

# Recruitment Pack

**Fundraising Lead**

September 2024



**Thank you for your interest in working with Lancashire Mind**

## Who are we?

Lancashire Mind is an independent mental health charity, delivering our impactful strategy that has been co-created with the people of Lancashire. We reach over 10,000 people each year.

We're an active member of the national Mind Federation, linking us with over 100 other local Mind organisations across England and Wales, providing excellent opportunities for good practice sharing and partnership working.

**Our purpose is to support people in Lancashire to achieve the best mental health and wellbeing possible.**

To achieve this, we:

**Connect Minds** through ongoing engagement and co-creation.

**Change Minds** by challenging stigma and increasing knowledge around mental health.

**Support Minds** by being a source of help, where, when, and how people need it.

We value being:

### Real

Grounded in lived experience and making sure our work is relevant to Lancashire.

### Bold

We're not afraid to demand better for people who need our help.

### Caring

Treating people with compassion and respect and being there for people and communities in Lancashire.

### Open

Working inclusively to tackle issues and being open to new ideas.

We believe that everyone can achieve good mental health and wellbeing, and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

We empower people in Lancashire to value and take care of their mental health. Our work ranges from 1:1 support for people facing multiple and complex barriers, to preventative and influencing work. We work in partnership with others to make mental wellbeing a priority.

We are determined to be an organisation that is representative of the diversity of the whole county and one that challenges the mental health inequalities faced by our communities. We're working to become a truly anti-racist organisation.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition, and for those who do, to have a better chance of remaining well.

**Join us to connect, change and support minds in Lancashire.**



# Why work with us?

As well as striving to meet the mental health needs of our local communities, we aim to be a good employer and do what we can to provide a supportive and healthy environment for our employees.

You'll get a friendly welcome from colleagues and clear expectations about your role and how it contributes to achieving Lancashire Mind's goals.

***"I am extremely grateful for the support I've had and the opportunities I've been given within my time working here."***

## Flexible working

We operate a hybrid working policy. For office-based roles, you can split your time between home and our office in Chorley. For service delivery roles, you'll also spend time working in communities at a range of different venues. Depending on the requirements of the role, we will also consider remote working.

Our full-time hours are 35 hours per week. We are open to requests for flexible working hours, including compressed hours. Everyone is provided with the equipment needed to work from home or in the community.

## Leave

Full-time staff have 25 days annual leave, plus bank holidays (pro rata for part-time roles). We close for the days between Christmas and New Year, which are given as additional leave entitlement (pro rata).

We've recently introduced long-service leave. Employees who've worked for Lancashire Mind continuously for 3 years are entitled to an extra day's holiday for each full year

of service, up to a maximum of 5 days (pro rata). We've also introduced a buying/selling annual leave scheme.

We offer five paid days of emergency/compassionate leave (pro rata) to help you manage unexpected life events.

***"It's a really rewarding job and I love the team spirit."***

## Wellbeing benefits

We have a workplace wellbeing scheme provided by a small team of staff champions. Champions organise wellbeing activities and run a regular wellbeing survey, giving staff the chance to input to improving wellbeing in the workplace.

We offer an annual, paid wellbeing half-day to encourage all employees to do something positive for their own wellbeing.

Our Employee Assistance Programme gives you and your immediate family access to a 24/7, 365 confidential helpline and you'll have access to a smartphone app with personalised wellbeing content.

We cover the cost of an annual standard eye test and annual flu vaccination for all staff, regardless of your role.

***"Amazing place to work, lots of opportunities for employees to grow in roles...a focus on wellbeing."***

## Financial benefits

We offer the opportunity for staff to save for their retirement by providing a workplace pension scheme, with options for matched contributions up to 6%.

From your start date you'll be eligible for the company sick pay scheme, which increases with each year served up to 6 weeks full pay, 6 weeks half pay after five years of service.

## Learning and development

You'll have protected time during regular 1:1s with your line manager, to reflect on and plan the work you do.

We provide a wide range of learning opportunities, including shadowing other staff, as well as regular training courses.



