



EMPOWERMENT

CONNECTION

TRUST



Charity No: 1193127



CHIEF OFFICER RECRUITMENT PACK

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Registered Charity (no. 1193127) in England and Wales
Website: www.joesbuddyline.org



Welcome and thanks for your interest in Joe's Buddy Line!

We are delighted that you are interested in joining us as our new Chief Officer.

This pack will give you the information you need to consider if our Chief Officer role is the right one for you. It includes some background information about the Charity, the responsibilities of the Chief Officer and the skills and experience we are looking for.

Joe's Buddy Line is a small, relatively new (we were created in 2021) rapidly growing mental health charity. Working in educational settings, it's a really exciting time to join us to make a real difference to the lives of children, young people, and others in the school family; from primary school to university.

We now looking for a hands-on, financially astute Chief Officer and someone who can build on the great work already undertaken by our Trustees and small staff team. The current trustees are dedicated to enabling Joe's Buddy Line to expand and flourish and we would love you to help us achieve our ambitious aims to make a significant impact on children and young people's mental health.

Please do not hesitate to contact us if you would like to chat informally with one of our Trustees before applying.

Email: info@joesbuddyline.org

Louisa Lyons - Chair of Trustees



About Joe's Buddy Line

In August 2020, Joe Lyons, an award-winning radio producer, beloved son, brother, and friend unexpectedly lost his life to mental illness. He brought a cheeky spirit and constant laughter to all those who met him, and his selflessness and commitment to helping others touched many hearts.

Through their ongoing journey of understanding, grief, and dedication, the founding trustees have become acutely aware of the mental health crisis affecting young people in our society. They also recognize the lack of open and accepting discussions and proactive provision for the education of mental wellness in young people's communities.

Our Vision

We envision a society where mental and physical health receive equal importance, and where every young person feels confident, resilient, and able to ask for mental health help.

Our Mission

Our mission is to provide accessible and empowering mental health and wellness support to young people and their communities. Through education, resources, and advocacy, we will create environments where mental health conversations are open, accepting and stigma-free.

Our Values

EMPOWERMENT

We are committed to continuously providing young people with the necessary tools to feel self-empowered about their well-being, lives, and choices.

TRUST

We are committed to creating an open and honest environment of trust within all areas of our service to the community.

COLLABORATION

We will collaborate with our stakeholders and others to identify needs and develop new strategies for creating impactful change. We will operate as a team, working together with each other, our beneficiaries, our funders, and within the community to fulfil our mission.

INTEGRITY

We are committed to implementing open, honest, and inclusive working practices that consistently align with the charity's mission and approved charitable objectives.

Over the past three years, the charity trustees have voluntarily driven fundamental change within many schools in London and the South-East of England. They have initiated mental health support projects and continued to raise funds to establish a



solid foundation for providing much-needed assistance. Their goal is to expand the charity's reach across England and Wales.

Research

One in four teenagers aged 17-19 has a mental health difficulty, an increase from one in six in 2021.

In 2022:

An average of 18% of 7–16-year-olds and 22% of 17–24-year-olds had a diagnosed mental health difficulty

In Females:

7–10-year-olds, 11% of girls report to have mental health difficulty

In 17–24-year-olds 31% of young women report to have mental health difficulty

In Males:

In 7–10-year-olds the prevalence of a probable mental disorder was nearly twice as high as females at 19.7%

In 17 - 24-year-olds only 13% of young men report having a mental health difficulty.

Of children with a mental health difficulty; nearly 13% missed 11–16-year-olds with mental health difficulties missed more than 15 days of school and 61% of 11–16-year-olds with a mental health difficulty felt safe within school and felt they had a friend to turn to for support.

(Mental Health of Children and Young People in England 2022 - wave 3 follow up to the 2017 survey)

Statutory Support

It is estimated that less than 1% of NHS funds is spent on young people's mental health services

In 2023 the government committed to provide Mental Health Support Teams in only 36% of schools in the UK.

(Transforming Children and Young People's Mental Health Implementation Programme - Department of Education May 2023)

Impact

The number of schools supported by Joes Buddy Line increased by 140% 2022 - 2023

18,435 young people have access to a Buddy Board / Buddy Bench / Buddy Box across London and the South-East



1,633 students, teachers and parents have benefited from Joe's Buddy Line supported mental health workshops

What our school's say about us.

"Our school is one of the first schools to work with Joe's Buddy Line and the resources we have received so far are incredible. As a result of the Charity's involvement, we are now changing our narrative as a whole school to the idea of "Buddyness. We already have a Buddy Board and two Buddy Boxes, one for ideas and one for self-referrals to pathways of support; working to ensure that all students have a voice and a way of raising concerns.

We are also creating a whole year's worth of tutor programmes using the Charity's posters and resources and we have already hosted Joe's Buddy Line workshops for over 1,400 pupils. We are sure that by continuing to work with the Charity we can ensure that all students, staff, and parents have a narrative that talking about mental health is normal and that no one should be struggling alone."

"We are extremely appreciative of Joe's Buddy Line support; we now have a Buddy Board and Buddy Box in prominent places in school, observing that students stop near the board, photographing and discussing its purpose. We have mental health posters in every form room and tutors use them to encourage students to talk about the topics and how they apply to their lives/ friends.

