



APPLICATION PACK

Head of Fundraising

Thank you for the interest you have shown in our vacancy Head of Fundraising. This pack covers all the information you should need about Wellspring and the role:

- Introduction to Wellspring
- Wellspring's commitment to safeguarding
- Job description
- Person specification
- Terms and conditions of employment

However, please do not hesitate to contact us if you have any questions.

To ensure that you complete the form as effectively as possible, you may wish to take note of the following information:

1. Please submit an up-to-date CV and supporting statement. When writing your supporting statement, please refer to the person specification within the job description, and ensure you describe your relevant knowledge, skills and experience relevant to the role. Ideally, your CV and supporting statement should be in an editable format, such as Word, so we can anonymise your documents prior to the short-listing process.
2. The closing deadline for the vacancy is **9 am on Wednesday 22 November 2023**.
3. The interview date is likely to be sometime the week beginning 4 December 2023.
4. CVs and supporting statements should be saved in word format only and emailed to hr@wellspringtherapy.co.uk - Alternatively you may post your application to:



HR Manager
Wellspring Therapy and Training
78 High Street
Starbeck
Harrogate
HG2 7LW

Applicants are advised that short-listing will be completed soon after the receipt of your application and if we wish to interview you, we will contact you as soon as possible. Unfortunately, due to limited resources it is not possible for us to contact applicants who are not selected for interview nor is it possible for us to provide feedback on applications that are not shortlisted for interview. Therefore, please be aware that, if you have not heard from us within two weeks after the closing deadline, you should assume that your application has been unsuccessful on this occasion.

Safeguarding:

Applicants should be aware that Wellspring is committed to safeguarding and protecting all children, young people and adults at risk and as such implements robust safer recruitment practices. We aim to deter unsuitable applicants from applying for roles with vulnerable groups whilst ensuring that all candidates are treated fairly, consistently and in compliance with all relevant legislation.

This includes identifying and rejecting applicants who are unsuitable to work with our client groups. We ensure that we receive satisfactory references and undertake DBS checks at the level appropriate to the role we are appointing to.

Introduction to Wellspring

Founded in 2003, Wellspring is a counselling and training centre seeking to restore hope, develop resilience and facilitate positive change in the lives of children and adults suffering from emotional distress.

Our objectives are to:

- provide affordable, professional, psychological support to adults and young people in emotional distress.
- Promote good mental health through education and training.
- Be recognised as a centre of excellence within our field.

We do this through:

- providing one-to-one counselling for children (4-18 years) and adults from our premises in Starbeck.



- Co-ordinating support groups and education on several topics within metal health.
- Providing counselling to young people in local high schools.
- Co-ordinating support groups and education on several topics within mental health.
- Facilitating and developing Wellspring Counselling Centres in other locations.

Our heart is to see an end to darkness and distress in people's lives. Our Christian Faith motivates us in the belief that all can experience freedom and hope from their experiences. Whilst we are a Christian charity our services are open to all. We welcome volunteers and staff from a variety of backgrounds who are sympathetic to our Christian values.

In 2018, the charity moved into its current premises, which is enabling us to steadily grow. These premises provide nine counselling rooms (two designed for play therapy), a training room and comfortable space for staff and volunteers. In 2022, we supported approximately 700 individuals and provided in excess of 8000 booked counselling sessions across the year.

We are passionate about removing all barriers to individuals accessing support, which is why we are an affordable service. This means we ask clients to contribute to their sessions an amount they feel able to, from as little as £5 per session. Therefore, some of our income is sustainable coming from client fees, training events and contracts. We then generate the rest of our funding through community fundraising, campaigns, events, churches, group and individual donations, corporate sponsorship, applications to grants and foundations and renting out rooms in our building.

