



# YOUNG MINDS

Fundraising Officer

# What's the problem?

**1 in 5** young people now have a probable mental health condition

**65%** year on year increase in 'Very Urgent Referrals'

**<1%** of NHS spending goes to young people's mental health

Black and Asian young people are **twice** as likely to access mental health support via a court order.

But we believe things can get better.

## Who we are

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we amplify young voices to change the world we live in.

### **Our purpose:**

To stop young people's mental health reaching crisis point

### **Our vision:**

A world where no young person feels alone with their mental health

### **Our mission:**

To make sure all young people can get the mental health support they need, when they need it, no matter what

## Our goals

To keep ourselves focused and on track, we've set out three strategic aims:

1. Helping young people to look after their own mental health
2. Making sure young people have adults around them who can really help
3. Building a youth-led movement to make sure support is there for any one who needs it



## Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

## Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

## Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

“I’m proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health.”

**Alex, YoungMinds Youth Panel**



## Where we work:

YoungMinds is based close to London Bridge in Central London, although as an organisation, we are active all over the UK.

Our address is: 4th Floor India House, 45 Curlew St, London, SE1 2ND.

We are well served by public transport links: - local mainline stations are London Bridge and Waterloo. The nearest London Underground stations are London Bridge (Jubilee Line) and Borough (Northern Line).

## When we work:

Standard Office hours are 9.30am – 5.30pm, with a one hour unpaid lunch break.

Some of our employees work non-standard hours - we have a number of part-time staff, and some of our team work on a sessional basis.

YoungMinds recognises the importance of helping its employees balance their work and home life and so we have a Flexible Working Policy in place. Any employee can make a request for flexible working. Whilst we cannot guarantee to accommodate a flexible working application, we do guarantee that we will carefully consider any request made.

## AJEDI at YoungMinds:

As an organisation, we have been on a journey to reflect on who we are, who we are here for, and the ways we may unintentionally contribute to inequity. For us, Anti-racism, Justice, Equity, Diversity, Inclusion and Culture (AJEDI) is not just a set of principles, it's part of who we are and how we work.

We know we don't always get it right, we are not perfect. We are however, committed to learning, challenging ourselves, and asking difficult but necessary questions.

If you are thinking about applying for a role with us, a commitment to AJEDI is essential. These values underpin our work and shape how we understand who we are here for. We don't expect you to be an expert. What we do expect is openness, curiosity, and a genuine commitment to learning and embedding these principles in your work.

We warmly encourage applications from people of all backgrounds, especially those whose perspectives and experiences are currently underrepresented at YoungMinds and across the charity sector.

## Safeguarding

Everybody has the right to be safe and to thrive no matter who they are or what their circumstances. The YoungMinds' approach to safeguarding includes the concept of a 'culture of care' which supports and promotes wellbeing and the prevention of harm. We believe that our staff, volunteers and consultants have an individual and organisational responsibility for safeguarding. We aim to embed a safeguarding ethos and practice which is both proactive and responsive towards issues of safety and wellbeing.

We ask all staff to undertake safeguarding training with us as part of their onboarding journey and their ongoing learning and development.

## When you join:

All new staff benefit from a full induction with their team, as well as our core training programme and ongoing support.

## Probationary period:

All our posts are subject to an initial probationary period. This varies according to the length and type of the contract.

## Our benefits:

We offer our staff a range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff from day one of employment with us.



# Benefits

Benefit	Full Time	Part Time	Zero Hour
Holiday - 25 days plus 8 bank holidays and 3 days off for Christmas closure (pro-rated for part time) + an extra 2 days after 3 years' service	Y	Pro-rated	Pro-rated
2 wellbeing days per year	Y	Y	Y
Employee Assistance Programme	Y	Y	Y
Pension - Employer 5% with minimum employee contribution at 3%. Subject to terms and conditions, pension contributions will begin automatically	Y	If minimum requirements met	If minimum requirements met
Cycle to work Scheme	Y	Y	Y
Travel loan (Available on completed probation)	Y	Y	N
Free early eye tests and money towards your glasses	Y	Y	Y
Commitment to continued professional development	Y	Y	If earning enough to be deductible
Access to Corporate Membership Prices for TasteCard	Y	Y	Y
Weekly fruit baskets in the office kitchens	Y	Y	Y

## Pre-employment checks:

Due to the nature of the work we do, before starting with YoungMinds, the following checks are carried out:

**Reference check:** All job offers are conditional on the receipt of satisfactory references.

Always ask your referees permission before giving their contact details for your application.

Your referees should be your current or previous line manager, academic tutor or a volunteer manager if applicable. Do not give details of family, friends or colleagues.

We reserve the right to request to approach any previous employer if deemed necessary.

