

*Youth
Talk*

CORPORATE & COMMUNITY FUNDRAISER

(21 hours per week)

RECRUITMENT PACK

August 2020

Welcome from our Chief Executive

Thank you for your interest in joining the Youth Talk team and for requesting information about this exciting new role within the charity.

The profile of mental health has never been higher or more significant. Understanding of the importance of good mental health and of the challenges that young people face is increasing, and the anticipated mental health impact of a world in lockdown from the threat of coronavirus has been widely reported. St Albans is an area full of families and young people, and we believe that the demographics, circumstances and attitudes of our local population gives us fantastic opportunities to reach out, connect, raise more money and ultimately support more young people.

I joined Youth Talk just over a year ago and I have been impressed, inspired and humbled in equal measure since I arrived. The charity has a rich heritage and the work we do to support young people across St Albans and surrounding areas is very highly regarded - and it has never been needed more.

Following a recent strategic review of our fundraising I'm delighted that we are now looking to appoint a new part time community fundraiser. The successful candidate will be joining at an exciting and challenging time for the charity particularly given the challenges and impact of the Covid-19 pandemic. We have ambition and energy and are looking for a dynamic self-starter with experience in building highly productive long-term relationships with individuals and groups. It's a tremendous opportunity to lead and establish the function, to build systems and make on-the-ground tangible impact within our local community. If you can inspire people and support them to raise vitally needed funds for our hugely important cause then we'd love to hear from you.

We have a small, committed, expert team who are passionate about what we do. We put young people at the heart of our charity, listening to them, involving them, and reflecting them in how we develop and deliver our services. Our amazing volunteers, fundraisers and supporters always go above and beyond in their support for the charity. But we need to do more and we need to support them in doing this.

We have tremendous ambition. We want to grow, to innovate, to lead in our field locally whilst working in partnership with others who are aligned with our vision, mission and values. We now need to unlock the potential of our cause and our services locally in order to raise more money. This vital new role will play a fundamental part in helping us to achieve this.

I look forward to hearing from you.



David Barker
Chief Executive



About Youth Talk

OUR VISION

Every young person can talk to someone who can help with whatever's worrying them

OUR MISSION

To provide the best possible mental health support to young people in St Albans and surrounding areas.

OUR VALUES

We are open and accepting

We do not judge. Whatever a young person is going through we take time to listen, understand and respond in confidence.

We always give our best

From the expertise and care of our qualified counsellors, the professionalism of our staff, the energy, passion and creativity of our fundraisers to the ambition of our strategy - we always give our absolute best in everything we do.

We are stronger together

We can't deliver our mission alone. By working with others we can achieve more and make a lasting difference to the lives of young people.

WHAT WE DO



Youth Talk is here to make sure young people in the St Albans District get the best possible mental health support. By providing confidential counselling services and working with partners, we make sure everyone from 13-25 in the area gets the best possible mental health support.

It can be hard enough for young people when things are normal, but so often they don't feel that way. From family problems to exam stress and peer pressure, body image anxiety to social media bullying, trying to get through modern challenges can be completely overwhelming. It can feel impossible to cope, and some young people can't.

We get that. That's why Youth Talk is determined to ensure every young person has a safe place to talk in confidence, whatever's on their mind.



For over 20 years, Youth Talk has offered free, expert help to young people across St Albans City and District. Young people don't need anyone's permission to talk to us, and every conversation is kept completely confidential. Because there are no referrals or layers of assessments to get through, we can start supporting young people quickly to stop things getting worse. We know everyone and every worry is different. That's why we take the time to find out more about what's happening, so together, we can make sure we're helping in the best way possible.

WHAT YOUNG PEOPLE SAY

"If I had not come to Youth Talk I would have kept going downhill. I wouldn't have been able to cope with any of the events in my life and I NEVER would have gotten/felt better on my own."



"Going to Youth Talk was eye-opening and relieving because all the sorrows can be lifted when someone listens. There is an importance in comfort and understanding that I couldn't find at home or at school or anywhere. I'm happy I took this step in my life and made this change for myself and recommend Youth Talk to anyone in the same situation. If I had not come to Youth Talk I would have become worse, possibly to the point of another suicide attempt."

