



Careers Information Pack

Fundraising Lead

**Empowering
people with
dementia
to live well**

Hello

I'm Clare Watson,
the CEO of Dementia NI.
Thank you for your
interest in joining our
team and being part of our
life-changing charity.





Dementia NI is a unique and dynamic local organisation.

Working alongside people with dementia, our goal is to empower them to live well with dementia for as long as possible. Our members are all individuals living with a diagnosis and are at the heart of everything we do.

We're a young organisation, celebrating our 9th birthday this year. We were set up in 2015 by five people living with dementia, who felt the voices of people with dementia weren't being heard. Alongside our members, we have made considerable progress in those eight years. I'm proud of the achievements our members have made, in raising awareness of dementia, breaking down the stigma that still exists and driving change in dementia policy and services.

We're excited about the future and will continue our unique work with our members, helping them have a voice in decisions that affect their lives.

We're also looking forward to welcoming new members and supporting more people living with a diagnosis of dementia across Northern Ireland to live well with dementia.

We cannot do this work alone but together with our incredible members, volunteers and staff, we can make real and lasting change for more people with a diagnosis of dementia. Thank you for your interest in working for us and helping to support the fabulous work and achievements of our members.

Clare Watson

Clare Watson
CEO



Our Organisation

Dementia NI is a local member led charity driving positive change for people living with dementia. We promote the right for people with dementia to be involved in decisions that affect their everyday lives. By raising awareness, our members challenge the stigma of a diagnosis and offer support to others who are in the same boat and living with the symptoms.

Our Vision

**Everyone
living
well with
dementia.**

Our Mission

**People
with
dementia
driving
positive
change.**

Dementia NI was set up by five people with dementia to enable them to have their voices heard and improve services for themselves and others. They felt that too often the voice of the person with dementia was not being heard and due to that stigma people were sometimes even afraid to talk to them. The founding members also wanted to raise awareness about what dementia is and to challenge the stigma they have to face on a daily basis, even in simple ways like the phrases used – NOT 'dementia sufferer' and instead a 'person living with dementia'.

People with dementia are, and always will be, at the heart of our organisation. We want to work together to ensure that people with dementia are empowered to make their own decisions, have their voices heard and have the opportunity to live well with the right support from the point of diagnosis throughout their dementia journey.

Our Aims

Challenge the stigma of having a diagnosis by raising awareness about dementia.

Promote the right for people living with dementia to be involved in decisions that affect their lives.

Provide training, education and awareness to organisations and the public on how best to support people living with dementia.

Support people living with dementia to raise awareness of dementia in their own right.

Our Values

Dementia NI's communication and structure is underpinned by the principles of our existing values:

- **Led by people with dementia**
- **Inclusive and accessible**
- **Striving for positive change**
- **Being heard and understood**

Board of Trustees



Board of Trustees

We have a skilled and dynamic Board of Trustees, committed to ensuring strong governance and strategic direction for Dementia NI.

Reflecting the ethos of Dementia NI, our Board of Trustees includes board members with a diagnosis of dementia.



Development

Our Development department is made up of our Empowerment Team and our Campaigns and Membership Team.

Our Empowerment Team supports our members and facilitates our Empowerment Groups. Our 'In The Same Boat' service enables people to share experiences of what it is like living with dementia.

Our Campaigns and Membership Team supports member involvement in governance. The team also supports members to campaign for change, ensuring their experiences help drive positive change for people with dementia.

Operations

Our Operations Team provides administrative and practical support for the delivery of our organisation's objectives.

It provides vital support to our Fundraising Team and works collaboratively across the organisation - consulting, developing and implementing efficient systems which underpin our work and contribute to our ongoing success.

Fundraising

Our Fundraising Team is dynamic and innovative, committed to raising funds and awareness for Dementia NI. Whether it's community, corporate, individuals or In Memory, every donation counts and every donor matters.

Public donations are vital in delivering our life-changing work and our staff, members and volunteers all work together to help us achieve our goals. As your local dementia charity, we are proud that every pound raised, stays here and is spent here, empowering people across Northern Ireland to live well with dementia.

