



A MENTAL HEALTH SOCIAL MOVEMENT

8-10 WEST STREET, OLD MARKET, BRISTOL, BS2 0BH · 0808 808 9120
REGISTERED CHARITY #1085351 · OTRBRISTOL.ORG.UK

Job Pack

Director of Engagement (Marketing & Fundraising)

Dear applicant,

Thank you for your interest in this post. Please find below some background information and other details to help you decide whether to apply for the position.

In the interests of equality CVs will not be accepted so please use the job application form to apply. Applicants will be assessed on their ability to meet the criteria listed in the Person Specification.

Enclosures:

- Role Summary
- Role description
- Person specification
- About us

Please complete the application form and return by email to recruitment@otrbristol.org.uk or by post to the address above.

The closing date for this role is **midday Monday 2nd March 2020** and interviews will be held on **Monday 16th March 2020**. We will contact you by email if your application is shortlisted to come for interview, we will not be able to contact unsuccessful candidates or provide individual feedback on applications.

If you wish to have an informal discussion about the post, please contact **Karen Black** via email – karen@otrbristol.org.uk

Best wishes,

Kellie Horder
HR Manager | OTR Bristol



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Role Summary

Job Title	Director of Engagement (Marketing and Fundraising)
Salary Grade	OTR Band D £35,784 - £42,957 FTE
Hours	30 hours per week
Contract	Permanent
Leave	Flexible - Your basic annual leave entitlement is 20 statutory days plus 8 statutory holidays (pro rata). However, OTR operates a flexible leave policy and you are entitled to request as much leave as you would like and need.
Pension	Up to 3% of above salary for standard contracted hours
Location	Based at 8-10 West Street, Old Market, Bristol, BS2 0BH
Reporting To	CEO
Direct reports	<ul style="list-style-type: none">• Marketing, Communications & Digital Manager• Community Champion
Job Purpose	The Director of Engagement is a new and vital role for OTR, accountable for the charity's marketing, communications and fundraising. The new member of our Senior Management Team will lead the development and implementation of marketing, communications and fundraising strategies to increase our profile, income and impact on young people's lives.
Key Relationships	<ul style="list-style-type: none">• CEO, Director of Opportunities and OTR's management team• OTR's Fundraising, Communications and Marketing Team• OTR's staff and volunteers• Media• Key stakeholders, including funders, partners and supporters

Role description

<p>Marketing and PR of OTR</p>	<ul style="list-style-type: none"> • Lead the development and implementation of a marketing strategy to raise OTR's profile among target audiences in order to attract young people to our work, influence attitudes, policies and practices around mental health and to generate income for the charity • Lead the continuous development of OTR's brand and messaging • Create and lead individual multimedia campaigns, including those for OTR's social action campaigns to influence mental health policies and practices • Ensure all marketing reflects OTR's approach and values • Build positive relationships with local, regional and national media • Secure speaking opportunities at local and national events and conferences • Represent OTR in the media and at meetings, conferences and events • Create and review KPIs to measure the effectiveness of OTR's marketing and PR • Manage the budget for the Fundraising, Communications and Marketing Team
<p>Marketing Diffusion - OTR's mental health products and services</p>	<ul style="list-style-type: none"> • Develop and deliver a marketing strategy to promote Diffusion - OTR's portfolio of mental health training, consultancy and other products and services • Create and lead multimedia campaigns to reach potential audiences of OTR's mental health products and services, including companies, schools and youth providers • Create KPIs and use to make continuous improvements to the marketing of OTR's products and services • Represent and promote Diffusion to companies and other potential customers • Support the Director of Opportunities to develop the strategy for Diffusion
<p>Leadership of OTR's fundraising</p>	<ul style="list-style-type: none"> • Oversee the development of OTR's emerging fundraising programme • Support the growth of OTR's corporate fundraising and community fundraising programmes through management of OTR's Community Champion • Ensure that OTR's fundraising programmes offer supporters the best possible giving experience in order to maximize donor retention • Identify, assess and make recommendations for new income channels • Ensure OTR's marketing and communications supports the charity's fundraising goals • Manage relationships with a small number of key donors • Ensure OTR's fundraising is underpinned by robust systems, policies and processes
<p>Other</p>	<ul style="list-style-type: none"> • Support the professional development of the Fundraising, Communications and Marketing Team to continuously develop skills and support career development aspirations • Engage in training and development that is appropriate to the role, including OTR's comprehensive internal training programme • Commit to OTR's core values, including young people's empowerment and participation • Work within the spirit and framework of all OTR policies, governance, and delivery philosophy