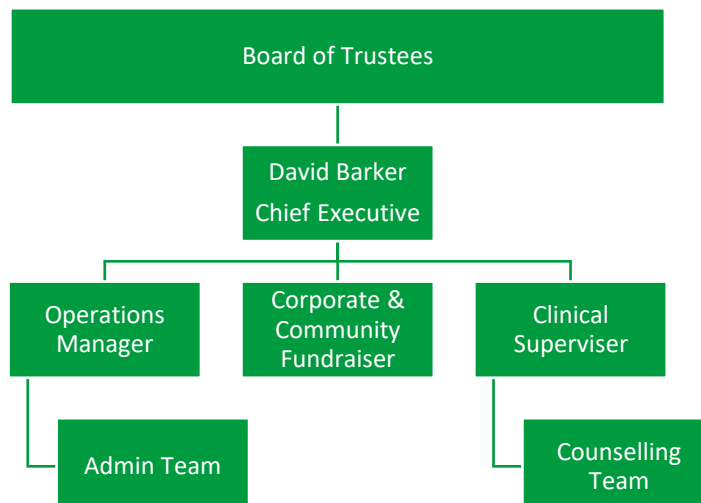
"Last year I was perilously close to dying by suicide. I now feel much freer from these thoughts. I don't think I would have ever moved past these thoughts without Youth Talk. I wonder if I would still be alive."

"If I hadn't come to Youth Talk I think I would have fallen apart. I was very close to self-harming and bulimia and coming here has really helped me to overcome my overwhelming depression and made life feel much more manageable. If I hadn't come I think everything would have overwhelmed me."

"Youth Talk has given me the chance to heal and go on to create a new life. To confront the causes of my mental health problems and given me the vital support and empathy necessary for me to come to terms with my history of my life. Given me the freedom to move on with my life without pain. I am 22. There is no way I could have afforded to pay for such superb treatment. It is saving my life."



HOW WE ARE STRUCTURED



The job – and you

We are looking for an exceptional candidate to lead, develop, deliver and grow our community fundraising and volunteering programme. This is a brand new role created at a very exciting time for Youth Talk, as we establish a new strategy ambitious to grow our service delivery and partnerships to create the best possible mental health support for local young people. You will be the only paid fundraiser, taking on and building on work done to date by others in the team - and you will be vital in helping us to achieve our plan.

We want to establish a volunteer-led model of community fundraising. The postholder will be responsible for driving the planning, the approach, the marketing and the income, but the fundraising will be delivered through volunteers, local organisations and the business community. The role is currently being offered as a one year contract in order to establish the function and generate strong learning for the future with view to potentially becoming permanent.

The right candidate will work very closely with the Chief Executive and will be a highly self-motivated and experienced fundraiser, keen to set up, lead and develop Youth Talk's fundraising:

- to establish, lead and grow a programme of volunteer-led community fundraising
- to find new and develop existing relationships with corporates, community organisations, clubs, churches and other local organisations and business.
- to champion and market the vital work of the charity across key stakeholder groups

You will:

- be a self-starter, happy to work independently, as well as being a team player
- be pro-active, imaginative, energetic, resilient and capable of organising and managing a busy workload.
- have excellent people and communication skills, capable of finding and nurturing a wide range of contacts, a natural relationship-builder.
- develop effective, efficient, robust processes and have an eye for detail.
- be able to demonstrate effective performance and that you have proven experience of meeting and exceeding financial and activity targets.
- be responsible for providing support to Youth Talk's community and volunteer fundraisers, providing an exceptional level of encouragement and advice and setting high standards of first class supporter care.

Corporate & Community Fundraiser Role Profile

Reporting to:	Chief Executive
Salary:	£28,000- £30,000 (fte) pro-rated for 21 hours (£16,800-£18,000)
Terms:	Initial one year contract with potential to become permanent
Hours:	21 hours a week to be worked flexibly as needed. There will be a requirement to work some weekends and evenings as required.
Benefits:	Youth Talk makes employer pension contributions for your benefit to the extent required by law. This is currently done by enrolling you in NEST unless you opt out.
Holiday entitlement:	25 days rising to a generous 6 weeks' annual leave entitlement + Bank Holidays (pro-rata to contractual hours). One additional day added per year of service (to total of 30 days) Some of the annual leave must be reserved for YT's normal shutdown period at Christmas.
Location:	Based mainly at home, but also coming into Youth Talk's offices as needed.
Main relationships:	Supporters, volunteers, fundraisers, the community, schools, local businesses, sports clubs and other community organisations/associations. Chief Executive; Board of Trustees; Operations Manager; Staff & Counsellors;

Main Responsibilities

Setting up the programme

- Working with the Chief Executive and others, lead the planning and development of a new community fundraising and volunteering programme to harness a range of skills to leverage the ability of Youth Talk to raise income and support.
- Put in place the infrastructure and processes to ensure relationships are optimised, including introducing a new database to record information to enhance fundraising.
- Develop fundraising materials and work to spread the word about the work of Youth Talk across the media, digital and social media channels.
- Find, build and maintain relationships with community organisations, corporates, event and individual volunteer fundraisers, ensuring they are supported before, during and after their fundraising initiative and provided with information to maximise their income.
- Ensure that all community and event fundraising activity on behalf of Youth Talk is compliant with fundraising law, GDPR and the Fundraising Regulator.
- Understand and demonstrate experience to optimise the use of JustGiving/Virgin Money Giving and other social media and online fundraising tools.

