



Let's Talk Well Office, 4th Floor, Building 7, Vantage Point Business Village
Mitcheldean, Gloucestershire, GL17 0DD
Telephone: 01594 372777 Text: 07520634063
Email: hello@letstalkwell.org.uk Website: www.letstalkwell.org.uk

Job Pack

Job Pack: Fundraising and Marketing Assistant

Thank you for your interest in working for Let's Talk Well. The job pack consists of the following documents:

- Guidance Notes
- Job Details
- About Talk Well and the Role
- Job Description/Person Specification

The closing date for applications is **17th November midday**, however we will be reviewing and interviewing potential candidates through the application window.

Let's Talk Well reserves the right to close this vacancy should the right candidate be identified.

Interviews will be held week commencing **24th November 2025**.

Please return the following documents by the date stated above.

1. The completed Application Form
2. The Diversity Questionnaire

If you do not hear from us by the closing date it does mean that we have not been able to include you on our shortlist.

Completed applications should be sent to: recruitment@letstalkwell.org.uk

Or by post:

HR Department
4th floor, Building 8
Vantage Point Business Park
Mitcheldean
Gloucestershire
GL17 0DD



Guidance Notes

Filling in the application form

- Please complete all parts of the application form. (**CVs will not be accepted in place of an application form**).
- Show clearly how your experience, knowledge, skills and abilities are relevant to the requirements of the person specification.
- Do not miss out experience gained in previous jobs but select the most relevant points. Also include details of any skills or experience gained from voluntary, committee or community work, etc.
- Use extra sheets if necessary, noting your name and the post you have applied for at the top of each sheet.
- Check the closing date to allow time for your application to reach us.
- We suggest you keep a copy of your completed application.
- Let's Talk Well does not usually acknowledge receipt of application forms unless specifically requested and a stamped, self-addressed envelope is enclosed. **Please note that if you have not been contacted by the advertised interview date then unfortunately you have not been successful in your application.**

Short-listing

When short-listing we will be looking for evidence that you have the knowledge, experience, skills and abilities to do the job as detailed in the job description and person specification. These provide the essential criteria against which your application will be assessed.

Commitment to Inclusivity and Diversity

Here at Let's Talk Well we want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. We try to create an encouraging, caring, supportive environment where everyone, from any background, can be themselves and fulfil their potential at work.

Please make us aware of any reasonable adjustments we may need to make for you and particularly address any special requirements you may have if you are invited for interview.

Keeping children, young people and families safe

Let's Talk Well is committed to safeguarding and promoting the welfare of children, young people and families and expects all staff to share this commitment.

As part of our Safer Recruitment Policy you must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced



Disclosure and Barring check. You will be interviewed and assessed against the criteria set out in the job description and person specification. We are particularly careful to enquire into the character and background of applicants for appointments to posts that (a) involve direct and indirect contact with children and vulnerable adults or supervise those who have direct or indirect contact with children or vulnerable adults, (b) who are in positions of trust and influence and (c) who, by virtue of the authority and responsibility inherent in the post they hold, might be expected to be positively suitable to work with children and vulnerable adults. Seeking this information is not, in anyway, to reflect upon applicants' integrity but is necessary to protect the vulnerable and to assist us in making safe recruitment decisions.

The declaration section of the application form must be completed.

The post is exempt from the Rehabilitation of Offenders Act 1974, therefore, all convictions, cautions and bind-overs, including those regarded as 'spent' must be declared.

This means that any previous criminal convictions or cautions or bind-overs you have ever had, or any allegations made against you that relate to the safety or welfare of children and young people or vulnerable adults or about your behaviour towards children or young people or vulnerable adults must be submitted with your application form in a sealed envelope marked 'Confidential'.

Providing false information is an offence and could result in the application being rejected or summary dismissal, if the applicant is already in post, and possible referral to the police.

We recognise the contribution that people with criminal records can make as employees and welcome applications from them. A person's criminal record will not, in itself, debar that person from being appointed to this post. Any information given will be treated in the strictest confidence. All cases will be examined on an individual basis. A copy of our Recruitment of Ex-Offenders policy can be made available by contacting our HR team.