Person Specification

	Essential	Desirable
Education & Training	<ul style="list-style-type: none"> • Commitment to professional development, willing to undertake training necessary for the role 	<ul style="list-style-type: none"> • Professional qualifications in marketing and/or fundraising • Membership to the Institute of Fundraising
Experience	<ul style="list-style-type: none"> • Proven track record as a marketer • Experience of working as part of a senior management team • Experience of running multi-channel marketing campaigns to promote products and services • Experience of leading a team of professionals • Experience of achieving financial and other targets • Experience of acting as a spokesperson for an organisation or initiative 	<ul style="list-style-type: none"> • Experience of marketing in the non- profit sector • Experience of fundraising • Experience of managing donors
Skills & Knowledge	<ul style="list-style-type: none"> • Strategic thinker, able to create marketing plans and contribute to OTR's wider strategy • Creative, able to develop new ideas and approaches to promote OTR • Leadership and management skills • Exceptional communicator, able to turn complex information into engaging messages • Strong public speaking skills • Exceptional relationship building skills, able to build partnerships and to influence • Highly organised, able to manage multiple deadlines 	<ul style="list-style-type: none"> • Knowledge of mental health issues affecting young people • Knowledge of Bristol and South Gloucestershire • Knowledge of various fundraising streams
Personal	<ul style="list-style-type: none"> • Personal interest in and commitment to young people's mental health and OTR's approach • Collaborative, able to work alongside colleagues from across the organisation • Confident individual who will enjoy the responsibility of this critical role • A warm, non-judgmental nature • Solution focused, energetic approach • Approachable and personable style 	
Other	<ul style="list-style-type: none"> • Ability and willingness to travel as required • Willingness to work flexibly, including some evenings and weekends 	<ul style="list-style-type: none"> • A full driving license

About us

What We Believe	What We Value	How We Behave
<ul style="list-style-type: none">- All theoretical models are wrong, but all of them are useful	<ul style="list-style-type: none">- Collaboration	<ul style="list-style-type: none">- We're accommodating
<ul style="list-style-type: none">- Relationships are what make the difference	<ul style="list-style-type: none">- Diversity	<ul style="list-style-type: none">- We're integrated
<ul style="list-style-type: none">- Mental health is social and political as well as personal	<ul style="list-style-type: none">- Learning	<ul style="list-style-type: none">- We're thoughtful
<ul style="list-style-type: none">- Social networks are more powerful than individual solutions	<ul style="list-style-type: none">- Sharing	<ul style="list-style-type: none">- We're supportive
<ul style="list-style-type: none">- Building on strengths and capabilities is more sustainable than meeting needs and vulnerabilities	<ul style="list-style-type: none">- Participation	<ul style="list-style-type: none">- We're open
<ul style="list-style-type: none">- Participatory services are more effective than transactional ones	<ul style="list-style-type: none">- Self-efficacy	<ul style="list-style-type: none">- We're resourceful
<ul style="list-style-type: none">- Our work is a vocation	<ul style="list-style-type: none">- Self-care	<ul style="list-style-type: none">- We're resilient
	<ul style="list-style-type: none">- Transparency	<ul style="list-style-type: none">- We're communicative
	<ul style="list-style-type: none">- Agency	<ul style="list-style-type: none">- We're independent
	<ul style="list-style-type: none">- Creativity	<ul style="list-style-type: none">- We're imaginative
	<ul style="list-style-type: none">- Social Action	<ul style="list-style-type: none">- We're motivated
	<ul style="list-style-type: none">- Pragmatism	<ul style="list-style-type: none">- We're adaptable