing community supporters</li> <li>2. Maximise fundraising income generation.</li> <li>3. Increasing reach to find new fundraisers and new fundraising opportunities.</li> <li>4. Co-ordinate the delivery of York Mind events, and partner events</li> <li>5. Effectively support, recruit, and coordinate fundraising volunteers.</li> <li>6. Raise awareness of community fundraising through social media, marketing, and awareness events</li> </ol>	
<b>Main duties:</b>	
<ol style="list-style-type: none"> <li><b>1. Deliver effective stewardship to new and existing community supporters.</b></li> </ol>	

- Use our CRM to store and manage fundraiser's data in a useful structure.
- Maintain positive relationships with all fundraisers and donors through regular contact, updates, and conversations.
- Work with those raising funds prior to events that they run, to ensure they have all of the resources they require for a successful event.
- Pro-actively encourage and support fundraisers and go above and beyond to ensure they feel part of the York Mind team.
- Act as a point of contact for individual and group fundraisers
- Ensure fundraisers and donors are supported effectively to increase engagement.

## **2. Maximise fundraising income generation.**

- Be part of the development of new funding streams including in memoriam donations, legacy giving and regular giving.
- Ensure Individual Gift Aid is reclaimed where possible.
- Provide fundraising materials to individuals, groups and associations as required e.g. how-to guides, t-shirts, badges, pens, banners, leaflets etc.
- Work closely in partnership with the Corporate Fundraiser and other team members to maximise opportunities for cross-department income generation.

## **3. Increasing reach to find new fundraisers and new fundraising opportunities.**

- Encourage new individuals, groups and associations to fundraise through attendance at events, talks and venues and through promotion of community fundraising.
- Identify new community fundraising opportunities, and actively develop these through good stewardship and relationship building.
- Contribute to and undertake work in line with the fundraising strategy to ensure development of the fundraising department.

## **4. Co-ordinate the delivery of York Mind events, and partner events**

- Co-ordinate supporter engagement at 3<sup>rd</sup> party events such as the York 10k and Yorkshire Marathon.
- Deliver a calendar of York Mind events.
- Work with community and corporate contacts and volunteers to ensure the safety and profitability of York Mind Events.
- Ensure event participants are supported to fundraise actively.
- Be responsible for the overall promotion and success of fundraising events.
- Delegate effectively, making best use of team resources to ensure events are successful.

## **5. Effectively support, recruit, and coordinate fundraising volunteers**



- Recruit, train and induct volunteers to support in community fundraising .
- Ensure compliance with internal policies and health and safety procedures for all staff and volunteers working on individual events.
- Raise safeguarding concerns raised by volunteers to the correct person and promote good practice in safeguarding and risk management.

**6. Raise awareness of community fundraising through social media, marketing and awareness events**

- Work with colleagues to promote event and community fundraising opportunities.
- Work with the Marketing Coordinator to create content for social media, website and other publications including our monthly newsletter.
- Attend events/talks etc. and give presentations on the fundraising work York Mind does.

**7. Work within York Mind values**

- Ensure a commitment to quality, working within York Mind’s policies and procedures.
- Contribute to the wider development of York Mind.
- Be a champion for mental health.
- Working collaboratively across other York Mind services to help achieve the strategic vision of the organisation.

The post holder will carry out any other duties, which are within the scope, spirit and purpose of the job as requested by the line manager.

If duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.

<p><b>8. Essential qualifications:</b></p>	<p>There are no essential qualifications required for this role, but we do ask for prior experience of fundraising</p>
<p><b>9. Desirable Qualifications</b></p>	<p>Any fundraising qualification Any events management or project management qualification</p>

## Person Specification

Don't just tell us how you meet the specification – show us! Feel free to tell us about projects you've worked on, awards you've won, training you've undertaken, developments you contributed to. Feel free to add photos and videos.

