



Merlin

Cornwall's Neuro
Therapy Centre

Reg Charity No: 1093691



Income Generation Lead Information Pack July 2024

The Candidate

We are looking for someone who has at least 3 years proven experience in income generation and associated activities including retail, fundraising, and marketing. You will need to have demonstrable success in securing significant levels of income from a variety of sources, and experience of managing and developing an income generation strategy.

The Income Generation Lead will have strong leadership skills and proven management skills with the ability to motivate and inspire a team. Networking and relationship-building are essential to this role, therefore excellent communication and presentation skills are required.

The ideal person for this role will be cause-driven, motivated and a team player. You must be able to travel to attend conferences, events and to engage with potential funders.

We would love to see individuals who have experience of working within the Charity sector, however this is not essential.

The Role

The Charity is making an investment in income generation staff and has an ambitious target to increase income from IG activities by circa 60% by 2026. The Income Generation Lead will lead the Income Generation Department and will be a member of the Senior Management Team, contributing to the strategic direction and day-to-day operational management of the charity.

Leading a small team, the postholder will be responsible for delivering a sustainable income generation strategy to support the delivery of the charity's strategic aims while still maintaining financial stability.

The Charity receives no direct statutory funding and generates income through subsidised fees and income generation activities including Voluntary (donations, gift aid and legacies); Commercial (room hire, pool hire, café, and retail); Fundraising (planned and community events; 500 club; grants from trusts and foundations.) The postholder will have overall responsibility for annual income and expenditure budgets for the department.

The successful candidate will be primarily office-based, albeit hybrid working will be considered, provided most hours are spent in office to build relationships and motivate the team.

Working hours are up to 35 hours per week, flexible, with a minimum of 28 hours per week.



About Us

The Merlin Neuro Therapy Centre, located in mid-Cornwall, is a Cornish charity providing a place of support, therapy, information and community for people living with a long-term neurological condition and/or those who are neurodiverse. We give financial assistance to our beneficiaries in the form of subsidised specialist therapies.

Our purpose-built fully accessible Centre opened in 2009 and offers physiotherapy; exercise classes; Ayres' Sensory Integration (ASI) therapy (a discipline of Occupational Therapy) and oxygen therapy. The Primrose Hydrotherapy Pool facility, which was built in the grounds, opened in 2019, providing both individual and group hydrotherapy sessions.

Living with a long-term health condition brings many challenges, not just for those diagnosed but also for family members. Symptoms can affect physical, cognitive, emotional, and psychological health. For our clients who have sensory processing difficulties due to being neurodivergent, everyday situations and relationships can be perplexing and taxing.

Our main aims are to improve the health and wellbeing of our community; help people manage their symptoms and situations; and support their main care giver, often a family member. Services are delivered by a highly experienced team with a broad range of skills and experience in delivering specialist therapies.

A total of 545 people were directly supported by the charity in 2023 – most people attend weekly, and some clients access multiple therapies. All services are robustly monitored and evaluated on a regular basis, utilising standardised and non-standardised assessment measures. Support is also provided for carers, with therapies, information, peer support and opportunities to socialise.

Through alliances with other charities in Cornwall we can refer clients for advocacy and advice on finance, debt, housing, benefits and to support individual grant applications.

The Charity has an extremely positive reputation and is in a great location, with beautiful rural views from the office. There is a sensory therapy garden used for delivering services, which is also available for staff to use. The Centre also has a café and free parking onsite. The Charity enjoys a low turnover of staff due to their supportive, friendly environment and collaborate culture.



Job Description – Income Generation Lead

Job Title:	Income Generation Lead
Accountable to:	Centre Manager
Responsible for:	Fundraising staff and volunteers
Place of work:	Bradbury House, Hewas Water, Cornwall, PL26 7JF

Main Purpose of Job:

The Income Generation Lead will be responsible for delivering a sustainable income generation strategy to support the delivery of the charity's strategic aims while still maintaining financial stability.

Main Responsibilities:

The following list is not exhaustive and indicates the range of activities the postholder will be required to undertake and it is expected that they will accept all reasonable requirements and developments of the role.

