



Able Charitable Trust trading as **Able Minds** mission is to support tangata whaiora who are affected by mental distress or addiction and their family and whānau in New Zealand. Our goal is to provide individuals and whānau with the strengths, skills and support they need for a better life experience at home, at work and in the community both now and into the future.

Our **Support workers** are experts in this area – they understand the impacts of mental distress and addiction, the system and collaborate with agencies so that clients are well resourced in the care of their loved one. It can be demanding with mental distress or addiction in the family, Able Minds builds resilience so that families can cope effectively with the challenges they face. Able Minds also facilitates **whānau peer support groups** to inform whānau on topical matters. These groups also promote connection and create support networks between families.

Able Minds delivers three signature programmes in the community. **Light Beyond the Shadows** is where we walk alongside those who have suffered bereavement as a result of suicide. **CUMIA** (Children Understanding Mental Illness and Addiction) is designed for tamariki who have a loved one that is affected by mental distress or addiction. **RAW** (Rangatahi and Wellbeing), is our youth mentoring programme to empower and build resilience. All programmes are a combination of counselling, one on one emotional support and peer support as appropriate, designed to impart tools, tactics and strategies to move forward and live well.

Able Minds facilitates **Activity Centres and Groups** which are formalised meetings where those with mental distress and addiction issues can come for peer support but also to actively focus on their recovery by learning new skills to build self-esteem and confidence. They are proven groups led by **lived experience Coordinators** to reconnect people back into the community.

Our **Timeout Contact** provides individual supervised contact for parents and children who are exposed to challenges associated with separation. Timeout Contact creates a safe environment to strengthen and maintain vital relationships so that long term, any feelings of guilt or blame is reduced.

Able Minds' holds the **Supporting Parents Healthy Children** contract which is the primary link between Te Whatu Ora and community. With a focus on achieving better health outcomes for children, parents and family as a whole. This comes from a family /whānau centered health viewpoint and is about analysing trends in the community and feeding this back into the system so that it evolves and produces equitable outcomes.

**Able Minds** is a free, confidential and mobile service and people can self-refer. We have office presence in Invercargill, Gore, Dunedin, Alexandra and Oamaru.

### **Our Mission**

“Able Minds supports tangata whaiora who are affected by mental distress or addiction and their whānau in New Zealand. Our goal is to provide individuals and families with the strength, skills, and support they need for a better life experience at home, in the community, and at work both now and into the future.”



**ABLE MINDS' JOB DESCRIPTION: FUNDRAISING AND MARKETING MANAGER**

<b>Job title:</b>	Fundraising and Marketing Manager
<b>Service area:</b>	Otago and Southland
<b>Reports to:</b>	Chief Executive
<b>Direct reports:</b>	Nil however functional report with Business Administrator
<b>Internal relationships:</b>	The Chief Executive, Senior Managers, Able Minds' Trust Board, all Able Minds' staff, students and volunteers.
<b>External relationships:</b>	Funders, stakeholders, other NGOs, corporates and groups or networks that align with the principles and objectives of our work.
<b>Salary Band:</b>	\$75,000 - \$80,000pa base salary (gross) + incentive scheme
<b>Term:</b>	The position is a full-time fixed-term (2 years) position (40 hours per week). Work hours are flexible, will mainly be carried out between the hours of 8.00am and 6.00pm but some evening work or weekend may be required. Periodic travel will be required.
<b>Purpose of Position:</b>	<p>To create, drive and execute a fundraising and marketing plan for Able Minds to –</p> <ol style="list-style-type: none"> <li>1. Grow funding streams to enable the extension of Able Minds into new territories or provide new services.</li> <li>2. Grow funding streams to enable the effective marketing of Able Minds to raise its name recognition.</li> <li>3. To self-fund the position of Fundraising and Marketing Manager into the future.</li> </ol>
<b>Key Task</b>	<b>Key Performance Indicators</b>
1. Leadership	<ul style="list-style-type: none"> <li>• Lead the creation, development and delivery of the Fundraising and Marketing Plan for Able Minds.</li> <li>• Gain buy in from staff members and stakeholders to assist with the delivery of the plan.</li> <li>• Liaise with the Board of Trustees (when required) to discuss major fundraising and marketing events.</li> <li>• Develop a marketing policy and procedure for use internally to standardize brand usage and oversee staff compliance.</li> </ul>
2. Grants and events	<ul style="list-style-type: none"> <li>• Create and maintain a funding and grant register for budgetary purposes.</li> <li>• Maintain in conjunction with the Business Administrator the existing Grants schedule including drafting applications and accountabilities to meet deadlines.</li> <li>• Research and investigate other opportunities for new lines of revenue.</li> </ul>