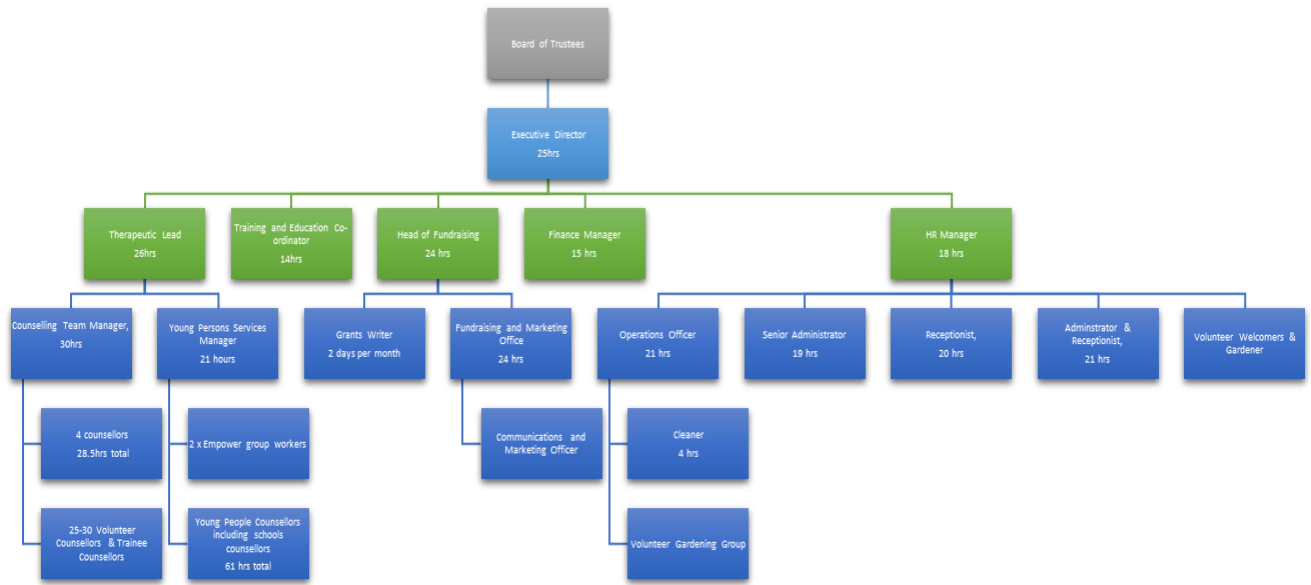
Our Team:

The current staff team is made up of 24 part-time members (CEO, Therapeutic Lead, Head of Fundraising, HR Manager, Training and Education Coordinator, Counselling Team Manager, Young Peoples Service Manager, Operations Officer, Finance Manager, Senior Administrator, Receptionist, Administrator and Receptionist, Communications and Marketing Officer, Fundraising and Marketing Officer, four Adult Counsellors, three Schools Counsellors, one Young People's Counsellors and two Young People's Group Workers and last but not least a cleaner). All staff work between four and 30 hours per week.

Our volunteer team is made up of over 40 volunteers working in a variety of roles including counsellors, welcomers, gardeners, trustees, fundraisers, event support.



Organisational Structure:



Job Description

Responsible to:	CEO
Responsible for:	Fundraising and Marketing Officer
Contract:	Initially 1 year with a view to becoming permanent, subject to funding
Location:	Wellspring House, Starbeck

Purpose of the role:

We are looking for an outgoing, inspiring and passionate individual to promote our excellent services. You will lead in maintaining and developing the charity's external relationships with stakeholders, donors and other external bodies leading to the promotion and increased financial support of the charity. You will be responsible for all areas of fundraising, raising a sufficient amount to ensure the charity's longevity and sustainability as identified in our 3-to-5-year business plan and annual target budget.

Wellspring is an ambitious charity, with a 3-year plan that sees our work and budget grow and develop. Therefore, there is an expectation on this role that it will generate more money than it costs to the charity with a desire to see four-ten times more income achieved on investment.

Occupational Requirement:

The nature of the role and the context in which it is carried out dictate that it is an occupational requirement that the person appointed is a mature and active Christian, in full agreement with Wellspring's Belonging & Believing Policy.

Key Tasks:

Fundraising & Partnerships

- Lead in increasing the number of individuals who financially support the charity through public engagement and promotion.
- Lead in building new and stronger relationships with major donors and businesses, to ensure increased income.
- Increase giving from current supporters through producing compelling appeals and resources, in collaboration with the Fundraising and Marketing Officer.



- Oversee all applications to trusts and foundations, working closely with the contracted grants writer and maintain relationships that the Executive Director has established.
- Maintain and develop relationships with churches, so that they see themselves as key partners in praying, fundraising, giving and volunteering for the charity.
- Organise and run events of varying scale to raise funds.
- Speak and give presentations at events and churches promoting the work of Wellspring.
- Coordinate and communicate with volunteers who support the charity with fundraising, ensuring they feel valued and have opportunities to support the charity.
- Work with the Fundraising and Marketing Officer to organise and run online fundraising campaigns through the website, email and social media.
- In collaboration with the Executive Director and External Relations Committee, create and implement a fundraising strategy to generate income from individuals, major donors, businesses, churches and grant making trusts.

Promotion & Communication

- Act as an ambassador for the charity to grow its public presence through campaigns, attending and speaking at events, networking, and representing Wellspring in the media to stakeholders and at relevant meetings with statutory and voluntary bodies.
- Lead on developing key messages and standard paragraphs to be used in communications.
- Ensure that promotional material is used appropriately, is reviewed and updated regularly, including printed material, website, and social media pages. Support the Fundraising and Marketing Officer in creating the quarterly newsletter, monthly prayer letter and other communications.
- Lead on establishing working procedures for integrating Wellspring's supporters into its new software, Lamplight. Leading to all supporter information being stored meaningfully and legally (adhering to GDPR regulations), to then be used in communications campaigns.
- Maintain current procedures for listening to and collecting the views of clients to assess the organisation's performance and have stories and case-studies ready for use, when needed.
- Develop and implement the communications and publicity strategy for Wellspring in collaboration with the Fundraising and Marketing Officer.
- Ensure procedures for communicating regularly with Wellspring's varying 'customers' including friends (individual givers), volunteers, businesses and churches.