Communications

Our Communications Team is here to help communicate the wonderful work of our members and provide them with opportunities to have their voices heard through the media.

This team is responsible for engaging Dementia NI's supporters with defined messages and calls to action, demonstrating our success on a daily basis and enabling staff to communicate more effectively, with one cohesive voice.

Member Story

A middle-aged man with short brown hair and glasses is the central figure. He is wearing a dark brown leather jacket over a light blue collared shirt and a dark sweater. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred cityscape with hills and buildings under a clear sky. In the distance, two large yellow gantry cranes are visible. The overall lighting is bright, suggesting a sunny day.

Dementia NI Member Martin Murtagh, from Belfast, shares the journey he went on to accept his diagnosis and how the support he received from Dementia NI changed his life.

Realising something was wrong

I went to see my GP because I knew I was forgetting stuff and doing strange things like leaving the cooker on all night and leaving the taps on. My GP picked up on what was going on quickly. She sent me to the hospital to see a consultant who did tests to diagnose it. I was very truthful about what was happening. I didn't want to kid myself because I knew something wasn't right.

Eventually I had a brain scan done and my consultant sent for me very quickly after that. When she broke the news, I was in shock but I kept myself together.

Struggling to accept my diagnosis

I was diagnosed with Alzheimer's Disease. I was 63 at the time. At first, I was in denial and convinced that it must be a mistake. There was so much going on in my head. I was worried that life as I knew it was over.

After the diagnosis, I had begun going to a day centre for people with dementia but the people there were in a more advanced stage of the condition than I was. I stuck with it for a couple of months and went on outings and out for dinner with them. I appreciated the support but it wasn't the right place for me.

One day I came home from the day centre feeling a bit depressed. I told a lady from the charity Age NI, who would come in to take me out during the week, why the day centre wasn't working for me. She put me in touch with Dementia NI and I haven't looked back!

Finding Dementia NI

The day I went to my first Dementia NI peer support meeting, my life changed. I was hooked right away!

The Dementia NI Empowerment Groups are brilliant. I take great comfort in being able to talk to other people in the early to mid stages of dementia who know exactly what

it's like for me. Plus the craic is ninety. I've never seen anyone come along to one of those Groups and not come back!

If I hadn't been introduced to the Dementia NI Empowerment Groups, I might not be here. I'm convinced my dementia would've been more advanced. Those Groups are the best thing that could've happened to me.

I understand that some people might be reluctant to be diagnosed. But people need to know that it's important to diagnose dementia in the early stages. Okay, so you've still got dementia, but there's more medication available now than ever before so at least you can get some treatment.

And if you're diagnosed in the early to mid stages you can come along to the Dementia NI Empowerment Groups to meet others in the same boat and learn new things.