Knowledge, Skills and Experience	Where this will be evidenced Application (A), Interview (I), Exercise (E)
Prior community fundraising experience	A, I
Experience of coordinating and managing events	A, I, E
Experience of effective stewardship and relationship building	A, I
History of recruiting and/or working with volunteers	A
Knowledge of community fundraising principles, methods and procedures including Fundraising Code of Practice	A, I
Ability to build effective and sustainable relationships	A, I
Ability to adapt according to demands	A, I, E
Ability to effectively work as part of a team and be flexible	A, I, E
Comfortable handling money and an understanding of basic finance concepts related to fundraising and income generation (eg. restricted/unrestricted income and fundraising income streams)	A
Practical Skills	
Ability to use a variety of software, including CRM's and databases, project management software (eg. Trello/Miro), social media platforms (eg. Facebook/Instagram), and Microsoft suite (Excel/Powerpoint/Word).	A
Good organisational and project management skills (qualification/s desirable)	A, I

Values and Attitudes	
A commitment to the York Mind values	A, I, E
A passion for supporting people to improve their mental health	A, I
A commitment to work with the widest range of communities possible to make sure our organisation is representative and inclusive	A, I, E
Self-awareness of own competencies, practical needs and personal resilience, and willing to seek help with these where necessary	A, I

\* Experience – you should be able to draw on four or five different examples you could use to describe your experience\*

## **Our application process.**

**Please submit your CV and covering letter to [vacancies@yorkmind.org.uk](mailto:vacancies@yorkmind.org.uk).**

If you have any questions about the role, you can book a phone conversation in with us before you apply, and we will talk you through the role, how your skills and experience might fit our job description and person specification and talk you through how to complete the application form. **Please contact Simon Taylor at [simon.taylor@yorkmind.org.uk](mailto:simon.taylor@yorkmind.org.uk) to book a telephone appointment.**

**Closing Date for applications: 9am Wednesday 6<sup>th</sup> November**

**Interview dates: Monday 11<sup>th</sup> and Wednesday 13<sup>th</sup> November**

## What we expect from our people

Our clients and colleagues are really important to us. We want York Mind to be a great place to work and to receive services from, so we have some expectations of our staff, which we have pulled from our values.

### You will:

**Put our clients at the heart of your work:** Our clients are always front and centre of the decisions we make, and all the work we do is to enhance their lives, progress mental health awareness and reduce stigma. As part of the York Mind team we will expect you to put clients at the centre of your work.

**Be empathetic and compassionate :** You feel able to walk alongside someone else and appreciate what they are going through, even if this is different to your own experience. You do this with compassion and kindness

**Value difference:** Whether this is a protected characteristic or a different point of view, you will embrace diversity and value the differences and contributions we all bring

**Champion Equity:** Whenever you are representing York Mind, we expect you to be championing equity in mental health services, and equity across all communities for good quality mental health services

**Be non-judgemental** – Mental health and wellbeing can be sensitive and challenging subjects. Everyone experiences mental health differently and we all bring a non judgemental approach to our work. You may also need to challenge others stigmatising views in a gentle and non judgemental way.

**Be open and transparent** – You're honest with our clients about what help we can give, and open about our expectations of them. You give your views generously and equally listen to others.

**Be prepared to muck in!** - We're a team and sometimes the unexpected happens. We expect all of our people to support each other and this might mean you end up doing something you didn't expect to do, within reason!

# What our staff can expect from working with us

We're a friendly bunch, who are passionate about improving mental health for everyone. So you'll be joining a bunch of likeminded people working together for a common cause. Whether it's tea and cake in our big meeting room, or a quick catch up on Teams you can be assured of joining a welcoming organisation with wellbeing in mind.

We offer a range of benefits:

- **Hybrid working** - Most of our roles offer hybrid working arrangements, with the exception of a few fully office based roles. There is a usual expectation of some office based work in our hybrid roles but this is usually between 1-2 days week. Please check your role requirements at interview. If you prefer to be fully office based, you also have this option
- **Flexible Working Arrangements** When home working staff have the opportunity to flex their hours between 6am and 9pm to balance their work, life and wellbeing. We also try to accommodate flexible working hours on office days, where possible.
- **Staff Support** – We offer an employee assistance programme to support staff, as well as monthly peer support sessions. We also have a staff support group who are involved in improving staff wellbeing
- **Annual leave** 25 days annual leave (excl. bank holidays). On completing 2 years continuous service at York Mind, full time employees are entitled to an additional 1 day annual leave per year up to a maximum of 30 days. All leave is pro-rated for part time employees. We also offer additional compassionate and special leave.
- **Generous pension contribution** – York Mind pay 6% employer pension contribution
- **Professional Body membership fees**- Where this is an essential part of your role, you can claim these back
- **Working in an values based organisation** – We are constantly trying to evolve and find ways to live our values. This means sometimes we will all get it wrong, and we will all learn together