Organisational Duties

- Undertake the line-managing and annual appraisal of other colleagues who will report to your role.
- Lead interview, induction and support for volunteers involved in fundraising and events.



- Produce reports for trustees' meetings and contribute to writing the annual report.
- Always maintain appropriate confidentiality.
- Attend and prepare for line management, team meetings and training sessions as and when required.
- Carry out any other reasonable duties for the benefit of the organisation as required by the Executive Director.
- Work in a way that supports and promotes the values and work of the Charity.
- Represent the work of the charity at fundraising and promotional events. Within all work seek to establish new relationships for the benefit of the charity.
- Comply with all relevant health and safety policies, procedures and guidance.



Person Specification

Experience

Criteria	Essential/ Desirable	Measured By: Application/ Interview
Proven record of achievement in securing substantial amounts of income, from a wide range of relevant fundraising sources, in a fundraising position within a charity / not for profit organisation.	Essential	Application/Interview
Experience of writing bids to Trusts and Foundations with proven success.	Essential	Application/Interview
Experience of effective partnership working and development and external relationship management.	Essential	Application/Interview
Experience of developing strategy for communications and fundraising, including the development of key messages to different customer groups, from corporate partners to volunteers, through newsletters, social media and website updates.	Essential	Application/Interview
Experience and ability in management and leadership of people and teams with an attitude of graciousness.	Essential	Application/Interview
Experience and understanding of working in a counselling/therapeutic/mental health services environment.	Desirable	Application

Knowledge and understanding

Criteria	Essential/ Desirable	Measured By: Application/Interview
Knowledge of safeguarding procedures and best practice.	Desirable	Application/Interview

Skills and Qualifications

Criteria	Essential/ Desirable	Measured By: Application/Interview
Qualification in Fundraising	Essential	Application
Legal knowledge of obligations for charities in relation to fundraising.	Essential	Application/interview
A persuasive and passionate communicator with excellent interpersonal skills to represent Wellspring externally to diverse audiences	Essential	Interview



Strong networking skills which facilitate a broad base of useful contacts and resources.	Essential	Application/Interview
Financial management skills including budgeting, risk management and delivery of cost and income targets.	Desirable	Application

Personal Qualities

Criteria	Essential/ Desirable	Measured By: Application/ Interview
There is an occupational requirement for the post holder to be a mature and committed Christian.	Essential	Application/Interview
Commitment to Wellspring's equal opportunities policies and practices and creating a working environment free from discrimination and harassment.	Essential	Application
Ability to work flexibly in a small team of staff and volunteers and building strong relationships with colleagues.	Essential	Interview
Ability to show initiative and work with minimal supervision, balancing scheduled tasks with short-term opportunities, which may have short deadlines.	Essential	Application
Exceptional organisation, planning and administration skills.	Essential	Application/Interview
Highly computer literate: confident and proficient with Word, Excel, PowerPoint, Outlook, internet.	Essential	Application
Ability to work sensitively with previous Wellspring clients to collect their stories and re-tell appropriately, through different platforms.	Essential	Interview
Commitment to following Wellspring's social media policy, having an awareness of how personal social media presence can impact the charities reputation and appearance.	Essential	Application/Interview
Commitment to working flexible hours, to fulfil the needs of the job role, including some evenings and weekends.	Essential	Application
Occasional use of own vehicle.	Desirable.	Application



Terms and Conditions

Place of work:	Wellspring House, 78 High Street, Harrogate, HG2 7LW
Salary:	£35745-£39000 pro rata dependant on experience, The post holder will be required to work some set hours from the office as well as other hours from home, or other locations, as required to fulfil the job role,
Hours:	24 hours per week, worked over 3 days, There is potential for additional hours which can be discussed at interview. The nature of your work may necessitate you working outside of the agreed work pattern including additional evenings and weekends to meet the needs of the role. Paid overtime is not available, but time off in lieu will be given.
Contract:	Initially one year with a view to be made permanent, subject to funding
DBS:	Wellspring will require the post holder to have a basic level DBS check.
Family Friendly Policies:	Wellspring offers generous benefits in relation to its Family Friendly Policies. Further details are available from the HR Manager.
Holiday entitlement:	25 days holiday plus bank holidays (pro rata) rising 1 day per year after 3 years of service to a maximum of 30 days.
Pension:	You may be eligible to be auto enrolled into the Charity's pension scheme – further details are available from the Finance Manager.
Notice period:	12 weeks following successful completion of a 3-month probationary period.
Equality and diversity:	Wellspring is committed to ensuring equal opportunities, fairness of treatment, dignity, work-life balance and the elimination of all forms of discrimination in the workplace for all staff, job applicants and clients. We aim to create a working environment in which all individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.