Maintaining the programme

- Act as Youth Talk's first point of contact for potential fundraisers and supporters.
- Provide excellent supporter care ensuring that everyone who supports the charity is highly valued and understands how their support makes a difference. Ensure database is maintained and compliant.
- Attend community events and activities including local cheque presentations.
- Draft regular content for use in local media, on websites and social media channels to raise awareness and support the community fundraising and volunteer programme.
- Work to develop and deliver a programme of Youth Talk Community Champions ensuring that the role is clear, rewarding and a great experience.
- Marketing volunteer opportunities through volunteer centres, in the community, and through existing network.
- Closely monitor income and expenditure, reporting any expected variances against budget to the Chief Executive.
- Regularly communicate with the wider team, actively contributing ideas in team meetings and sharing information, leads and community supporter contacts as appropriate.
- Work with the team to identify case studies which can be used in marketing materials, on the website, and in social media and press and other communications.

Evaluating and growing the programme

- Execute thorough evaluations of community and events fundraising.
- Provide recommendations on how to proceed with future development as appropriate.
- Assist the Chief Executive to develop a detailed income and expenditure budget for the financial year
- Provide information used for regular monitoring reports and re-forecasts.

Other

- Take responsibility for personal development attending relevant conferences, training and networking events.
- Undertake any other duties as required by the Chief Executive.

Person specification

Skills, Knowledge, Experience	Essential/ Desirable	
	Experience of working within a community fundraising or similar role for a minimum of two years.	E
	Experience of managing projects and events including financial target setting and management.	E
	Strong marketer and effective user of digital and social media channels to help drive motivation and action.	E
	Confident public speaker/spokesperson with the ability to deliver presentations and pitch for support articulating information in a persuasive manner.	E
	Strong planning and organisational skills including setting up processes, project planning, reporting and follow-up.	E
	Experience of managing multiple projects or activities	E
	Understanding of the principles of effective working with volunteers and great customer care.	D
	Accomplished user of IT and database systems including set up of and use of Microsoft Word, Excel and PowerPoint.	E
	Highly effective in management of own time and workload with the ability to work well on own initiative and as part of a team	E
	Clean driving licence and passport holder, willing to travel.	E
	Experience of working within the charity sector or similar environment	D
Abilities	A proactive and energetic personality, flexible and enthusiastic. Able to think creatively and problem solve	E
	Highly self-motivated, proactive, ambitious and results-driven. Ready to seize new opportunities, research and source new ideas. A track record of delivery and seeing things through to completion.	E
	A strong relationship builder who is polite and charismatic.	E

	Demonstrates initiative to get things done with the ability to plan for key milestones	E
	Willingness and ability to work unsociable hours as required at events and business meetings.	E

How to apply

If you want to join our small, dynamic, growing charity, if you are passionate about our cause, and believe that you can inspire, lead and nurture the fundraising we need; if you can put in place the processes and good practice to optimise success, if you thrive on developing contacts and relationships and achieving success, then this job could be for you.

Please write to us, with a copy of your CV and a covering letter, explaining why you are the right person to lead our community fundraising and volunteering programme.



If you would like an informal conversation in advance of applying for the role please drop our CEO David Barker an email (david.barker@youthtalk.org.uk) with your details and contact number and we will find a mutually convenient time to talk.

Send your application to david.barker@youthtalk.org.uk

Closing date: Friday 25th September 2020

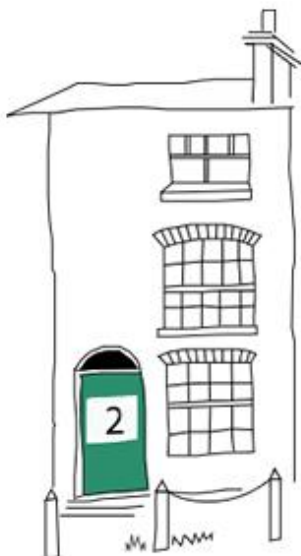
1st Interview date: Friday 2nd October (likely via Zoom)

2nd interview date: Monday 5th October (via Zoom)

Starting date: As soon as possible!

www.youthtalk.org.uk

www.youthtalk.info



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