Strategy & Leadership

- Be accountable for leading and implementing the development and delivery of the Income Generation strategy.
- Support the Leadership team and Centre Manager in developing the Organisational strategy.
- Contribute income generation expertise to support the execution of the charity's business plan.
- Monitor and report on performance and progress against strategic priorities within the areas of commercial operations, fundraising and marketing/communications.
- Undertake a comprehensive review of existing income generation resources and identify improvements that can be achieved in effectiveness and efficiency.
- Effectively lead, manage, and motivate a small team of fundraising, marketing staff and volunteers to help them achieve individual goals and targets.
- Ensure all activities are compliant with fundraising bodies and legislation e.g. Fundraising Regulator, Charity Commission, Gambling Commission, GDPR.
- Identify new and innovative income generation opportunities based on current evidence, intelligence, and future trends.
- Support marketing initiatives to maximise the charity's profile and engagement both internally and externally.
- Create and maintain policies and procedures relevant to income generation.
- Accurately record, report, and make data driven decisions relating to income generation activities.
- On occasions deputise for the Centre Manager in their absence due to planned or unplanned leave.

Building Relationships

- Be an ambassador for the charity and deliver speaking engagements to community groups, corporates, funders etc at events and at the Centre.
- Seek out and build effective long-term relationships and maintain an extensive network of contacts in key organisations across the county.
- Support marketing initiatives to maximise the charity's profile and engagement both internally and externally.
- Work in a supportive and collaborative way with members of the SMT to create a positive organisational culture.

Additional Information

- Flexible working hours are needed for this role and the post-holder will be expected to manage their own diary to ensure attendance at events, speaking engagements and awareness days which may cover regular evenings and weekends.
- This role will be on a three-month probationary period.
- To recognise specific needs and areas for personal development through regular staff development and appraisal system.
- The postholder will be expected to have a clear understanding of the regulations and codes of practice related to Income Generation.
- The postholder must conform to the charity's policies and procedures and adhere to current legislation e.g. Data Protection, Fire Regulations, Health & Safety policies, the Charities Act 2022.
- The postholder will be required to travel to attend training events and meetings which may fall outside of the County for which a mileage/travel allowance will be paid.
- All information gained concerning service users and their relatives within the organisation is confidential and must not be divulged unless their consent is given.

Person Specification – Experience, Knowledge, Skills, and Attributes

Essential Education & Training

- 5 GCSE's (or equivalent) including English and Maths.

Desirable Education & Training

- A further or higher education qualification.

Essential Experience

- At least 3 years proven experience in income generation (IG) and associated activities including retail, fundraising, and marketing.
- Broad vocational experience.
- Demonstratable success in securing significant level of income from a variety of sources.
- Experience of managing and developing an income generation strategy.

Desirable Experience

- Experience of working within the Charity sector.
- Experience of working with a Board of Trustees.

Essential Abilities, Skills, and Personal Attributes

- Strong leadership and proven management skills with the ability to motivate and inspire a team.
- Strong networking and relationship building skills.
- Excellent communication and presentation skills, with the ability to communicate complex information in a clear and concise manner.
- Able to communicate with people at all levels.
- Target and cause driven.
- Understanding of, and empathy with, the Charity sector.
- Confident, positive, and hard-working team player.

Desirable Essential Abilities, Skills, and Personal Attributes

- Strong organisational skills and ability to working on several projects simultaneously and working to deadlines.
- A commitment to the values and missions of the Merlin Neuro Therapy Centre.
- Friendly and empathetic manner.

Special Requirements

- The post holder may be required to travel to attend conferences, events and to engage with potential funders.
- The post holder may be required to work evenings/weekends to support charitable activities.

Terms and Conditions

Hours	Up to 35 hours per week, flexible, with a minimum of 28 hours per week
Rate of Pay	£34,000 - £37,000 pro rata (based on FTE of 35 hours)
Other Benefits	The Centre is situated in a great location with beautiful rural views. Accessible from the main bus route. Free on-site parking. Sensory garden available for staff to use. On-site café.

Recruitment Process

- CV and Covering letter to Melanie Stevens, Shine Charity Recruitment mel@shinecharityrecruitment.co.uk
- Closing date: 5pm on 26th July 2024
- Shortlisted candidates will be invited to interview on 6th August 2024 at the Merlin Neuro Therapy Centre Ltd, Bradbury House, Hewas Water, Cornwall, PL26 7JF

