

Individual Engagement Officer

**Joining
YOUNG**



Job Description

Salary: £26,985 - £29,983

Hours: Full-time

Based at: London Bridge Office

Reports to: Supporter Engagement Manager

Contract: Permanent

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. We've experienced phenomenal fundraising growth over the last four years alongside our growing brand awareness, and this year we've leapt 40 places to number 29 in the list of Britain's top 100 most loved charities – not bad for a small organisation with ambition to have big impact! Young people, parents, professionals and many more are joining us to take action – our recent #FundTheHubs campaign has over 12,000 people write to their MP! Yet we are still a pretty small team where every member of staff can have a big impact. We know we have the potential to grow, and to make the most of the relationships we have – to build a movement for change.

About the team:

The Fundraising Team is still relatively small, but big in impact! We are passionate, enthusiastic and hold our values close to our hearts. We like to be ambitious and challenge ourselves, but we also prioritise wellbeing and individual development. Most of all, we work as a whole team to reach our objectives – we support and champion each other, for we can't achieve unless we all achieve. During the pandemic, the Fundraising Team of 15 delivered more than 90% growth on year on year income – including successes with large trusts such as Linbury Trust, new corporate partnerships with Wagamama, and success in our annual awareness fundraising day #HelloYellow with over 8,000 schools and community groups taking part. The team is structured into a Business Development Unit (including Contracts, Trusts & Statutory), a Development Team (Corporate & Philanthropy), and a Supporter Engagement Team (Individuals, Campaigns & Community).

Purpose of the role:

If you want to make a difference at YoungMinds as we rollout our strategy to stop young people's mental health reaching crisis – then read on.

As an Individual Engagement Officer, you will be responsible for generating income by providing excellent stewardship and supporter experience for fundraisers and donors. Your focus for this will be on stewardship for individual fundraisers and donors, such as those taking part in an event or fundraising on Facebook. This role is vital in implementing our five year vision to create a step change in YoungMinds' fundraising. Moving from a funder-led approach to 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. Our role is not 'simply' to generate income, but to build value driven relationships and cause-related fundraising opportunities.

Key relationships:

As an Individual Fundraising Officer, you will work collaboratively across YoungMinds, with key relationships externally with current supporters and donors, and third party organisations and fundraising platforms.

Key responsibilities and duties:

Your responsibilities include, but are not limited to providing inspiring stewardship communications, relationship management, and fundraising development. More information about these responsibilities are below. You may occasionally need to travel and work flexible hours (i.e. evenings and weekends).

Relationship management

- Work with the team to create and maintain stewardship plans to build the loyalty and fundraising potential of existing supporters

Job Description

- Provide supporters with regular proactive fundraising support on the phone, via email, in writing, and face to face where appropriate
- Maintain third party fundraising and events systems, and ensure our supporter records are up to date on the database
- Work closely with third party fundraising and stewardship platforms, to ensure stewardship is making use of current best practice

Fundraising development

- Contribute new and innovative ideas for fundraising stewardship
- Support with the writing of tailored and personalised supporter journey plans, with a focus on delivering an industry-leading supporter experience
- Support with the development of team processes for stewardship, which will streamline the supporter experience
- Work closely with colleagues at YoungMinds to inform development of new stewardship journeys
- To regularly develop and update existing stewardship journeys and processes, using best practice and cases for support
- Support the Supporter Engagement Manager and Senior Officers with reporting on performance of supporter journeys and stewardship

General: like all YoungMinds employees, you will also be expected to:

- Work in accordance with the organisation's Vision, Mission and Values 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 and meet the needs of young people.
- 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
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

Job Description

Person Specification:

Shortlisting Criteria (SC) To be assessed at interview (AI)

Experience:

Experience of successful stewardship of individuals and/or donors leading to increased income (SC+AI)

Experience of using databases for effective fundraising or customer development (SC+AI)

Skills and Abilities:

Ability to develop and maintain relationships with a range of audiences (SC+AI)

Ability to inspire and motivate fundraisers by phone, face-to-face and/or with a written communication (SC+AI)

Knowledge/ Understanding:

Knowledge of the UK voluntary sector, funding sources and fundraising law and methods (SC+AI)

Knowledge of and empathy with the Mission and Aims and Values of YoungMinds (AI)

What's the problem?

1 in 6 children and young people aged 5-16 suffer from a diagnosable mental health disorder - that's around 5 in every class.

Half of all mental health problems manifest by the age of 14, with **75%** by age 24.

3 in 4 children with a diagnosable mental health condition do not get access to the support that they need.

Nearly **half** of 17-19 year olds with a diagnosable mental health disorder has self-harmed or attempted suicide at some point.

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.

Equal opportunities:

YoungMinds is fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.

We therefore expect all of YoungMinds staff to be willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality and Diversity policy.

Safeguarding:

YoungMinds is committed to safeguarding and promoting the welfare of children and young people and we therefore expect all staff and volunteers to do the same. We ask all staff to undertake safeguarding training when they join us.

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.

DBS check: We ask our employees to complete an Disclosure and Barring Service (Criminal Records Bureau) Check. This role will be eligible for a BASIC LEVEL check

NB: A previous conviction will not necessarily prevent you from joining YoungMinds. YoungMinds is committed to treating all applicants and employees fairly.

Identity check: We are also obliged to confirm your identity and obtain proof of your right to work in the UK.

When you join:

All new staff benefit from a full induction with both the People and Culture department and their team, as well as our core training programme, ongoing support and personal development

Probationary period:

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



We offer our staff a wide range of health, wellbeing, lifestyle and financial benefits to ensure that we fully support all staff.

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
Employee Assistance Programme	Y	Y	Y
Monthly office activities such as Lunch and Learn, Crafty Tuesday's and Book Club	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
25% off Osteopathy appointments at the British School of Osteopathy	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
Free yearly eye test and money towards your glasses	Y	Y	Y
Discounts at local cafe's incl. 10% off at Absolutely Starving	Y	Y	Y



Completing a YoungMinds employee application form

If you have any questions about completing the application form / the application process, please contact the People and Culture team (atrecruitment@youngminds.org.uk).

We strongly recommend you look through the YoungMinds website before starting the application form. You may either type or write in black pen to complete your application form.

Personal details and availability

Fill out this section making sure all details are correct.

Education and qualifications

Ensure to include all relevant qualifications and level achieved.

IT skills

Please provide details as requested.

Training

Please give details of any training courses you have completed.

Professional bodies

Please state whether you are a member of any professional bodies, indicating your level of membership and qualification.

Eligibility to work in the United Kingdom

You must be eligible to work in the UK. We are currently unable to support visa applications.

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 Statement of Suitability section.

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

Statement of suitability

Outline all relevant skills, experience and training appropriate to this post. As we shortlist against the criteria you should relate your application to the requirements set out in the person specification (providing examples).

Completing the application form

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Referees

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 an 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.

Completing the application form

