



for Scotland's mental health

DIRECTOR OF MAJOR APPEAL

Candidate Information Pack December 2022

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Welcome from Billy Watson, CEO

Scottish Association for Mental Health (SAMH)

Thank you for your interest in the position of Director of Major Appeal at SAMH, Scotland's national mental health charity.

I'm proud that for almost a century, SAMH has been there for Scotland's mental health. However, the last few years have possibly been the most challenging times we can remember. Even before the pandemic, Scotland's mental health system wasn't working for many thousands of people. Now, there is a stronger need than ever before to support the mental health of our nation as we enter a period of recovery. We have therefore designed our new strategy, We Won't Wait, to be the most ambitious we have produced in a generation.

The aim of our We Won't Wait appeal is to fund a transformational programme of change providing mental health support within communities across Scotland. Our plans include launching a range of new psychological wellbeing support, challenging the Scottish Government to redevelop long-term care and support services based on recovery, using the power of physical activity and sport to create new, immersive programmes, and so much more. In the face of a mental health emergency, we are stepping up so that we can help more people than ever before, reach everyone that needs us and build a brighter future for the people of Scotland.

In order to do this successfully, we are looking for a Director of Major Appeal to drive this centenary campaign and help us devise a cohesive and co-ordinated approach to raise the appeal target. This is an incredibly exciting opportunity to play a lead role in Scotland's largest ever mental health campaign, generating the funds required to support the people who need it most.

I'm looking for an enterprising, highly motivated and creative person to join me in delivering this strategy. You will have a track record of working with individuals, companies and foundations who provide significant gifts, excellent communication skills, and a resourceful approach to solving problems. The prospect of helping to raise significant monies will excite, rather than daunt, you, and you will be motivated by the desire to improve the lives of people across Scotland.

If you have a background in philanthropy and you've got what it takes to reach the goal of, We Won't Wait, I would be delighted to hear from you.

Billy Watson
CEO, SAMH



Recruitment Video - Click [here](#) to view





Location –
Glasgow and Edinburgh
Salary –
£Competitive

Advertisement

Director of Major Appeal

SAMH is Scotland's national mental health charity, dedicated to making Scotland a better place for people with mental health problems.

As we approach our centenary year, we are seeking a Director of Major Appeal to lead our We Won't Wait Appeal – the largest campaign in our history. This rewarding role will see you lead, drive and manage this centenary campaign as we seek to raise funds for a transformational programme of change. Developing partnerships and relationships with high-level supporters, donors and stakeholders, you will enable SAMH to meet its fundraising goals as part of an effective appeal strategy and operational plan devised in tandem with our Chief Executive. From crafting impactful funding proposals and presentations to managing and delivering a programme of enlistment and fundraising events, you will communicate and build excellent relationships with high-net-worth individuals and business leaders to ensure the success of our We Won't Wait strategy.

We are seeking a creative, strategic thinker with extensive experience of philanthropic fundraising, a strong track record of raising high value donations and an aptitude for successful budget and project management. Your research and problem-solving skills will aid you in identifying motivations and matching giving criteria with the needs of the appeal and with SAMH as a whole. Outstanding interpersonal and communication skills – both written and oral –

alongside a high degree of emotional intelligence are essential, as this position requires an ability to speak to people at all levels. Your enthusiasm will motivate, inspire and engage everyone you work with, from colleagues to stakeholders, and you will represent SAMH at public events in a positive and professional manner.

We are offering a competitive salary, generous benefits package and the opportunity to be a crucial part of the SAMH leadership team over this landmark period in our organisational history. If you are passionate about our mission and believe you can help make Scotland's largest ever mental health campaign a great success, we would like to hear from you.

Applications in the form of a tailored CV and a covering letter (no longer than two pages), highlighting your skills and experience pertinent to the role, should arrive no later than **midnight Sunday 8 January 2023**.

For a confidential, informal discussion about the role, or to request a Candidate Information Pack, please contact LHH directly on **+44 (0)141 220 6460** or email **scotlandexecutive@lhh.com**



Who We Are

Here for Scotland's mental health.

For almost a century, SAMH has been Scotland's mental health charity.

Founded in 1923 to provide support to a wide network of Local Associations for mental health, we operate more than 60 services in communities across Scotland and our work focuses on three strategic goals: being there for people; promoting good mental health; and ending stigma and discrimination.