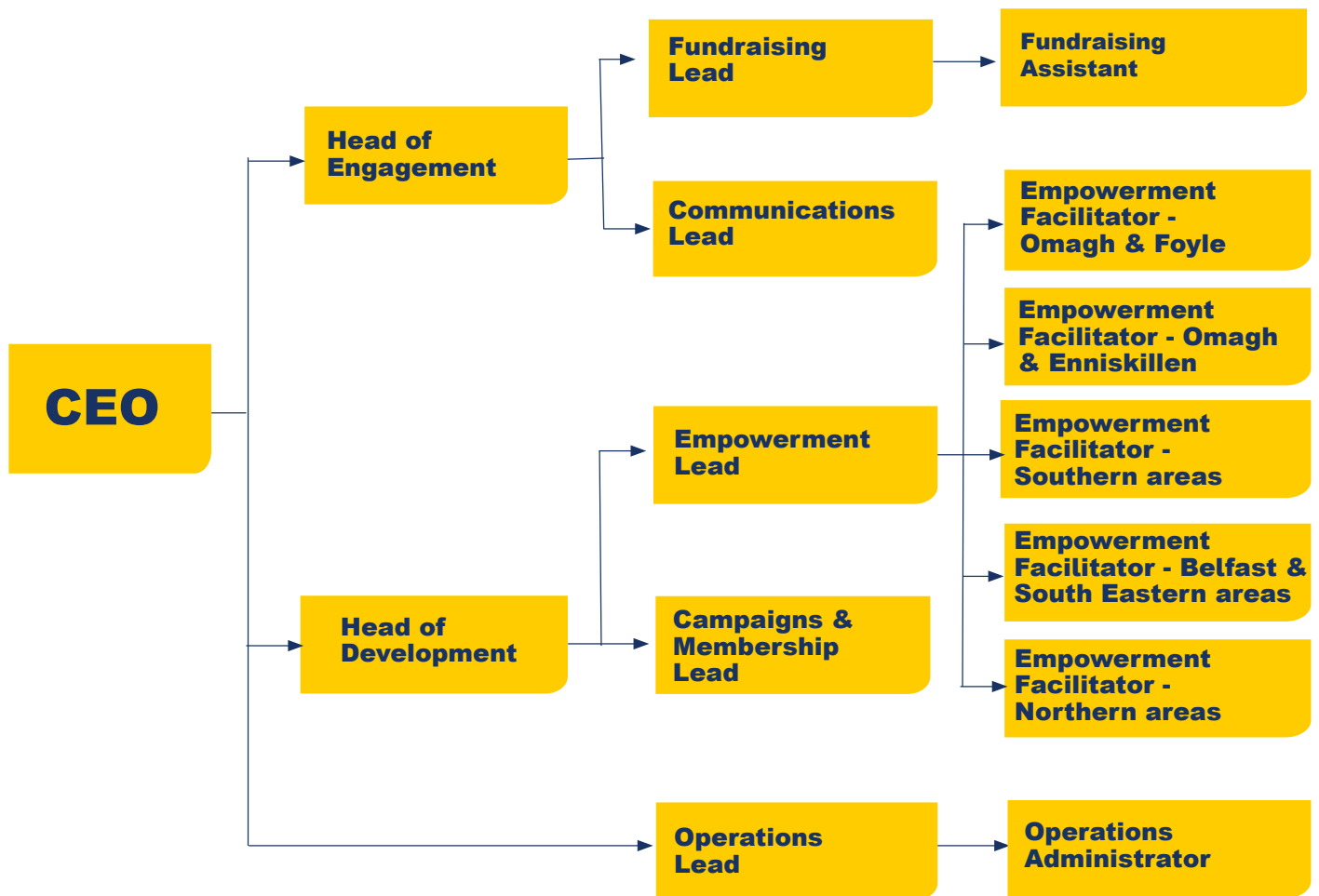
Working to challenge stigma

These days, I do a lot of work with Dementia NI to help people understand dementia better and reduce the stigma around it. Recently, I was pressing for Dementia NI members to be given ID cards. I knew the cards would help us to communicate our diagnosis when we're out and about and enable us to access support more easily.

Everyone in my district knows I have dementia. I don't hide it from anyone and I have never denied it. People are very accepting and have said to me, "Fair play to you Martin for getting on with things."

While the tablets may help, there is no magic cure for dementia and you need to help yourself and have a bit of willpower. Sometimes I have the urge to go into town on my own but I can't because I've gone missing on a few occasions in the past. But I'm about eight years on from my diagnosis now and I'm still enjoying life.

Our structure



“I really enjoy being part of a people focused organisation that has our members at the heart of everything we do.

“It is a privilege to work with our members and I am fully supported to identify and develop services and projects that deliver positive outcomes for them.”

Andrea Selby, Head of Development



Benefits of working with Dementia NI

At Dementia NI, we want you to have the tools you need to help empower and support people living with dementia.

Flexible working



We want everyone at Dementia NI to have the best work/life balance. Your line manager will work closely with you to make sure your schedule works for all. Depending on your role you may have the option to work partly from home and partly from the Dementia NI office, work part-time or modify your working hours. We have a great office space with access to outdoor space and free parking.

Health Care Plan



Dementia NI has a policy with Health Shield which gives you benefits towards aspects of your health care such as dental, optical and physiotherapy appointments. You'll also have access to My Wellness services which include direct access to a GP, a 24-hour counselling helpline and discounts from great brands.

