



# Corporate Fundraising Assistant Information Pack October 2024



AWARE is the depression charity for Northern Ireland

T: 02890 357 820 (BELFAST) / 02871 260 602 (DERRY/LONDONDERRY)

Registered with the Charity Commission for Northern Ireland with NIC100561 Company No. N.I. 30447

[AWARE-NI.ORG](http://AWARE-NI.ORG)



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# WELCOME



## Dear Candidate

Thank you for your interest in the post of Corporate Fundraising Assistant with AWARE NI. As the leading charity in Northern Ireland working specifically to support those affected by depression, anxiety and bipolar disorder, this is a great opportunity to have an impact on expanding service provision by resourcing our work. This is a new role within the fundraising team and a great development opportunity for anyone wishing to pursue a career in fundraising or account management. The focus is on employee well-being as well as to fundraising to help AWARE NI continue to deliver our services across the country.

We are keen to recruit and develop people who are passionate, positive and enthusiastic about their role within the organisation and about supporting people affected by depression, anxiety and bipolar disorder. In this application pack, you can find out more about becoming part of team AWARE. Our organisation lives by the values of:

- **Dignity, respect and empathy** - We will treat each other, and our service users with dignity, respect and empathy.
- **Integrity, professionalism and transparency** - We are committed to the highest standards of professionalism, honesty and openness in all aspects of our work.
- **Innovation and Excellence** - We are committed to providing high-quality services and to be innovative for the benefit of people using our services.
- **Equality, diversity and inclusivity** - We are committed to championing equality, diversity and inclusivity in all aspects of our organisation, through an intersectional lens.

These are the values that guide everything we do. We are a user-led organisation which prizes our volunteers and partners and seeks to work to the highest standards.

We believe this is what makes AWARE NI a great place to work. I would like to thank you for your interest in joining team AWARE, and we look forward to receiving your application.



**Karen Collins**  
**Chief Executive**

# OUR STORY

**AWARE is the depression charity for Northern Ireland.**



AWARE NI was established in Northern Ireland in 1996. We are the only charity in Northern Ireland dedicated exclusively to raising awareness of depression as a serious mental health illness and enabling people with depression or bipolar disorder to access support to help them with their condition.

We now have two offices; one in Derry/Londonderry and a second office in Belfast.

AWARE NI was founded by people with personal experience of bipolar disorder and depression, of the negative impact this has on people's lives, and of the lack of understanding and support available in the community at that time. They were driven by a passion to ensure that others should not suffer as they did. This user-led ethos remains a key driver of AWARE NI's work, and the majority of our volunteers and staff bring to the organisation the unique insight of personal experience.

At AWARE NI, we believe that the people who use our services should have a say in how they are developed and delivered, so we employ people with experience of depression at every level in the organisation, including the Board of Trustees.



# WHAT WE DO

**AWARE NI provides a wide range of interventions for individuals and groups, so we've just listed some of the key ones here. You'll find a lot more information on our website at [aware-ni.org](http://aware-ni.org).**

## **SUPPORT GROUPS**

AWARE NI has an established network of **24 support groups** in rural and urban areas across the country, which are run by our trained volunteers. Support groups welcome people with depression and bipolar disorder as well as carers for people with the illness.

We also deliver **information outreach** sessions and attend community events to give more information about AWARE and our services.

## **EDUCATION & TRAINING SERVICES**

AWARE NI delivers mental health and well-being programmes into communities, schools, colleges, universities and workplaces. These programmes include our suite of **Mood Matters** programmes, **Living Life to the Full**, **Mental Health First Aid** and **Mindfulness**. We offer a range of resources tailored to the particular mental health challenges faced by children and young people. Some of these involve engaging directly with schools, as well as providing pathways for individuals.

## **INTERACTIVE PHONE, WEBSITE & EMAIL SERVICE**

Aimed at those directly affected, or those that care for them, these **email and phone services** offer support and information about issues relating to depression, anxiety, and bipolar disorder. We actively listen to any concerns or questions a service user might have and identify the most appropriate options for them at that time, informing him or her of appropriate, alternative services available within AWARE and externally.

## **INFORMATION BOOKLETS & FACTSHEETS**

Our services are supported by carefully designed guidance delivered in printed booklets, factsheets, and made available online. These valuable resources are tailored to individual groups, carers, volunteers and fundraisers including sector-leading **fundraising kits**.