	<ul style="list-style-type: none"> <li>• Research and investigate public relations events for the purposes of fundraising and/or name recognition.</li> <li>• Organise, coordinate and deliver (in conjunction with the Business Administrator) planned events.</li> </ul>
3. Communications	<ul style="list-style-type: none"> <li>• Utilise all forms of communications and networking platforms to deliver on the plan.</li> </ul>
4. Finance	<ul style="list-style-type: none"> <li>• Oversee and monitor the fundraising and marketing budget assigned for the purposes of this role.</li> <li>• Maintain operations within budgets, however, any extraordinary expenditure must be approved in advance by the Chief Executive.</li> </ul>
5. Networking and organisation	<ul style="list-style-type: none"> <li>• Create and maintain key contacts and networks with a view to creating new opportunities for revenue streams or expansion.</li> <li>• Create and maintain a database of stakeholders for all fundraising and marketing purposes.</li> <li>• Networking internally to promote understanding of the plans and create buy in.</li> <li>• Promote Able Minds' services throughout the relevant location networks.</li> <li>• Participate in local or regional awareness campaigns.</li> </ul>
6. Cultural Relationships and Protocols	<ul style="list-style-type: none"> <li>• Understand the significance of Te Titiri o Waitangi aims and objectives in relation to our work.</li> </ul>
7. Training and Development	<ul style="list-style-type: none"> <li>• Attend courses as required and agreed to with Workforce Development Manager and Chief Executive.</li> </ul>
8. Health and Safety and other policies	<ul style="list-style-type: none"> <li>• Support Able Minds to meet legislative responsibilities to provide a healthy and safe working environment</li> <li>• Adherence to all Able Minds' policies and procedures</li> <li>• Work in a manner to ensure the safety of everyone on site</li> <li>• Ensure that you and your direct reports record/report incidents, accidents and near misses and/or make appropriate notifications as and when required</li> <li>• Maintain confidentiality in all dealings with clients except when legally required to prevent self-harm or harm to others.</li> <li>• Keep your work space tidy and free from clutter</li> </ul>
9. Flexibility and Travel	<ul style="list-style-type: none"> <li>• To travel throughout the District to effectively oversee fundraising and marketing.</li> <li>• Assist as and when needed to ensure the effective running of Able Minds' Services according to the requirements of the contracts and Able Minds' Strategic and Business Plans.</li> </ul>
<b>100 Day plan</b>	<p>Within the first 100 days of employment the Fundraising and Marketing Manager will:</p> <ul style="list-style-type: none"> <li>• Understand all divisions of the business.</li> <li>• Understand existing funding streams.</li> <li>• Research Able Minds' target marketing base.</li> <li>• Draft and lodge applications to existing funders to the same standard as previous applications (as deadlines dictate).</li> <li>• Draft and lodge accountabilities to existing funders to the same standard as previous accountabilities (as deadlines dictate).</li> </ul>

- Liaise with the Chief Executive and consult with the Senior Management Team to develop a two-year fundraising and marketing and communications plans for the business for the Chief Executive’s approval.

---

<b>Fundraising and Marketing Plan</b>	<p>The Fundraising and Marketing Manager will develop and implement a Fundraising and Marketing plan which outlines:</p> <ul style="list-style-type: none"> <li>• The target market.</li> <li>• The amount of fundraising dollars to be achieved over the two-year period and an outline of the strategy as to how this will be delivered.</li> <li>• The number of events to be delivered in the community to raise brand awareness and/or raise funds and the strategy of how this will be achieved.</li> <li>• A comprehensive marketing strategy with indications as to how this will increase name recognition over a two-year period.</li> <li>• The budget and timelines to deliver the plan.</li> <li>• The timeline for a Marketing Policy to be drafted and in place.</li> </ul>
---------------------------------------	--

---

<b>Skills, qualifications, and core competencies:</b>	<ul style="list-style-type: none"> <li>• Tertiary Qualifications in Communications, Marketing, Project Management or similar fields.</li> <li>• Experience (at least 2 years) in fundraising, events or project coordination.</li> <li>• Knowledge of Not-For Profit sector.</li> <li>• Experience with web design and e-communications is desirable.</li> </ul>
---	--

---

<b>Personal attributes:</b>	<p>This position would suit someone who is:</p> <ul style="list-style-type: none"> <li>• Highly organised, motivated and driven to succeed.</li> <li>• A strategic and critical thinker who can overcome barriers and has proven success in meeting KPIs.</li> <li>• Capable of demonstrating excellent interpersonal skills to deliver on stakeholder management and work with the internal team, along with adept writing skills to draft professional applications, plans and communications.</li> <li>• Detail orientated.</li> <li>• Able to work across a number of disciplines related to communications, marketing, events and fundraising.</li> </ul>
-----------------------------	--

---

I have received and fully understand the job description as outlined above. I further understand that I am responsible for the satisfactory execution of the essential functions described therein under any and all conditions as described.

Employee Name \_\_\_\_\_

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_