We work with adults and young people providing mental health social care support, services in primary care, schools and further education, among others. These services together with our national programme work in See Me, respectme, suicide prevention and active living inform our policy and campaign work to influence positive social change.

We're here for people, where and when they need us.

Every day, we have teams reaching people all over the country.

Our community services are at the heart of everything that we do. From therapeutic horticulture, to supported accommodation and employability - we reach thousands of people every day.

In 2019 we launched our new and improved SAMH Information Service to provide people with accurate and accessible information on mental health.

We've led on pioneering projects using the power of sport to reach new groups. For example, The Changing Room engages football fans in their middle years, at professional football clubs to encourage positive conversations around mental health.

We empower people with lived experience of mental health problems, by listening and learning from them.

This enables us to explore solutions, and develop services centred around people.

Through campaigning and direct engagement with decision makers, we've driven real results.

There's an awful lot more to do, not least as we recover from the pandemic. We believe SAMH is in a strong place to play our part.



We Won't Wait

Our 2021-24 strategy.

Too many promises and a pandemic later, thousands of people are still being left behind.

Simply put, it is not good enough.

So here's the deal. We won't wait.

We are stepping up, so that SAMH can reach everyone who needs us.

Yes, we will challenge inequalities, because people with severe and long term mental health problems live much shorter lives and this is unacceptable. Scotland needs a proper mental health service, and we'll hold decision makers to account.

We value the power of partnership, and so will continue to work collaboratively by learning from others and sharing too.

Our approach to care and support will be redesigned to better support people and communities to recover.

We will speak out and help others to do that too, because talking can - and will - save lives.

We are going to help Scotland's employers create brilliant, safe places to work.

Stigma has no place in our society. We'll campaign relentlessly to ensure that we're all on the same side when it comes to mental health.

We'll also help people to see for themselves that the power of physical activity and sport is unbeatable.

Find out more about our We Won't Wait strategy by [visiting our website](#).



Director of Major Appeal

The Role.

A key feature of SAMH's centenary year in 2023 will be the public launch of its We Won't Wait Appeal, which will fund a transformational programme of change that provides mental health support within communities across Scotland.

SAMH is recruiting for a talented and experienced individual to lead, drive and manage this campaign and form a crucial part of the leadership team over this landmark period in its organisational history. This post will work closely with the Chief Executive, the appeal team and senior fundraisers to ensure a co-ordinated and cohesive approach to raising the appeal target, as well as enable the on-going revenue requirement of the core fundraising function.

Duties and Responsibilities

Strategic

- Develop, implement and monitor all phases of the appeal to enable SAMH to meet its fundraising goals, whilst complementing the activities undertaken by the fundraising team for day to day revenue fundraising requirements. Ensure all opportunities are maximised.
- Play a critical role within SAMH's teams, ensuring fundraising outcomes are considered at every major decision.
- Work with the Chief Executive to develop and implement every phase of the appeal strategy and operational plan.

- Working with the Chief Executive, set up a Leadership Group and be an active member of this.

Fundraising and Marketing

- Manage a portfolio of key prospects to maximise high value gifts and to ensure detailed cultivation plans are in place.
- Identify appropriate grant making bodies through research and decide on the best method of approach.
- Work with colleagues, volunteers, trustees and supporters to facilitate and secure personal introductions and meetings with prospects.
- Initiate, manage and deliver a programme of enlistment and fundraising events designed to cultivate high net worth individuals, business leaders and Trust & Foundation representatives.
- Direct and assist in the production of solicitation materials, including tailored briefing packs, case for support, grant proposals.
- Craft powerful and impactful funding proposals and presentations relevant to specific, tailored asks.
- Manage project visits and tours by potential high level supporters.
- Track the progress of prospect engagement, cultivations and donations and provide reports or other data as needed.
- Create and deliver an effective stewardship and recognition programmes, engaging and acknowledging key donors and prospects utilising existing SAMH database and administrative resources.



Director of Major Appeal

The Role.

Represent SAMH at public events and external forums/organisations in a positive and professional manner.

Financial

- Achieve annual budgeted income targets, objectives and agreed KPI's.
- Prepare monthly fundraising reports and present to Chief Executive.
- Responsibility for the appeal expenditure budget.
- Ensure all financial procedures are carried out in accordance with internal and external audit requirements and in line with relevant SAMH policies.