Pension scheme



Dementia NI provides a workplace pension scheme through People's Pension with a 5% employer contribution. Dementia NI also offers a salary exchange option for pension contributions to our employees.

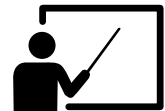
Health and wellbeing



Your wellbeing is important to us at Dementia NI. We aim to give you the environment you need to lead a healthy life. Our wellbeing offer includes:

- We provide 25 days paid annual leave. After 24 months this increases each year to reach 30 days paid annual leave.
- As well as the standard ten days of bank holidays per year, we offer an additional day on 13th July and an additional day at Christmas.
- We're a member of the Work Well, Live Well programme. You can get involved and help us develop our three year wellbeing action plan. This includes the appointment of a staff Health Champion and Mental Health First Aider.
- A 24-hour counselling and support helpline service is available through our health insurance scheme.
- We offer wellbeing breaks - 1:1 coffee breaks with other staff members.

Training and development



We'll work with you to ensure you get the right training for your role. We know you're passionate about offering high quality support to people with dementia. Our resources will help you grow your skills and confidence.

“As Communications Lead, I create opportunities for our members to have their voices heard and find new ways to raise the profile of the charity.

“Our culture at Dementia NI is empowering and I am given the freedom to use my creativity to implement my own ideas and strategies.”

Jane Gillow, Communications Lead



Introduction to Role: Fundraising Lead

Thank you for your interest in the role of Fundraising Lead with Dementia NI.

As our donor base continues to grow and attract new supporters, this new role will help take us to the next level in our continued growth and success.

The Fundraising Lead will focus on the delivery of our corporate income, while supporting the delivery of community activity and overseeing the day-to-day operations of our successful fundraising department.

With a clear strategy in place, we intend to build on the exciting achievements of the past few years. We will work hard to broaden our reach and increase our impact as a unique, local, member-led dementia charity.

There is still so much to do, but through the support of our donors, we are raising vital income and awareness to challenge the stigma and empower people to live well with their diagnosis.

This is a great time to join Dementia NI, we have experienced significant growth

which has created exciting opportunities for us. If you're a natural leader who thrives in a dynamic fundraising environment and works well as part of a team, we want to hear from you.

You will work with a skilled team who are already securing support from communities across Northern Ireland and are committed to delivering high quality donor care.

We're looking for someone with a can-do attitude and an instinct for opportunities. You'll have the ability to flex and respond to challenges, along with the determination to succeed.

If you have the skills, experience, and attitude for this role, we'd love to hear from you.

I look forward to reading your application and learning more about you.

Karen Kerr

Karen Kerr
Head of Engagement

Job Description

Job title:	Fundraising Lead
Grade and salary:	£32,085 - £34,000 FTE (point 1 on scale)
Responsible to position of:	Head of Engagement
Location:	Flexible - home/office working Travel within NI may be required from time to time to attend meetings/events/training
Hours:	35 - 37.5 hours per week - open to discussion
Contract:	Permanent

Context

This is an exciting time to join Dementia NI, taking a lead role in our successful fundraising team. We are a local, dynamic charity whose profile and impact are growing, attracting, and securing interest from corporates and donors of all kinds.

The role of Fundraising Lead is a new one, created to meet the growing interest and support for Dementia NI's goals. This role will make a genuine difference to the lives of local people living with dementia, through delivering income to support our work.

Job Purpose

Reporting to the Head of Engagement, the Fundraising Lead will manage and inspire the fundraising team to deliver our ambitious plans. The role will establish a new pipeline of corporate partners and maximise our existing corporate relationships.

You will be intuitive about creating mutually beneficial partnerships and use your experience to craft proposals and presentations to engage new corporate partners. You will use your talent for first class donor stewardship to develop successful long-term relationships.

You will manage the team to deliver our community fundraising goals, supporting our enthusiastic and rapidly growing base of supporters and donors.