The Fundraising Team - Fundraising Lead, Community & Events (C&E) Fundraiser and Corporate Fundraiser - are responsible for generating income using a range of fundraising methods.

We have a Writer & Researcher who reports directly into the HoD, supporting with bid and tender writing.

The Fundraising Team work closely with the External Relations Team, who work to build relationships with external partners and local businesses, to sell our workplace and school packages, as well as overseeing the organisation's marketing and comms.

As Fundraising Lead, you'll work closely with the Marketing Lead in particular but with all Leads across the organisation, to ensure teams understand the importance of supporting and promoting fundraising.

You will collaborate with the Head of Finance to ensure systems are in place to effectively track and report on fundraised income and support the HoD in reporting to the CEO and Trustees on fundraising strategy and performance.

External to the organisation, you'll liaise with colleagues at Mind, other local Mind organisations and Lancashire based charities, plus a wide range of individual and corporate fundraisers, supporting the team to build relationships and attract repeat support.

## Your role

The Fundraising Lead has oversight of community and corporate fundraising, line managing the two Fundraisers, and working with the team, and autonomously, to develop existing and new areas of fundraising. It's a role that requires

## Who you'll work with

The Fundraising Lead is line managed by the Head of Development (HoD), who works with the Lead, and others within the department and wider organisation, to generate sufficient levels of restricted and unrestricted income, to sustain and grow the organisation's services and projects.

We attract funding from a wide range of sources, including charitable trusts, grant giving organisations, NHS and local authorities, as well as community and corporate fundraising.

creativity and innovative thinking, to design and test new ways to raise funds.

Current priorities include improving our supporter retention rate and maximising the return on investment from the various fundraising activities the team carry out.

The current Fundraising Lead, who's moving into a senior management role with Lancashire Mind, has started several pieces of work that the person recruited will continue, including:

- Reviewing and improving the supporter journey, to provide a high-quality experience for fundraisers.
- Improving how we record and use data to track, understand and manage supporters, using our CRM system more effectively, to support joined up working across teams.
- Reviewing income data to identify trends in giving and opportunities for growth. We know, for example, that regular giving can be grown significantly.
- Improving how we measure the return on investment for different fundraising activities and identify where efficiencies can be made.
- Working with the Marketing Manager to improve fundraising and wider organisation comms, to engage supporters and attract new support, via effective storytelling.
- Working with the Head of Finance to put shared practices in place for tracking income and ensuring all fundraised income is accurately accounted for.

Other responsibilities include working with the HoD to create an annual fundraising plan and oversee its delivery.

You'll be accountable for the management, performance and development of the two Fundraisers, to deliver fundraising objectives within their own area of fundraising, and collaboratively.

You'll work with the Fundraisers and Volunteer Coordinator to develop volunteer roles, to support the work of the team and provide opportunities for individuals, as well as corporate volunteering activities.



The Fundraising Lead requires knowledge of fundraising regulations and is responsible for ensuring fundraising best practice is applied to our activities, including adhering to our ethical fundraising policy.

We're looking for someone who's driven, ambitious and enjoys building relationships with people from all walks of life. You'll have knowledge of the charity sector, understanding the challenges around income generation, with the ability to develop compelling content to attract support.

The ideal candidate will have experience of fundraising but we're happy to hear from people with transferable skills that fit the requirements of the role.

This is an excellent opportunity for an enthusiastic, hardworking individual, who's interested in leading a small team and bringing their own ideas, to help us achieve fundraising objectives to enable the ongoing provision of Lancashire Mind services.