All employment offers are made subject to the following checks

- satisfactory clearance from the Disclosure and Barring Service where applicable;
- satisfactory references
- right to work check
- satisfactory health check

We aim to make the application process as straightforward as possible. If you have any further questions regarding your application or require any further general guidance or information about Let's Talk Well please contact a member of our Human Resources Department 01594 372777 or email recruitment@letstalkwell.org.uk

Thank you for considering applying to Let's Talk Well



About Let's Talk Well

Let's Talk Well is a charity established in 1993 serving Gloucestershire and surrounding areas. Let's Talk Well reaches hundreds of children and young people every year as well as offering support & advice to parents & professionals. We work to ensure that every young person has easy, prompt, independent access to appropriate support according to their needs. We offer:

- Counselling - online and face-to-face for children and young people
- Family Counselling
- Parent Support
- Psycho-educational workshops for children, young people, parents & professionals
- Counselling Training courses

Let's Talk Well has a main office in Mitcheldean Gloucestershire; counselling rooms and home-based staff and volunteers working across the county. We strive to ensure young people, parents and families feel accepted, safe & valued, so that they can say what's on their mind, and be really listened to without the fear of being judged. We work with young people to help them build resilience & give them strategies to cope with situations they might be facing.

Our Mission, Ethos and Values:

Let's Talk Well is a Christian led charity that is not affiliated to any particular denomination, church or group. We provide services to anyone of any faith or none and we employ staff from any faith or none. As an organisation we believe that the Christian faith provides the foundation and motivation for the work of the charity and is the reason why we do what we do. Our mission *to improve, preserve and promote good mental health and wellbeing amongst children, young people and families* is borne from Jesus' words; *"I have come that they may have life, and have it to the full."* John 10:10.

An outworking of our Christian ethos means that we expect all representatives of the charity to treat everyone equally, with care and respect regardless of their race, gender, religion, sexual orientation, ethnic background, beliefs, status, ability or class. The ethos is given life through our relationships; the way we work together and behave with one another and those we serve, are a demonstration and authentication of our ethos.



Our Values represent our core beliefs, that inspire and guide the choices we make, how we operate and how we interact with people:

We're here We offer non-judgemental support We communicate openly, honestly and respectfully We take time to understand We're accessible and responsive	We care We value everyone as unique individuals We show appreciation We create safe spaces We are kind, supportive, warm and friendly
We help change lives We support everyone to reach their full potential We build relationships that matter We offer hope We are passionate about getting the best outcomes	We keep moving forward We listen, learn and grow to make things better We seek new ways of working We embrace collaboration We use our funding wisely

Further information on our values, mission statement and vision can be found on our website – [About us | Let's Talk Well](#)



Job Detail

Job Title:	Fundraising and Marketing Assistant
Rate of pay:	Grade A £25,252.50 - £26,676.00 per annum Rate of pay whole time equivalent. Salary is dependent on experience.
Reports to:	Head of Income Generation
Place of Work:	Let's Talk Well, Vantage Point Business Village, Mitcheldean, Gloucestershire, GL17 0DD. You may also be required to attend Let's Talk Well meetings and training related to the post at various locations across Gloucestershire as required. You will not be required to work outside the UK.
Hours of Work:	37.5 hours a week.
Contract:	Permanent (subject to funding)
Holiday:	5.6 weeks a year (inclusive of bank holidays) pro rata for part time employees.
Benefits:	• Enrolment into a direct contribution pension scheme (3% employer contribution) • We gift all employees the days between Christmas Day and New Year's Day excluding Bank Holidays. • Additional leave is awarded based on length of service up to a maximum of ten days, and this starts to accrue from day one of employment. • Up to three volunteering days per year • Enhanced company sick pay • Blue light discount card • Sight test
Expenses:	Legitimate business expenses incurred as part of carrying out your job will be reimbursed.
Terms:	There will be a six-month probationary period where the successful candidate's suitability for



the role will be assessed.



Job Title:	Fundraising and Marketing Assistant
Responsible to:	Head of Income Generation
Job Purpose:	The Fundraising and Marketing Assistant plays a key role in supporting the smooth and efficient running of the organisation's operations, with a particular focus on supporting communications, marketing, fundraising, and events. The postholder will provide administrative support across a range of corporate services and work closely with internal teams and external stakeholders to enable teams to deliver impact and engagement.
Main Duties:	• Provide day-to-day administrative support to income generation, engagement and events teams. • Organise meetings, take minutes, and manage follow-up actions. • Maintain accurate digital records and filing systems. • Support the production of reports, presentations, and internal documents. • Support the planning and scheduling of social media content and digital communications. • Help draft and format newsletters, press releases, and other content. • Update and maintain website content and assist with basic web publishing tasks. • Coordinate with suppliers and partners for the production of branded and marketing materials. • Assist with sponsor and supporter communications, including thank-you letters and campaign updates. • Maintain accurate records on fundraising platforms and databases. • Support the delivery of fundraising appeals and donor stewardship activities. • Help coordinate online and in-person fundraising initiatives. • Provide administrative support for organisational events, including conferences, all staff gatherings, training events, workshops, and fundraising events. • Assist with logistics such as booking venues, catering, travel, and equipment. • Support the delivery of events including preparation of materials and on-the-day support. • Work closely with colleagues across communications, fundraising, and project delivery teams to ensure smooth coordination. • Contribute to planning and evaluation processes by supporting data collection and reporting. • Act as a point of contact for general enquiries relating to communications, fundraising and events.