Referees will only be contacted after a conditional offer has been made. We will confirm this with you before we approach your referees. If there is a problem with this then please contact us.

### **Identity and Eligibility to work in the United Kingdom check:**

We are obliged to confirm your identity and obtain proof of your right to work in the UK. We are currently unable to support visa applications.

**DBS check:** We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. The level required will depend on the role you are applying for and will be confirmed to you as part of the recruitment process.

We are committed to the fair treatment of all employees, potential employees and volunteers regardless of their offending background.

While we accept that applying for a role with a DBS requirement can be a deterrent for some communities, we actively promote equality of opportunity for all and welcome applications from a wide range of candidates, including those with a criminal record.

For further information about how we manage the recruitment of people with a criminal record, please refer to our Recruitment of people with a criminal record policy.

# Completing a YoungMinds employee application

If you have any questions about completing the application form / the application process, please contact the People team at [recruitment@youngminds.org.uk](mailto:recruitment@youngminds.org.uk).

We strongly recommend you look through the YoungMinds website before starting the application form.

## Introductory Statement

In the person specification on the job description below, you will see sections titled Experience, Qualifications, Training, Skills, and Abilities + Knowledge/Understanding. You will see that some of these have a tick that show they are the bits of information we are looking for to shortlist from. These criteria are also highlighted in the campaign, in the section that begins “candidates will be shortlisted on the basis of...”

The easiest and most effective way to approach your introductory is to take each of those shortlisting criteria and use them as headers for sections of your statement.

Under each, you can tell us how you meet that requirement, using examples where you can.

At the end, maybe tell us why the role and YoungMinds interest you. Thanks so much for taking the time.

## Employment History

Please start with your current or most recent employer and give a brief description of your main responsibilities of that role. These descriptions do not have to be very long as you will have an opportunity to expand on certain aspects in the introductory statement section.

Please list all previous positions of employment and ensure you account for any gaps in your employment history.

## Qualifications

Ensure to include all relevant qualifications and level achieved.

## Skills

Please provide details as requested.

## Certifications, licenses and training

Please give details of any training courses you have completed. Please also state whether you are a member of any professional bodies, indicating your level of membership and qualification.

# Completing the application form

## JOB DESCRIPTION

Job title: <b>Fundraising Officer</b> (Individual Giving & Campaigns)	Salary: £32,651 - £36,279 per annum
Hours: Full-time	Based at: London Bridge Office - with flexible/hybrid working
Reports to: Individual Giving & Campaigns Manager	Contract: Interim - 6 months

### About YoungMinds:

YoungMinds is leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what. Hundreds of thousands of young people are struggling with their mental health, but too many are being told to wait, struggling to cope and hitting a crisis point before they get help. But things can get better. And we're leading the movement for change.

We provide young people with the tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we give young people the space and confidence to get their voices heard and change the world we live in.

Together, we can create a world where no young person feels alone with their mental health.

### About the team:

The Public Fundraising team's core purpose is to generate mainly unrestricted income primarily through marketing and engagement of mass supporters either directly or through our corporate partners. The team is responsible for developing and delivering our flagship Hello Yellow campaign which this year saw over 9000 schools, community groups and organisations take part in fundraising, generating vital funds and awareness of our work.

The team will also work closely with our Partnerships team, to support corporate partners with products and initiatives that drive engagement and income from their customers and staff with a particular focus on our nationwide partnership with M&S. Alongside Hello Yellow, the team will manage a number of exciting campaigns and initiatives to drive income through challenge events and community giving initiatives.

The Public Fundraising Team along with the Philanthropy & Partnerships team, are part of the Income Generation directorate whose core objective is to generate a sustainable income pipeline to support the work of YoungMinds now and in the future.

Both teams report to the Director of Income Generation.

## **Purpose of the role:**

As one of our Fundraising Officers in Public Fundraising Team, you will be part of a team that is responsible for generating income from individuals, community groups, schools and small businesses. You will engage them through innovative fundraising campaigns, challenge events and other fundraising activities. Or you'll be using YoungMinds compelling case for support to engage individuals to donate directly, either once or ideally regularly, or in memory of a loved one. You might even inspire someone through the impact of our work to leave a gift in their will.

Whatever stream of fundraising you look after; you'll need an understanding of donor acquisition, engagement and stewardship with a focus on recruiting new donors, growing average donation values and retention while ensuring supporters receive an outstanding experience and feel proud of their continued contribution.

This role is vital in implementing our vision to create a step change in YoungMinds' fundraising, engaging all supporters as part of YoungMinds' movement, where effective fundraising builds relationships and becomes an essential part of achieving our charitable objectives, not just funding them. The voice of young people will be at the heart of everything your team delivers.