**Above all, we want someone who believes in our vision of a Lancashire where everyone has the opportunity to have the best mental health and wellbeing possible.**

# Job description

**Job title:** Fundraising Lead

**Hours:** Full-time, 35 hours per week (part-time will be considered, minimum of 28 hours)

**Contract:** Permanent, subject to ongoing business need and fundraising performance

**Salary:** £31,556 – £35,304 pro rata

**Responsible to:** Head of Development

**Location:** based in Chorley, with mix of home and office working and travel to meetings and activities across Lancashire

## Overview

In this exciting and challenging role, you will work with our Head of Development, C&E Fundraiser and Corporate Fundraiser, to grow and develop Lancashire Mind's fundraising function to achieve annual income targets. You'll be responsible for oversight of all activities related to community and corporate fundraising, leading the team to sustain and grow a range of activities delivered by the team and by individuals and businesses across Lancashire who carry out their own fundraising activities.

Working with the C&E Fundraiser, you'll have oversight of Lancashire Mind's fundraising events, including our annual skydive and Mental Elf fun run, ensuring these are effectively and safely delivered, as well as supporting the C&E Fundraiser to grow the number of third-party events we engage with.

Working with the Corporate Fundraiser you'll have oversight of Lancashire Mind's corporate partnerships, ensuring opportunities for fundraising are maximised through existing partnerships as well as supporting the Corporate Fundraiser to engage new businesses via Lancashire Mind's patron scheme and Charity of the Year opportunities.

## Main duties and responsibilities

- Lead the Fundraising Team, providing supportive and motivational leadership to staff and volunteers.
- Develop annual fundraising operational plans and work with the Head of Development to create a multi-year strategy for growing fundraising.
- Review fundraising processes and identify where improvements can be made.
- Manage the annual fundraising budget, monitoring and making decisions on spend.
- Manage and monitor fundraising performance to ensure we have the best chance of achieving at or above the annual income target.
- Make effective use of platforms, such as JustGiving and Enthuse, as well as social channels to generate and track income.
- Ensure the team are effectively maintaining and using the CRM system to manage fundraiser relations.
- Build on Lancashire Mind's existing successful fundraising events, introducing at least one new event into the calendar.

- Build and maintain effective relationships internally with the External Relations team and colleagues across the organisation, and externally with individual fundraisers, corporate supporters, local businesses, etc.
- Develop compelling stories to illustrate why people choose to fundraise for Lancashire Mind.
- Understand and implement Lancashire Mind's policies and procedures, including key policies such as lone working and information governance.
- Attend internal and external meetings and training, as and when necessary.
- Undertake flexible working hours, including weekend and evening work when required (where possible, working hours don't go above the contracted hours but this is sometimes unavoidable so we operate a time off in lieu (TOIL) policy, this allows any time owed to be taken back at a later date).
- Travel across Lancashire (travel expenses reimbursed, except for usual commute to and from work).
- Undertake other duties, as and when deemed necessary by a Senior Manager.

**Please note:** Lancashire Mind follows Safer Recruitment practices and have a commitment to safeguarding people who use our services. Therefore, this role is subject to a basic Disclosure and Barring Service (DBS) check so all applicants must be willing to undergo the check. If invited to interview, we will ask you to provide evidence of your qualifications and right to work in the UK.

# Person specification

We only consider inviting to interview people who show that they possess the required experience, skills and personal attributes, as outlined in the table below.

**When completing your application form, please use examples from your professional and personal life to illustrate how you fulfil all the criteria to be assessed at application stage only (A).**

Lancashire Mind is committed to fighting racism and other forms of oppression. We want to be a great employer for all our staff, regardless of their background or characteristics. We recognise that not everyone is the same and that different people will require different support to fulfil their potential. We want to ensure Lancashire becomes a place of greater equity and inclusion. One thing we can do to work towards that goal is to ensure that our staff team is representative of the diverse communities across Lancashire, and particularly those communities we know face mental health inequalities. We particularly encourage applications from those communities and from anyone with experience of living with a mental health condition.

