

Recruitment Pack

Marketing and Sales Manager

September 2021

Who are we?

Lancashire Mind is an independent mental health charity, delivering a strategy that has been co-created with the people of Lancashire.

We're an active member of the national Mind Federation, linking us with over 100 other local Mind organisations across England and Wales, providing excellent opportunities for good practice sharing and partnership working.

Our purpose is to achieve the best possible mental health and wellbeing for everyone in Lancashire. To achieve this, we will:

Connect Minds through ongoing engagement and co-creation

Change Minds by challenging stigma and increasing knowledge around mental health

Support Minds by being a source of help, where, when and how people need it.

Around 1 in 4 people in Lancashire are currently living with a mental health condition. While these individuals can play an active role in society there are still too many barriers to good health and wellbeing.

COVID-19 has had a devastating impact on individuals, communities, jobs, and life chances. We're only just beginning to understand the impact of the pandemic on the mental health of the people we serve so it's even more important that we keep engaging with people across Lancashire and ensuring their voices are heard.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

Our work empowers people in Lancashire to value and take care of

their mental health. We work in partnership with others to provide support, raise awareness and campaign across Lancashire to make mental wellbeing a priority.

We are determined to ensure we're an organisation that is representative of the diversity of the whole county and one that challenges the mental health inequalities faced by our communities. We're working to become a truly anti-racist organisation. We will not rest until we achieve mental wellbeing for everyone in Lancashire.

Lancashire Mind in 2021, is in a strong position in terms of finance, leadership and with the launch of our new strategy.

Our five strategic aims are:

1. To listen, learn and influence
2. To work with others to solve problems
3. To make it easy to talk about mental health and wellbeing
4. To get people the help they need
5. To keep getting better

Our purpose, mission and aims are underpinned by four values, which are to be: Real, Bold, Caring and Open.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition and, for those who do to have a better chance of remaining well.

We believe that, working together with others, we can make Lancashire a leading county for mental wellbeing, and ensure everyone experiencing a mental health condition is treated as an equal member of society.

Join us to connect, change and support minds.

Our Traded Services

As a registered charity Lancashire Mind derives income from a range of sources. These include: donations direct from the public; grants from charitable trusts; contracts with statutory bodies (such as NHS trusts and local authorities); and from selling service direct to business and individuals who want to buy them. This last source of income we refer to as our Traded Services.

Over the last few year these Traded Services have become an increasingly important part of our overall turnover. As well as providing quality mental health interventions that help employees of local businesses, these services also help us generate much needed unrestricted funds. These funds can then be re-invested in delivering charitable activities for people who can't afford to pay for them.

Our traded services include:

- A range of training and workshop sessions which can be delivered to employers
- Various programme for schools (targeted for pupils of various ages as well as school staff)
- One to one support for employees and other individuals, through wellbeing coaching

Our traded services currently account for around 25% of our income

The role

This is a new role within Lancashire Mind as we seek to invest stepping up our commercial activities. This is exciting new opportunity for someone with a passion for generating new business, and an interest in mental health. Over the last few years, we have seen steady sales of

traded services but until now have not invested in capacity to sell these to the large market that we know exists across the county.

To make sure activities are joined up, we also need this post holder to look at our marketing capacity in its entirety, and help us work up a plan that promotes everything we do.

We need someone with enough marketing knowledge to assess our current and potential capacity in terms of opportunities, and then to help us position ourselves against the competition. We also need someone with enough skills around sales to go out and make contact with potential customers and create new mutually beneficial relationships.

While commercial acumen is essential for this role, we also need someone who shares our values of being: **Bold, Real, Open** and **Caring**. Some interest and experience of working around mental health will be useful but not essential.

We also recognise the strength that diversity of backgrounds can bring. So we particularly welcome applications from people from groups that may have been marginalised.

Above all, we want someone who believes in our vision of a Lancashire where everyone has the opportunity to have the best mental health and wellbeing possible.

What people enjoy about working with Lancashire Mind

- Challenging, varied, flexible and innovative work

- A shared passion for mental health and wellbeing across the organisation
- Rewarding work - making a difference, seeing progression, a sense of achievement
- Feeling valued, listened to and supported by colleagues
- Working with people, the community, and a wide range of organisations
- Responsibility, trust, openness and autonomy
- Opportunities to learn
- Meeting new people and being part of a passionate team
- Feeling part of something revolutionary
- Opportunity to work flexibly and achieve a good work/life balance
- Having the opportunity to shadow colleagues and learn about each area of the organisation's work

Employee benefits

- A 35-hour working week (full-time hours), with flexible start and finish times
- The annual holiday entitlement for full-time members of staff is 25 days, plus 8 bank holidays, with the potential for the days between Christmas and New Year to be gifted

Job description

Job title: Marketing and Sales Manager

Hours: Full-time (35 hours per week)

Contract: 12-months initially, with funding into future years based on performance