# OUR VISION, MISSION AND VALUES

From the first support group set up in Derry in 1996, AWARE NI has grown in strength and diversity. We are now one of the leading mental health charities in Northern Ireland, but we know there are still challenges to meet and exciting opportunities to develop.

## OUR VISION



- A future where everyone can talk about their mental health openly, access services appropriate to their needs, and develop the skills and knowledge to maintain positive mental health.

## OUR MISSION



- To promote emotional health and wellbeing.
- To help people build resilience and maintain positive mental health at every stage of their life journey.
- To ensure people with depression, anxiety and bipolar disorder are aware of, and can access, appropriate support.
- To advocate for policies that facilitate access to appropriate support across Northern Ireland.
- To increase public understanding of depression and reduce the stigma surrounding the illness.

## OUR VALUES



- We will treat each other and our service users with **dignity, respect and empathy**.
- We are committed to the highest standards of **integrity, professionalism and transparency** in all aspects of work.
- **Innovation and excellence**; we are committed to providing high-quality services, and to being innovative for the benefit of people using our services.

# OUR STRATEGY

## Connection

Enhance peer support, innovate services, and advocate for mental health in schools and workplaces.



## Change

Foster knowledge partnerships, advocate tailored mental health policy, reduce stigma, and initiate impactful research for societal change.



## Community

Create a robust financial plan, innovate fundraising methods, and boost revenue through diverse events, engagement, and partnerships for lasting stability.



## Finance & Fundraising

Create a robust financial plan, innovate fundraising methods, and boost revenue through diverse events, engagement, and partnerships for lasting stability.



# OUR STRATEGY

[You can click here to download a pdf version of our 2024-2029 strategy, but we've included our key aims from it on this page.](#)

## Strategic Aim 1

### CONNECTION

Enhance peer support, innovate services, and advocate for mental health in schools and workplaces.

### OBJECTIVES

1. Maintain and expand community-based peer support services and groups to facilitate social connections and provide peer support opportunities for individuals living with low mood, depression, anxiety, and bipolar disorder.
2. Innovate service delivery methods to better serve diverse populations through both in-person and online platforms.
3. Improve the organisation's online offerings to provide accessible and user-friendly resources and support for individuals seeking help and support assistance.
4. Enhance education and training programmes by integrating personal experiences and evidence-based research to design more engaging, effective, and equitable programmes.
5. Advocate for inclusion of mental health education in school curriculum to promote awareness and understanding from a young age.
6. Collaborate with employers to create supportive environments conducive to mental well-being, particularly for individuals experiencing low mood, depression, anxiety, and bipolar disorder.

## Strategic Aim 2

### CHANGE

Foster knowledge partnerships, advocate tailored mental health policy, reduce stigma, and initiate impactful research for societal change.

### OBJECTIVES

1. Engage partners to facilitate knowledge sharing, generate innovative ideas, and collectively address emerging mental health issues and needs.
2. Identify and execute campaigning and policy activities tailored to address the specific needs of local communities across Northern Ireland, ensuring that the challenges faced by individuals with depression, anxiety, and bipolar disorder remain prominent on the public and political agenda.
3. Commitment to address stigma and improve societal understanding of anxiety, depression and bi-polar by realistic and destigmatising portrayals of these issues.
4. Design research initiatives to provide AWARE NI with both a platform and comprehensive data, enabling the organisation to actively influence policy, societal dynamics, and instigate meaningful change.

## Strategic Aim 3

### COMMUNITY

Engage the public in mental health advocacy, communicate strategically with stakeholders, and promote diversity and well-being among staff and volunteers.

### OBJECTIVES

1. Empower volunteers and the public to advocate for mental health by adopting tailored communication and interactive platforms to inform, engage and inspire meaningful involvement.
2. Empower volunteers and the public to advocate for mental health by adopting tailored communication and interactive platforms to inform, engage and inspire meaningful involvement.
3. Build a diverse workforce and foster an inclusive organisational culture while providing comprehensive well-being support to staff and volunteers.