General Duties

- Support other areas of Fundraising in conjunction with the Head of Fundraising.
- Ensure all activities undertaken comply with current legislation and fundraising standards.
- Represent SAMH at public events and external forums/organisations in a positive and professional manner.

Key Working Relationships & Contacts

Internal

Chief Executive and Head of Fundraising. Wider SAMH teams including Corporate Services and Influence & Change

External

Developing partnerships and relationships with a range of high level supporters, donors, corporates and stakeholders

Working Environment/ Special Circumstances

The post will require travel between our Glasgow and Edinburgh offices and an ability and willingness to travel across Scotland, attend events as appropriate and may occasionally require overnight stays away from home.

This post may require occasional weekend and evening work to fully support the Appeal.



Person Specification

Experience & Qualifications

Essential Desirable

Experience

- ♦ Extensive experience of philanthropic fundraising, with a demonstrable track record of raising high value donations via a major appeal or a major donor programme.
- ♦ Experience of working with Boards and senior volunteers.
- ♦ Working under pressure to timescales and deadlines.
- ♦ Fundraising experience operating at a strategic level.
- ♦ Strong evidence of successful budget and project management.
- ♦ Line management experience.
- ♦ Experience in prospect research.

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Qualifications

- ♦ SAMH values and recognises relevant specialist skills & experience gained outside of education to be just as valuable as a degree. In this post we're looking for someone with the specified relevant experience, and a degree is not necessary
- ♦ Membership of the Institute of Fundraising.
- ♦ Membership of the Institute of Marketing.

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Person Specification

Experience & Qualifications

Essential Desirable

Personal Attributes, Knowledge & Skills

- ♦ Highly developed oral and written communication skills.
- ♦ Ability to maintain confidentiality.
- ♦ Self-motivated along with the ability and confidence to motivate, inspire and engage staff, prospects and stakeholders.
- ♦ Ability to work without supervision and use own initiative.
- ♦ Team player who earns the trust and respect of colleagues.
- ♦ Excellent interpersonal skills and ability to work with people at all levels.
- ♦ Methodical and organised approach to work with attention to detail/accuracy.
- ♦ Ability to present and analyse financial figures.
- ♦ Excellent standards of record keeping, both written and computerised.
- ♦ Ability to deal with conflicting demands and pressures.

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Functional/Work-based Skills

- ♦ Creative, strategic thinker, with skills to develop new initiatives.
- ♦ Excellent communication skills across a range of channels.
- ♦ Ability to undertake project management from concept to completion.
- ♦ Excellent organisational skills.
- ♦ Self-motivated and innovative, with a problem solving approach.
- ♦ Ability to demonstrate flexibility and adaptability.
- ♦ Computer literate with proficiency in MS Office.
- ♦ Knowledge of fundraising databases (in particular Raiser's Edge).

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Core Competencies and Commitment

Too many promises and a pandemic later, thousands of people are still being left behind.

At SAMH, our values underpin everything we do. We believe that everyone has the right to be treated with dignity, respect and equality. We believe that everyone is entitled to hope and choice and to achieve personal fulfilment.

These are the competencies that SAMH looks for and expects from staff who support the people who use SAMH social care services. These competencies enable SAMH to deliver its core purpose of mental health and wellbeing for all.

Employees are required to read and understand the role profile for their position and are required to comply with SAMH's policies, all laws, rules, regulations and standards of conduct relating to their position and report any suspected violations of conduct to my line manager. All employees should adhere to the SAMH values in all interactions with service users, customers and colleagues.

Core Competencies, Behaviour and Skills

Recovery Focussed

- Empathise, inspire and motivate others.
- Deliver person centred and recovery focussed support to enable individuals to achieve positive outcomes.

Communication

- Communicate effectively and professionally and contribute to the accurate recording and monitoring of all case and incident recording systems. This includes communications by email, by phone/text and other on-line methods.
- Build and develop positive relationships with those who use our services.
- Engage with a range of people from a wide variety of backgrounds



Core Competencies and Commitment

Employees are required to read and understand the role profile for their position and are required to comply with SAMH's policies.

Deliver a high standard/quality of work

- Maintain the highest personal and professional standards. Work professionally and collaboratively with internal and external colleagues, those who use our services and members of the public and to meet the requirements of funders and regulators.
- Undertake personal responsibility for conduct and work ethic in line with SAMH Code of Conduct, the SSSC Codes of Practice and other relevant professional standards.