Key Responsibilities

Fundraising activities	<p>Develop and implement a community engagement and fundraising plan that aligns with the overall fundraising strategy of Dementia NI.</p> <p>Support and coordinate fundraising activities, including events, activities, and other 3rd party community-based initiatives to achieve fundraising targets.</p> <p>Attend, present and represent Dementia NI to local community groups and local businesses, raising awareness of our work with a clear call to action.</p> <p>Build and maintain relationships with supporters, including schools, volunteers, groups, clubs, and organisations to maximise their support and engagement in community fundraising activities.</p> <p>Engage with existing and new networks to maximise potential fundraising activities, identifying new opportunities for potential fundraising.</p> <p>Work collaboratively with other departments within Dementia NI, including Development and Communications, to ensure consistent messaging and branding across all community engagement and fundraising activities.</p> <p>Provide support to volunteers and community groups, including training and guidance on fundraising best practices.</p> <p>Keep accurate records of community activities, including income, expenses, and outcomes, and provide regular reports to the Head of Fundraising.</p>
Risk management	<p>To follow necessary risk management requirements.</p> <p>Ensure compliance with relevant laws and regulations, including GDPR, Health and Safety & Safeguarding procedures and external standards.</p>
Recording	<p>To ensure compliance with necessary recording requirements and responsibility for accurate and timely completion e.g. reporting to Head of Fundraising and funders.</p> <p>To ensure all information is collated, recorded, and maintained in line with Data protection requirements and that CRM is used to maximum potential.</p>
Supervision	<p>To fully engage in regular 1-1s with the Head of Fundraising.</p>
Training	<p>To be responsible for keeping abreast of current legislation and Dementia NI policies and procedures.</p> <p>To actively maintain own continuous development plan.</p>
Health & Safety	<p>To Implement and adhere to our Health & Safety Policies and Procedures.</p>
Other	<p>On occasions to undertake other tasks as requested by management and which are in line with level of responsibility.</p>

Note: this job description is not definitive and may be altered to meet the developing needs of the project and charity.

Personal specification

Essential criteria

1. Proven experience of fundraising, successfully working to agreed targets.
2. Proven ability to work independently and as part of a team, engaging fully with colleagues.
3. Excellent interpersonal, writing and presentation skills, with the ability to present work clearly and professionally to a wide range of audiences using a range of mediums.
4. Experience of working with financial information and planning e.g. budgets, managing expenditure, reporting on financial performance.
5. Proven IT Skills including use of MS Office packages (Excel, Powerpoint/Word) to record, manage and present information.

Special Conditions

1. Driving license and access to a car to enable travel throughout Northern Ireland.
2. Willing to travel as require for the role.
3. Ability and willingness to working unsociable hours including evenings and weekends as and when required.

Desirable Criteria

1. Experience of staff line management
2. Experience of using CRM systems, for example Raisers' Edge, Salesforce or similar.
3. Knowledge of dementia and a passion for working to improve the lives of people living with dementia in Northern Ireland.

Note: This role is subject to a basic ACCESS NI check.

Required Competencies

The successful candidate should demonstrate competence in some or all of the following which will be tested through the selection process:

1. **Technical and professional expertise:** a strong breadth and depth of community engagement and fundraising experience across the scale and scope of the role.
2. **Strong written and oral communication skills:** the ability to effectively communicate both verbally and in writing including the ability to write reports. The ability to adapt your communication style to meet the needs of a wide range of key stakeholders. Ability to promote the work and secure support of Dementia NI.
3. **Accuracy and attention to detail:** strong accuracy and attention to detail in relation to recording data and finances.
4. **Relationship building and collaborative working:** strong interpersonal skills and with the ability to build rapport, relationships, and work collaboratively both internally and externally. Ability to build sustainable and successful relationships with key contacts and donors to support our organisation goals.
5. **Organisational and project management skills:** ability to plan and organise your own workload and priorities, along with efficient time management skills and the ability to use your initiatives to deliver results in line with agreed objects.

Note: these competencies will be explored as part of the selection process.

Our Values



**Inclusive
and
accessible.**



**Being
heard and
understood.**



**Led by
people with
dementia.**



**Striving for
meaningful
change.**



**Driving
positive
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