## Strategic Aim 4

### FINANCE & FUNDRAISING

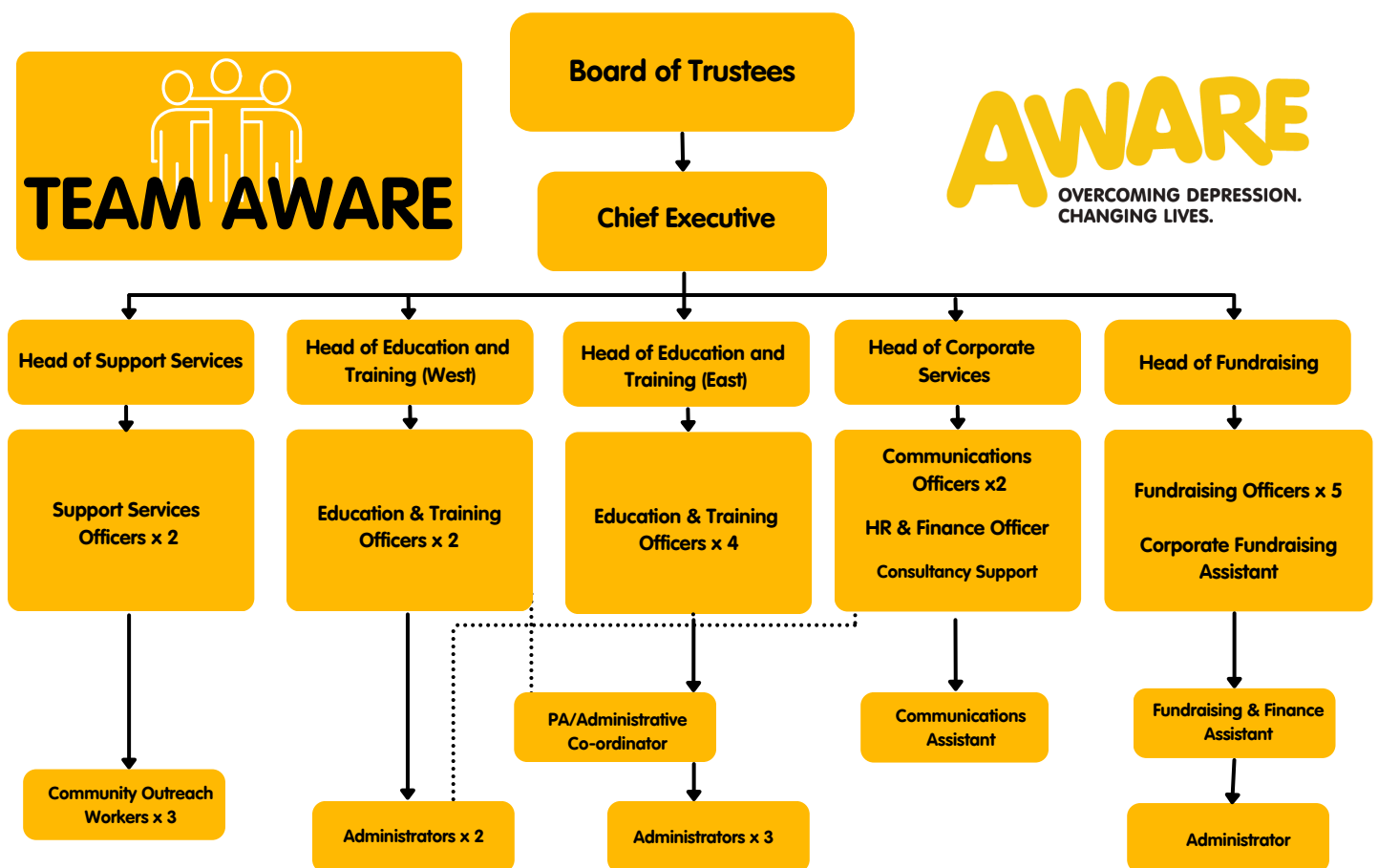
Create a robust financial plan, innovate fundraising methods, and boost revenue through diverse events, engagement, and partnerships for lasting stability.

### OBJECTIVES

1. Develop a strategic financial stability plan and implement measures to ensure long-term sustainability.
2. Identify and develop new models of income generation to deliver support services, education, and training based on the evolving needs of the target population.
3. Enhance financial performance by broadening the sources of income, thereby increasing overall revenue. This involves exploring and implementing various avenues for generating funds beyond traditional methods.