## **Key relationships:**

As a Fundraising Officer, you will work collaboratively with the rest of the Public Fundraising team to deliver fundraising campaigns and activities across multiple audiences. You will also work closely with colleagues in the Philanthropy & Partnerships team.

Beyond these, you will work collaboratively with peers and colleagues across YoungMinds, with key relationships externally with current and prospective supporters and donors, agencies, suppliers, and voluntary sector partners.

## **Key responsibilities and duties:**

### ● **Fundraising**

- Work with the rest of the team to create and deliver fundraising campaigns and products that attract new audiences to YoungMinds and encourage them to fundraise and donate.
- Create and develop, monitor and evaluate stewardship plans, to build the loyalty and fundraising potential of existing supporters
- Utilise audience insights, and the YoungMinds case for support, to shape fundraising activities that are cause-led and will build meaningful relationships with supporters.
- Invite and implement the feedback and insights from supporters and young people in the development of new fundraising activity
- Work closely with agencies and external suppliers to deliver fundraising campaigns

- Be the first point of contact with YoungMinds supporters, providing them with information, support and excellent donor care on the phone, via email, in writing, and face to face where appropriate
  - Ensure all activity and data is captured, monitored and reported to drive future learning and measure success using the organisation's ORM system and/or third-party fundraising and events systems.
  - Champion fundraising within the organisation to ensure that the skills and expertise of all YoungMinds staff are utilised to drive fundraising growth.
  - Conduct sector research to assess how YoungMinds' fundraising and services fit in the wider youth or mental health sector.
  - Keep up to date with and ensure your team adhere to compliance and regulation requirements of UK fundraising and voluntary sector, acting with integrity and respect. Ensure that supporter data is tracked, collected, stored and used compliantly in line with GDPR.
- **General:** *like all YoungMinds employees, you will also be expected to:*
    - Work in accordance with the organisation's vision, mission and values (see below) and all policies and procedures.
    - Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation's and your team's work.
    - Support a culture of care for staff, volunteers and the young people we work with, including appropriate responsibility for Safeguarding.
    - Form effective working relationships with all staff members, volunteers, child mental health agencies and relevant external organisations.
    - Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.
    - Understand and actively seek to evolve the organisation's and your team's use of technology to improve our effectiveness.
    - Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
    - Prepare for and attend supervision and appraisal meetings with your line manager.
    - Embed anti-oppressive and anti-racist practices in your day-to-day work.
    - Contribute to cross-functional project teams as required, compatible with the nature and grade of this post
    - Other duties that may from time to time be necessary, compatible with the nature and grade of this post.
    - You may very occasionally need to travel and work flexible hours (i.e. evenings and weekends). YoungMinds offers TOIL where appropriate.

## OUR VALUES

**We're not afraid to speak up for what's right.**

We know what needs to change because young people tell us. If they raise their voices, so **do we**.

**We're optimistic.**

Things get tough, but we never forget to celebrate progress and never stop looking for practical ways to make things better.

**Kindness is our strength.**

Everything we do, we do with love, care and compassion.

**We celebrate what makes you, you.**

**Whoever you are, we welcome you and encourage you to always be true to yourself.**

## PERSON SPECIFICATION

**Job Title: Fundraising Officer**

CRITERIA	To be assessed at application	To be assessed at interview
<b>EXPERIENCE</b>		
Experience of donor recruitment and retention through mass fundraising and/or general supporter fundraising activities	y	
Experience of using databases for effective fundraising or donor/customer journey development	y	y
Experience of managing project plans, meeting deadlines and targets	y	y
Experience of working with data, KPIs, targets and objectives to drive fundraising performance	y	y
<b>ABILITIES &amp; SKILLS</b>		
Ability to build trusting and effective relationships as well as being able to influence and engage with senior stakeholders		y
Good verbal and written communication abilities to share business cases and engage stakeholders at all levels.	y	y

Ability to analyse and interpret quantitative and qualitative donor and transaction data to provide insight for more effective fundraising		y
Ability to inspire with and motivate donors either on mass, through creative campaigns or in communities and groups through engaging products and contact.	y	
Ability to maintain confidentiality and appropriate boundaries at all times		y
Ability to work flexibly, creatively, using your resourcefulness to problem solve and find solutions.	y	y
<b>KNOWLEDGE/UNDERSTANDING</b>		
Understanding of fundraising compliance in the UK and best practice requirements including knowledge of GDPR and Code of Fundraising Practice.	y	
Demonstrates a strong understanding of YoungMinds' AJEDI principles (anti-racism, justice, equity, diversity, and inclusion) and integrates them into their work.	y	y
Knowledge of and empathy with the Mission, Values, and Aims of YoungMinds	y	y

YoungMinds is committed to anti discriminatory policies and practices and it is essential that the post holder is willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality & Diversity Policy. YoungMinds is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.