



# Recruitment Pack

## Ambassadors and Trustees

[www.norfolkandwaveneymind.org.uk](http://www.norfolkandwaveneymind.org.uk)





## Welcome

Thank you for your interest in becoming an Ambassador or Trustee of Norfolk and Waveney Mind. This pack contains an overview of the charity and the roles, and information about how to apply.

## About us

Norfolk and Waveney Mind is a local Mind mental health charity offering an extensive range of mental health services, along with associated training, advice and information.

We offer a wide range of services including 1:1 talking therapies, gardening projects, access to employment services, mental health training and education for businesses, schools and individuals, residential care and support programmes.

We also work in our communities to raise awareness and challenge stigma and discrimination. Our services support young people aged 14-25, adults and carers affected by mental ill health.

With over one in four people experiencing a mental health problem and 104 people choosing to take their own lives each week in the UK, the need for good quality mental health support, advice and information is vital.

As a local Mind, we are an independent charity - we raise our own funds and we have our own Board of Trustees who are responsible for how we're run.

Being local we understand our community and tailor our services in response to what people need most.

Being part of the Mind network means we benefit from shared support, knowledge and ideas. Nationally, Mind gives advice and support to anyone who needs it, and campaigns to improve services and raise awareness.

We work in partnership with Mind nationally and the other local Minds in our network to deliver high quality services to anyone who needs them.



## Our Vision

All people are supported with their mental health to live a life that is meaningful to them.

## Our Ambition

No one should have to face poor mental health alone and that with the right support and resources anybody can create a life that feels meaningful.

## Our Purpose

We promote wellbeing and work to reduce poor mental health and the stigma associated with it. We support people in their recovery and champion better services for all. To do this we share our own stories, insights and expertise.

## Our Focus

- Community Wellbeing
- Crisis Resolution
- Preventative Practices

## Our Values

At the heart of everything we do.



### Inclusive

We are available to support anyone and will work in an open-minded manner with this regard. We are fully committed to Equality & Diversity in our employment of staff and the delivery of all support we provide.



### Responsive

We will respond to changes in social and individual need in a timely way to ensure that we support people with what they need when they feel that they need it.



### Respectful

Everyone is treated with respect. We speak with honesty and awareness, and we value the lived experience.



### Integrity

We are open, honest and transparent with the highest standards of integrity and accountability. Simply we do what we say we are going to.



# Role Profile - Ambassador

## Vision

Norfolk and Waveney Mind's vision is that all people are supported with their mental health to live a life that is meaningful to them.

## Experience

Good relationship management skills.

Passion for Norfolk and Waveney Mind's cause and a real commitment to our vision, ambition and values.

A willingness to devote the necessary time and effort to the organisation.

Alternatively, a good knowledge and passion for Norfolk and Waveney Mind's cause would be essential.

## Awareness

Work within Norfolk and Waveney Mind's policies and Code of Conduct.

High level of integrity.

Proactive and self-motivated.

Resilient and reliable.

## Communication

Strong communication and influencing skills

Personable and approachable with the ability to build effective relationships.

## Decision Making

Good, independent judgement.

Think creatively with strategic vision.

## Flexibility/Adaptability

Flexible and adaptable approach to meet the needs of the organisation.

Ability to work autonomously and flexibly.

## Professionalism

Professional in all aspects of the role, leads by example.

Enthusiastic, positive with a "can do" state of mind.

Maintain, commit and promote our Vision, Mission, Ambition and Values at all times.

## Teamwork

Ability to work both independently and as part of a team.



## Role Title: Ambassador

**Key Relationships:** Chair of Board of Trustees, CEO, Head of Service – External Affairs

### Responsible For:

As an Ambassador of Norfolk and Waveney Mind, you will use your communication and network to help raise funds and awareness for the services we provide to support people's mental health. You'll be a friendly face of the charity in your community, supporting events, networking and giving talks to raise awareness of our services and inspiring people to support us. Help us to ensure no one has to face poor mental health alone.

### Ambassador Collective Responsibility

1. Making introductions to key community figures, groups and networks who could either help with fundraising, campaigns or volunteer themselves, and improving mental health services (e.g. MPs, mayors, WI, golf clubs, rotaries etc.)
2. Sit on local advisory boards and engage in dialogue with local professionals, identify needs within your community and feed back to our Board of Trustees.
3. Attending local functions, meetings and fundraising events.
4. Speaking on behalf of Norfolk and Waveney Mind at cheque collections and events.
5. Managing stands at community events, galas, fetes, balls and sports events to inspire support for our services.
6. Taking part in organised bucket collections and providing support at local events.
7. Researching and exploring local networks and using your existing networks to increase support for the charity.
8. Introducing our fundraising team to decision makers in local companies and the community.

### What Can We Offer You?

- An initial personal meeting with the Chair of our Board of Trustees and CEO.
- Opportunity to use your public speaking, communication and influencing skills to talk about the service Norfolk and Waveney Mind provides.
- Develop your listening and empathising skills.
- Be a part of a friendly team that makes a difference in the local community.
- Have a rewarding experience in a volunteering role that delivers results and see the difference you are making.
- Information about our work and service provision with regular updates on local and national developments.
- Receive an induction, talk training and pre-agreed out-of-pocket expenses reimbursed within our guidelines.

### Additional Information

This is a flexible volunteer role, for which we'd recommend a few hours every month, or more if you have the time and local opportunities arise. You will be notified of new opportunities by email and phone for you to choose from. Whether it's minutes or months, hours or days, the time you are able to give by volunteering with us really does help.