# HOW WE'RE ORGANISED



# JOB DESCRIPTION

## CORPORATE FUNDRAISING ASSISTANT

**Location:** A mix of home working/in Belfast Office - 3 days office/2 days home after a period of training.

**Reports to:** Head of Fundraising

**Duration of contract:** Full-time Permanent

**Hours per week:** 35 hours per week

**Salary:** £24,296 - £25,119 plus 3% employer pension contribution

It is our normal practice for employees to begin on the bottom of the salary range. Increments are awarded every two years

### Role Description

AWARE NI corporate fundraising has grown rapidly over the last three years, we have worked with more more than 30 substantial corporate partnerships during that time and have big ambitions for growth over the next five years in line with our 2024-29 strategic plan.

In the current financial year the corporate fundraising team target is circa £358,000 to be generated through event participation, corporate partnerships and corporate donations. The successful candidate will support the work of the Corporate Relationship Officer on major partnerships and also directly manage smaller corporate smaller relationships.

This role is integral to the smooth running of our corporate fundraising activities, supporting key relationships with corporate partners and assisting in the coordination of fundraising events and campaigns. You will play a key part in building strong relationships with businesses, ensuring excellent communication, and contributing to the success of fundraising initiatives.

There is scope for the successful applicant to be innovative and creative in their approach - we welcome opportunities to do things a little differently. The successful applicant will work collaboratively within the fundraising team which consists of three Community and Events Fundraisers, Fundraising and Communications Officer and two Administrative Assistants. The Head of Fundraising leads the team.

#### Key priorities in post:

- Supporting the work of the Corporate Relationship Officer to raise circa £350,000 annually.
- Directly managing some corporate relationships with lower fundraising values.
- Provide excellent client support to all corporates.
- Act as the first point of call for all corporate fundraising enquiries.
- Assist and support in the planning and organisation of established AWARE events.
- Attending fundraising and corporate events, representing AWARE, acknowledging donors receiving cheques and donations etc.

## General Corporate Fundraising Responsibilities

- Assist with and help coordinate the delivery of all corporate fundraising activity. This may include but is not limited to design and production of fundraising packs, assisting with presentations to corporates, offering advice and assistance with fundraising ideas, distributing materials and related PR.
- Providing administrative assistance to the Corporate Fundraising Officer as required.
- Creating and editing presentations using PowerPoint and Canva.
- Assisting in the management of some key AWARE NI events and securing corporate participation.
- Responding to all corporate fundraising enquiries by providing accurate and relevant info on AWARE NI and fundraising advice.
- Support the development of seeking out new fundraising activity and leads, conducting research and assisting with approaches to potential new contacts.
- Engage with and support AWARE NI Corporate Charity Partners to generate income.
- Deputise for the Corporate Relationship Officer in the event of their absence.
- Work alongside our Communications Team to profile achievements with charity partners.
- To work in collaboration with colleagues in the Community Fundraising team to manage events and promote participation from corporate partners and other businesses.

## Other Responsibilities

- To keep the donor database up to date with all contacts and apply the agreed personalised thanking process.
- Supporting the wider Fundraising Team as required at busy periods.
- To ensure that all activities are carried out in accordance with the values of the charity.
- To promote other AWARE NI services to corporates, including training opportunities and Investors in Mental Health.
- Attend cheque presentations etc, promoting the work of the charity as necessary and following brand guidelines.

The above list is not exclusive or exhaustive, and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post.

# THE CANDIDATE

Our ideal candidate for this post will:

- Be self-motivated with ability to work unsupervised
- Have a pleasant, approachable and friendly manner
- Be self-confident and comfortable working with a range of audiences such as corporates, volunteers and the general public
- Have an understanding of corporate responsibility
- Be a team player who is happy to contribute as is needed
- Be a flexible, inspiring and supportive colleague
- Be a creative person who can match AWARE NI needs with partners and potential partners
- Able to display empathy and sensitivity in communications with staff, volunteers, service users and the general public.

It is not essential that the successful candidate possess experience within the charity sector. We are more interested in your transferable skills. You will need to be willing to learn about AWARE NI's services and then be able to provide information to corporates, principally on our corporate partnership/fundraising opportunities but also on corporate opportunities for training and our Investors in Mental Health Award.

This post holder will primarily support the Fundraising team at AWARE NI and the organisation's wider work by promoting workplace training opportunities.