	The post holder will be expected to: • work in accordance with the aims of Let's Talk Well. • observe and act in accordance with the policy and procedures set out by the trustees and directors of the charity this includes but is not restricted to the following policies: ○ Let's Talk Well Safeguarding Vulnerable Adults and Children and Young People ○ Let's Talk Well Data Protection & Information Governance & IT Governance ○ Let's Talk Well Equal Opportunity/Anti-oppressive/Anti-discriminatory. • assist with any reasonable duty at the request of the line manager for the post. engage in regular line management 1-1s, supervision
--	---



Person Specification:

The person appointed will be expected to have the key essential skills and attributes listed below. The items under the heading 'desirable attributes' will also be useful. However, candidates who do not have these desirable attributes should not be deterred from submitting an application as relevant support/training can be made available for the right person.

Selection Criteria	Method of Assessment	Essential	Desirable
1. Training, Qualifications and Experience			
The successful candidate will:			
1.1 Relevant level 2 or above qualification (GCSEs, NVQ, Diploma)	▪ Application form	✓	
1.2 Relevant professional qualification in marketing, communications, journalism, or related field	▪ Application form		✓
1.3 Excellent written and verbal communications (High standard of spoken and written English)	▪ Application form	✓	
2. Knowledge			
The successful candidate will be willing to develop an awareness of and adhere to:			
2.1 Knowledge and understanding of branding, audience engagement, and effective messaging	▪ Interview		✓
2.2 Knowledge and awareness of digital accessibility and inclusive communication principles	▪ Interview		✓
3. Ability			
The successful candidate will be able to:			
3.1 Demonstrate a good level of competency and confidence in the use of IT systems and software packages e.g. Microsoft Word, Excel, PowerPoint etc. navigation of the web, internet and intranet use, email etc	▪ Application form ▪ Interview	✓	
3.2 Ability to create content for different audiences (e.g., websites, social media, newsletters, board reports, presentations)	▪ Application form / Interview	✓	
3.3 Demonstrate an understanding and use of social media on a variety of platforms (Social media understanding and awareness of how platforms work and what audiences they reach e.g. Facebook, Instagram, Twitter, LinkedIn currently	▪ Application form ▪ Interview		✓

plus potentially TikTok)			
3.3 Graphic design skills -e.g. using Canva, Photoshop, Illustrator.	- Application form - Interview		✓
3.4 Demonstrate strong organisational skills and have the ability to respond to changing organisational needs	- Application form - Interview	✓	
3.5 Demonstrate the ability to work independently and as part of a team	- Application form - Interview	✓	
4. Communication Skills			
The successful candidate will be able to:			
4.1 Convey warmth and compassion and professionalism to internal and external stakeholders	- Application form - Interview	✓	
4.2 Demonstrate excellent written and verbal communication skills, with strong attention to detail	- Application form - Demonstration at interview	✓	
4.3 Demonstrate creative thinking with an eye for design and visual story telling	- Application form - Demonstration at interview	✓	
5. Personal Attributes			
The successful candidate will demonstrate:			
5.1 Have a passion for the mission of the charity – “to improve, preserve and promote good mental health and wellbeing among children, young people and families.” and a demonstrable interest in working for charity	- Application form - Interview	✓	
5.2 Have compassion, values and behaviours required to provide support to colleagues and all other charity stakeholders.	- Application form - Interview	✓	
5.3 Have a high level of personal integrity and confidentiality	- Application form - Interview	✓	
5.5 Have a willingness to learn and try new ideas	- Application form - Interview	✓	
5.6 Have the ability to work under pressure	- Application form - Interview	✓	



5.7 Have the ability to embrace change well	- Application form - Interview	✓	
5.8 Have the ability to deal with difficult situations effectively	- Application form - Interview	✓	
5.9 Have the ability to work in a way that positively engages with issues of diversity and difference	- Application form - Interview	✓	
5 Commitment			
The successful candidate should be able to demonstrate commitment to:			
6.1 Respect the Christian ethos of the charity	- Application form - Interview	✓	
6.2 To attend: - Office Staff Team meetings on a regular basis - Regular 1-1 sessions with your line manager	- Application form - Interview	✓	