	Criteria	Assessed at application (A) or interview (I)
<b>Knowledge and experience</b>	1. Experience in a similar role or with transferable skills relevant to developing, planning and evaluating fundraising activities.	A
	2. Experience of line managing staff and leading a small team, delegating tasks effectively and providing supportive and motivational leadership.	A and I
	3. Knowledge and understanding of different methods of fundraising and fundraising good practice.	A
	4. Experience of engaging and communicating with a diverse range of stakeholders to gain their support.	I
	5. Experience of monitoring performance and evaluating activities, including collection, collation and analysis of data.	I
	6. Experience of creating high-quality content for social channels, newsletters and marketing materials.	A
	7. Knowledge and understanding of professional boundaries, data protection, risk assessment and safeguarding.	I
<b>Skills, abilities and competencies</b>	1. Ability to communicate effectively with a wide range of people and through a variety of methods.	I
	2. Excellent numeracy, literacy and report writing skills with the ability to maintain accurate records and manage budgets.	A
	3. Ability to manage conflicting demands and pressures and to successfully support others to do the same.	I
	4. Ability to identify and solve problems and enable others to do the same.	A



	5. Excellent office IT skills (Microsoft Office 365, including Excel) and the ability to learn new software packages, including video conferencing platforms and CRM systems.	I
<b>Personal attributes</b>	1. Positive, enthusiastic and friendly attitude.	I
	2. Resilient and committed to promoting mental wellbeing for all.	A
	3. A demonstrable personal commitment to equality, diversity and inclusion; and challenging discrimination.	I
	4. Takes accountability for self and holds others to account.	I

# To apply

If you would like to discuss the job before applying, contact Helen Fairweather, Head of Development, [helenfairweather@lancashiremind.org.uk](mailto:helenfairweather@lancashiremind.org.uk)

Applications must be submitted using a Lancashire Mind job application form, which can be downloaded from our website [www.lancashiremind.org.uk/recruitment](http://www.lancashiremind.org.uk/recruitment) or requested by emailing [admin@lancashiremind.org.uk](mailto:admin@lancashiremind.org.uk)

## **The deadline for applications is 9am on Monday 4 November.**

Email your completed application form to [admin@lancashiremind.org.uk](mailto:admin@lancashiremind.org.uk). Please do not convert your form to a PDF, otherwise it will not be possible for us to remove the identifying information before sending your application to the recruitment panel.

Late applications will not be accepted. Those who do not adequately demonstrate how they fulfil the criteria required at application stage, will not be considered for shortlisting.

**Interviews for this post are scheduled to take place on Tuesday 12 November so please keep this date free as alternatives can't be offered.** Successful candidates will be notified no later than Tuesday 5 November. Interviews will be held in-person at the Lancashire Mind office in Chorley.

If you have not heard from us by two weeks after the deadline, please assume that you have not been shortlisted on this occasion. The organisation regrets that it cannot provide feedback to unsuccessful applicants at the shortlisting stage.

If you have any questions about the application process or require support with the process, please contact our Operations Team on 01257 231660.

# What to expect at interview

Shortlisted applicants will be invited to attend an interview, which will usually take place at the Lancashire Mind office in Chorley. Occasionally, they are held at other venues in Lancashire or virtually via Microsoft Teams. Details of the venue and times will be included within the email invite. You can expect the following if you are attending an interview:

- All interviews include a task and set of questions asked by a panel of three people.
- Some interviews include a presentation, which will need to be prepared in advance of the interview. Where a presentation is required, we provide a minimum of 5 days' notice to allow time for preparation. We recommend applicants pencil time into their diary for preparing a presentation, in the event they are shortlisted.
- The interview task is used to test IT skills and the ability to complete a task related to the role being applied for. 30 minutes is allowed for the task, which usually takes place before you meet the panel. There's no need to do any preparation for the task.
- The panel interview will usually consist of between 6 and 8 questions and takes around 30 to 45 minutes.
- We aim to support people to feel as comfortable as possible at interview and are happy for you to ask for clarification on any of the questions asked by the panel, as well as taking a few moments to think about a question before answering. The panel will provide you with a copy of the questions they are going to ask so that you can read them as they are being asked.
- Once the panel have asked their questions, candidates can ask questions about the job and/or Lancashire Mind.
- We can adapt the interview process for individuals where required. There is space on the job application form to request reasonable adjustments.

## **Lancashire Mind**

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