# PERSON SPECIFICATION

## 1. Qualifications

**Essential** • Educated to A-Level or equivalent or three years experience in a similar role

**Desirable** • Educated to degree level or equivalent

## 2. Experience

**Essential**

- 1 year relevant experience (corporate relationship management, account management, sales, marketing, fundraising, business development)
- Demonstrable experience in using a range of computer packages, including MS Office, particularly Word, PowerPoint and Excel
- Ability to present to small groups

**Desirable**

- Experience working in a B2B setting
- Experience in fundraising
- Relationship management or customer service with donors, businesses, or volunteers

## 3. Skills, Knowledge and Abilities

**Essential**

- Strong interpersonal skills and the ability to communicate well with a broad range of people, verbally and in writing.
- Strong written and oral communication skills and confidence to represent the organisation publicly.
- Computer literate and good knowledge of MS Office and Social Media.
- Proven ability to multi-task, prioritise and work to deadlines.
- Ability to monitor income and report to Head of Fundraising in timely manner.
- Demonstrable knowledge of the work of AWARE NI and mental health in Northern Ireland.

**Desirable**

- Experience of designing promotional materials
- Working knowledge of Canva
- Experience using CRM systems

## 4. Personal Style and Behaviour

### Essential

- A flexible, inspiring and supportive colleague.
- Self-motivated with ability to work un supervised.
- Proven team player.
- Commitment to the values of the organisation, policies and procedures, standards of conduct.
- Willing to undertake relevant on-the-job and external training as required.
- Commitment to the work of the organisation.
- Be open-minded, non-judgmental and have a willingness to question your own attitudes.
- Ability to empathise with service users regardless of race, gender, age, religion, nationality, marital status, sexual orientation or disability.

## 5. Other

### Essential

- Willingness to work flexibly, including some evening and weekend work.
- Access to a car or other means of fulfilling the travel requirements of the role including business insurance.
- Willingness to travel across the region and further afield including ROI, and UK if the post requires it.



# WHAT WE OFFER YOU

We want to take care of our staff and value their contribution.

As a community-based charity AWARE NI can offer employees:

- a competitive salary
- 5 weeks of holiday (raising to 5.6 weeks with service) + 2.2 statutory weeks
- travel mileage
- 3% pension contribution
- laptop and mobile phone provision (if appropriate)
- support and supervision to excel in your role
- staff team building away days
- a comprehensive induction programme
- team meetings
- access to the Employee Assistance Programme
- childcare Vouchers Scheme
- reasonable paid time off to attend appointments
- an enjoyable workplace for our team

We seek to be a family friendly employer. We recognise the challenges of balancing your work and personal life and this can be a particular challenge if you have a young family or caring responsibilities. Our policies have been agreed to seek to give flexibility where possible and to offer compassion and sensitivity.

Key to this we would highlight that in the case of an advertised full-time post we will be happy to consider requests for job shares. In some cases compressed hours or reduced hours contracts may be possible. For part-time roles there may be an opportunity for some flexibility on the hours/days of work. All requests seek to balance the needs of the organisation and of individual staff.

# HOW TO APPLY

Please complete the application form for this role, ensuring you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with from the recruitment timetable. You will also be asked to submit a separate equality form

**The deadline is 12pm on 9th January 2025**

Applications should be made by email to: [linda@aware-ni.org](mailto:linda@aware-ni.org)

Contact Linda Wade by emailing [linda@aware-ni.org](mailto:linda@aware-ni.org) if you have any queries about the role or the application process.

A waiting list of 12 months will also be developed for successful candidates.

**Interviews will be due to take place week commencing 20th January 2025**

## **Equality Monitoring and Criminal Convictions Disclosure**

Along with the application form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form. Neither of these will be disclosed to anyone involved in shortlisting your application.

## **Disability**

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had "a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities"

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Linda Wade so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

## **Equal Opportunities**

AWARE is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.





Please address any enquiries relating to the advertised position and your submission to:

Linda Wade  
Email: [linda@aware-ni.org](mailto:linda@aware-ni.org)

Enquiries unrelated to this recruitment can be addressed by email to:

[info@aware-ni.org](mailto:info@aware-ni.org)

**BELFAST OFFICE**  
40-44 Duncairn Gardens  
Belfast BT15 2GG

**DERRY/LONDONDERRY OFFICE**  
2 Crawford Square  
Derry BT48 7HR

AWARE has been registered with the Charity Commission for N. Ireland NIC100561 and is a company limited by guarantee NI030447