Salary: £27,742-£30,451

Responsible to: Head of Development

Location: A blend of home and office working, with significant amounts of time spent in contact with local businesses and other employers across Lancashire

Overview

The Marketing and Sales Manager is a new post that will take the lead on developing a marketing plan for Lancashire Mind and helping us sell our wellbeing services direct to organisations across Lancashire.

to staff based on organisation performance (pro rata for part-time staff)

- Lancashire Mind offer the opportunity for staff to save for their retirement by providing a workplace pension scheme
- Staff are eligible for a company sick pay scheme after completion of a six-month probation
- Emergency time off - we appreciate that there can be difficult times for you and your family; the organisation offers up to five days paid leave (pro rata for part-time staff)
- All members of staff receive regular supervision, giving you protected time to reflect on and plan the work you do
- Lancashire Mind is committed to providing learning and development opportunities
- Workplace wellbeing scheme - provided by staff champions who provide wellbeing chats, organise wellbeing activities and plan social events to support people to maintain and improve their wellbeing
- We strive to be a green organisation and take practical steps to reduce our ecological footprint
- We reimburse the cost of standard eye tests and annual flu jab

The Marketing and Sales Manager will work with the CEO, the Head of Development and the Fundraising and Communications Lead in designing a communications strategy for Lancashire Mind. They will also work with the Training and Workplace Wellbeing Lead in bringing new products to market.

Main duties and responsibilities

- To work with the Head of Development and other colleagues to conduct a marketing audit of Lancashire Mind
- To use the findings of the marketing audit, alongside the organisational strategy to draft a marketing plan for Lancashire Mind
- To work with the Fundraising and Communications Lead and other colleagues to design a communications plan for Lancashire Mind to support the marketing plan
- To be responsible for keeping records to demonstrate key marketing metrics and producing reports for senior management and the board
- To identify a list of potential customers for Lancashire Mind's sold services
- To make initial contact with a range of potential customers to sell Lancashire Mind services to them
- To work closely with the Training and Workplace Wellbeing Lead and other colleagues who will be providing sold services
- Abide by Lancashire Mind's policies and procedures and specifically promote Lancashire Mind's Equality and Diversity policy
- Attend meetings and training where necessary
- Undertake flexible working hours, including weekends and evenings as and when required and travel across the county
- Over time, a successful post holder may be in a position to recruit and manage team members to support their work
- Undertake other tasks and duties as deemed appropriate by the Head of Development

Person specification

We only consider inviting to interview people who show that they possess the required experience, skills and personal attributes, as outlined in the table below. When completing your application form, please use examples from your professional and personal life to illustrate how you fulfil the criteria assessed at application stage (A).

	Criteria	Assessed at application (A) or interview (I)
Qualifications and/or work experience	Significant work experience in a marketing or sales management role	A
Knowledge and experience	Knowledge of the key elements of marketing auditing and planning	A and I
	Successful track record of increasing revenue for an organisation, preferably working in a business-to-business marketing or sales role	A and I
	Knowledge of the charity sector (preferably with experience of income generation in the sector)	A
	Evidence of good relationship building and management	A
	Interest in mental health and able to talk about the importance of workplace wellbeing	I
Skills, abilities and competencies	A great communicator who can engage a wide range of audiences through a variety of methods	I
	Ability to summarise complex information through brief, compelling reports	A
	Excellent office IT skills (Microsoft Office 365, including Excel), with the ability to use video conferencing platforms and learn new software packages	Test at interview
Personal attributes	Resilient and committed to promoting mental wellbeing	A
	A demonstrable personal commitment to equality of opportunity and challenging discrimination	I
	Positive, enthusiastic and friendly attitude	I

Lancashire Mind is committed to fighting racism and other forms of oppression. We want to be a great employer for all our staff, regardless of their background or characteristics. We recognise that not everyone is the same and that different people will require different support to fulfil their potential. We want to ensure Lancashire becomes a place of greater equity and inclusion. One thing we can do to work towards that goal is to ensure that our staff team is representative of the diverse communities across Lancashire, and particularly those communities we know face mental health inequalities. We particularly encourage applications from those communities and from anyone with experience of living with a mental health condition.

To apply

If you would like to discuss the job before applying, contact Helen Fairweather, Head of Development; helenfairweather@lancashiremind.org.uk

Applications must be submitted using a Lancashire Mind job application form. Please provide detailed examples within Section C of your application form to show how you meet each criteria assessed at the *application stage* detailed in the person specification.

Application forms can be downloaded from our website – www.lancashiremind.org.uk/recruitment. If you are unable to access this online, please call us on 01257 231 661 to request a recruitment pack.

The deadline for applications is 9am on Friday 22nd of October 2021

Interviews will take place on Wednesday 3rd of November 2021

Email your supporting statement to: admin@lancashiremind.org.uk

Late applications will not be accepted. Those who do not adequately demonstrate how they fulfil the criteria required at application stage, will not be considered for shortlisting.

Thank you for your interest in working with Lancashire Mind

Lancashire Mind

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