# Role Profile - Trustee

## Vision

Norfolk and Waveney Mind's vision is that all people are supported with their mental health to live a life that is meaningful to them.

## Experience

As a Trustee of Norfolk and Waveney Mind, you are a key ambassador. You will:

Have an understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship.

Be a high-profile figure within Norfolk and Waveney Mind.

Have an affinity with mental health support.

Assist with raising awareness of the charity.

Talk freely and openly about the services we provide and the importance of mental health awareness in our region.

Be willing to devote the necessary time and effort to the organisation.

## Awareness

Operate within Nolan's seven principles of public life: Selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Work within Norfolk and Waveney Mind's policies and Code of Conduct.

High level of integrity.

Proactive and self-motivated.

Resilient and reliable.

## Communication

Excellent communication skills, both written and verbal.

Personable and approachable with the ability to build effective relationships.

## Decision Making

Good, independent judgement.

Think creatively with strategic vision.

## Flexibility/Adaptability

Flexible and adaptable approach to meet the needs of the organisation.

Ability to work autonomously and flexibly.

## Professionalism

Professional in all aspects of the role, leads by example.

Enthusiastic, positive with a "can do" state of mind.

Maintain, commit and promote our Vision, Mission, and Values at all times.

## Teamwork

An ability to work effectively as a member of a team, communicating sensitively and clearly.



## Role Title: Trustee

**Key Relationships: Chair of the Board of Trustees, Trustees and Executive Leadership Team**

### Responsible For:

Norfolk and Waveney Mind, as a registered charity exists to fulfil its charitable purposes. Trustees have a responsibility to understand the environment in which the charity is operating in the area of mental health and to lead the charity in fulfilling its purposes as effectively as possible with the resources available.

The board of trustees must be effective and work well together, with shared vision to deliver the purpose of Norfolk and Waveney Mind. A good board involves people who represent a broad spectrum of experience, perspectives and opinions and recognises that there will be disagreement at times, but is able to deal with this and see it as a strength.

Diversity is critical for a board to be effective; enabling varied discussions, active debate and decision making, so that together we can have the greatest impact. We encourage applications from people with lived experience of mental health problems and from all ethnic, socio-economic, religious and professional and personal backgrounds.

### Trustee Collective Responsibility

1. Ensuring that the organisation pursues its stated objects (purposes), as defined in its governing document, by developing and agreeing a long-term strategy.
2. Ensuring that the organisation complies with its governing document (ie its trust deed, constitution or memorandum and articles of association), charity law, company law and any other relevant legislation or regulations.
3. Ensuring that the organisation applies its resources exclusively in pursuance of its charitable objects (ie the charity must not spend money on activities that are not included in its own objects, however worthwhile or charitable those activities are) for the benefit of the public.
4. Ensuring that the organisation defines its goals and evaluates performance against agreed targets and scrutinises the impact of the organisation.
5. Safeguarding the good name and values of the organisation.
6. Ensuring the effective and efficient administration of the organisation, including having appropriate policies and procedures in place.
7. Ensuring the financial stability of the organisation.
8. Protecting and managing the property of the charity and ensuring the proper investment of the charity's funds.
9. Following proper and formal arrangements for the appointment, supervision, support, appraisal and remuneration of the chief executive (if the charity employs staff).
10. Leading the organisation towards fully achieving its commitment to a society where everyone experiencing a mental health problem gets support and respect.



## What Can We Offer You?

An initial personal meeting with the Chair of our Board of Trustees and our Chief Executive Officer.

Opportunity to use your business acumen, communication and influencing skills.

Be a part of a friendly team that makes a difference in the local community.

Have a rewarding experience in a volunteering role that delivers results and see the difference you are making.

Develop your listening and empathising skills.

Information about our work and service provision with regular updates on local and national developments.

Receive an induction, talk training and pre-agreed out-of-pocket expenses reimbursed within our guidelines.

Personal use of the Norfolk and Waveney Mind brand and logo.

## Additional Information

In addition to the above statutory duties, each trustee should bring any specific skills, knowledge or experience they have to help the board of trustees reach sound decisions and set the right direction for the organisation. This may involve scrutinising board papers, participating in or leading discussions, focusing on key issues, providing advice and guidance on new initiatives, or other issues in which the trustee has special expertise. There will also be opportunities to support fundraising and awareness raising events if you so wish.

As a Trustee you will be required to commit a minimum of two days per month.

Our Chair of Trustees is available for an informal discussion about the role before applying.

Email [enquiries@norfolkandwaveneymind.org.uk](mailto:enquiries@norfolkandwaveneymind.org.uk) or telephone 0300 330 5488 for an appointment.





## Applications

If you would like to apply for either of the roles please visit [www.norfolkandwaveneymind.org.uk/trustees](http://www.norfolkandwaveneymind.org.uk/trustees), where you will be invited to tell us a little bit about you and why you would like to be an Ambassador or Trustee for Norfolk and Waveney Mind.

## Further information

We will be streaming a virtual recruitment event on Wednesday 14th October, where you will be able to find out more about our charity and take part in a live Q & A with our Chair of Trustees, CEO and staff.

If you would like to receive an invitation to attend, or you would like to submit a question for the event, please email [marketing@norfolkandwaveneymind.org.uk](mailto:marketing@norfolkandwaveneymind.org.uk).