Critical Reflection and Learning

- Ability to reflect on own practice and learn from own experiences and those of others.
- Develop skills and knowledge of theory and practice and understand where role fits within SAMH and externally.

Supportive of Equality and Diversity

- Challenge inequality and stigma; recognise and respond to the barriers individuals and groups face within society.
- Treat all people within SAMH (both staff and service users) fairly and with respect regardless of their age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and/or sexual orientation.

Commitment to Health, Safety and Well-being

- Understand, encourage and carry out the principles of integrated safety management; comply with SAMH Health and Safety Policy and Procedure; complete all required H & S training; take personal responsibility for safety.

Participation

- Ensure the people who use our services have the opportunity to get involved in their support, their service, their community or in SAMH as an organisation.

Team Working

- Ability to work as part of a team.

Service User Engagement

- Develop, maintain and demonstrate a wide range of interpersonal skills when working with the people we support, including: open-minded, respectful, active listening, empathetic, promote independence, maintenance of confidentiality, honest, honourable in agreements and practices, appropriate body language, solution focussed, supportive and approachable, non-judgemental, pro-active, patience and resilience, professional approach.

A circular inset image on the left side of the page shows two women in a professional setting. One woman, wearing glasses and a dark purple top, is standing and leaning over a table. The other woman, wearing a green top and dark overalls, is sitting at the table. There are two white coffee cups on the table. The background of the image is a light, textured grey.

Conditions & Remuneration

Salary

£Competitive

Location

Glasgow and Edinburgh, and throughout Scotland as required

Timescales

Closing date for applications

Midnight Sunday 8 January

Interviews with SAMH

February 2023

Benefits

- Funded continuous learning and development opportunities, access to over 100 courses online in addition to classroom and virtual training sessions
- 30 days' annual leave rising to 33 after 5 years' service
- 4 public holidays
- 2 paid wellbeing days off per year to use on what matters to you.
- Team wellbeing budgets
- Workplace pension scheme
- Life Assurance policy
- Employee Assistance Programme



How to Apply

Applications are welcome from people who have experienced mental health difficulties.

To apply for this post, please send your tailored CV and a cover letter no longer than two pages by email, highlighting in the subject heading 'Director of Major Appeals', to scotlandexecutive@lhh.com

If you would like a confidential, informal discussion about the role then please contact LHH on **+44 (0) 141 220 6460** or send an email to the above mentioned address.

SAMH is committed to equality of opportunity and to no discrimination on the grounds of race, religion or belief, age, sex, marital or civil partnership status, disability, sexual orientation, transgender status, pregnancy or maternity. Applications are welcome from people who have experienced mental health difficulties.

PVG Scheme Membership, a Right to Work in the UK check and proof of any qualifications declared on your application will be required. We are constantly reviewing our approach to ensuring equality and diversity in our applications and would be pleased if you could complete the attached Equalities Monitoring Form.

Should you require any modifications or wish to speak with a member of our team to discuss any particular circumstances, please email the above address.



Recruitment Video - Click [here](#) to view

LHH Recruitment, formerly Badenoch + Clark, is Scotland's leading Executive Search team. We connect Scotland's top businesses with exceptional candidates – and we do it really well.

We count innovators, creatives and leaders among the professionals we work with, and our clients and candidates span a diverse range of sectors and functions. From procurement and supply chain, medical, engineering, project management, accountancy, legal, transport and business transformation, to banking, the arts, government, technology, marketing and communications, not-for-profit and HR, our expertise is wide-reaching and our reach unparalleled.

We pride ourselves on our ability to give clients and candidates a competitive edge while making the recruitment process smooth, straightforward and – dare we say it – enjoyable. Whether you're taking the next step on the career ladder or building a bespoke and targeted recruitment strategy, our Scottish team will work hard to deliver a first-class service that meets your exact requirements.

LHH Recruitment is the Professional Services and Executive Search arm of Adecco, a Fortune 500 business headquartered in Zurich and the world's largest human resource consulting and recruitment company. This means we have national and international networks at our fingertips to help clients and candidates make the right connections.

Your time is precious. Let us do the legwork for you.

Interested in finding out more? Call Scott Miller (+447734 889569) or Lesley Gilmartin (+44899 947287), or email scotlandexecutive@lhh.com

www.lhh.com

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