We have hosted Parent Workshops and are looking to explore developing assemblies with the Charity. Through its work we feel we are being supported on our journey to roll out the importance of mental health awareness; it is true to say that without them our school would not be as far forward as it currently is with talking about mental health with young people."



About Joe's Buddy Line

Mission and History

Joe Lyons was a caring son, brother, a wonderful friend, and a talented, award-winning Radio Producer. Known as "Producer Joe," he became Senior Producer of the Roman Kemp Breakfast Show at Capital Radio. Very sadly in August 2020 Joe passed away in unexpected circumstances at just 31 years of age.

During Joe's life he brought a cheeky spirit and constant laughter to all those that met him. His selflessness and commitment to helping others touched so many, and in loving memory and as a legacy to Joe, his friends and family set up **Joe's Buddy Line Charity** in January 2021.

Our mission is to work with educational institutions to primarily, promote and protect the mental health of children and young people from primary school to university. We do this by working with educational settings to improve their mental health and wellbeing practices to support pupils and all within a school family with social, emotional, and mental health needs.

What We Do

As there is not, unfortunately, an 'one size fits all' solution to every institution's mental health issues and concerns, our approach is to speak to each school on an individual basis, understanding what their main mental health concerns are, and then together with Qualified Practitioners we propose an action plan to see how we can help.

We have created, with assistance from Mental Health Therapists and other appropriate individuals and organisations, a range of initiatives to implement a 'Whole School Approach to Mental health.' to help the School Family- students, teachers, parents/guardians/even Governors.

Some of **our current initiatives** include: -

- Workshops provided by our associate Mental Health professionals, tailored towards specific pupils, parents, Governors or staff needs.
- Approved Mental Health CPD courses for teachers and other staff.
- As there is unfortunately not a statutory requirement for schools to have a stand-alone Mental Health Policy, a draft School Mental Health Policy is offered for guidance.
- Financial Assistance where appropriate, such as support to provide a CALM ROOM to help teachers support students with mental health needs in a suitable environment.
- Provision of Mental Health support materials including:
- A Buddy Board- an illuminated light-box- placed on an internal wall to help open up mental health conversations.
- A Buddy Bench- a semi-circular teak seat, somewhere pupils can sit quietly to reflect or talk openly with others when ready.



- A Buddy Box (small, locked metal box) - placed on a wall for pupils to post confidential suggestions and requests for help.
- Leaflets and Posters on Wellbeing and Mental Health issues-placed on walls within frames or given unframed to students and teachers to use in tutor time and as part of a Wellbeing curriculum.

Why We Do What We Do

Shockingly the mental health needs of young people, particularly within school environs, are currently enormous. Experts say the pandemic, social inequality, austerity, and online harm are all fuelling a crisis in which NHS mental health treatment referrals for under-18's have increased by more than 39% in a year, meaning 1 in 6 children have a probable mental health condition.

As it is estimated that 75% of all mental health illness starts before aged 18, mental health professionals all agree that early intervention is so crucial.

Across the schools we work with, pupil mental health is cited as one of the principals' most significant concerns and although there are statutory duties on schools to make arrangements for safeguarding and promoting the welfare of their pupils, schools receive little Government funding for mental health.

In practice this means that many schools are simply reactive to mental health and related behavioural issues and are unable to provide the preventative and proactive measures their school population needs. This is why the work of Joe's Buddy Line is incredibly important to help them tackle the school emergency around young people's mental health.

By providing our bespoke approach to addressing mental health needs we can reduce the need for more costly reactive measures that are then necessary once mental health problems arise and ensure that every young person can maximise their life's chances by having the strongest mental health.



Chief Officer Job Description and Person Specification

Job Title:	Chief Officer
Hours:	3-5 days per week by negotiation
Initial Salary:	£40,000 (pro rata based on 37.5hrs per week)
Locations:	Primarily Home Based. Within a commutable distance to our Office in Leatherhead, Surrey and initially London/Surrey and Home Counties locations
Reports To:	Board of Trustees
Other:	An enhanced DBS check is required for this role.

Overview of the Role

Joe's Buddy Line is seeking an experienced organisational leader who will oversee delivery of high impact mental health support services to schools and Universities; currently in London and the South East, but with ambitions to grow across England and Wales.

The successful candidate will bring a track record of effectively overseeing day to day service delivery for a small charity, prudent financial planning and management and an innovative approach to source and secure new opportunities for the Charity. The role requires a resilient, driven, and hands-on individual to provide energy, strategic vision, and operational management for our small and growing charity.

It is essential that the post holder must also be able to help us transition from a predominantly volunteer led charity to a vibrant fully sustainable organisation with salaried staff.

Key Responsibilities

1. Organisational Operations

- Build an effective working relationship with, and report to the Board of Trustees.
- Work closely with the Board of Trustees to set a clear strategy, plan effectively and operate with the highest level of integrity and adherence to Charity Commission standards.
- Responsible for regulatory and legal compliance including supporting the Board of Trustees to review and update organisational policies.



- Create an environment of effective communication and teamwork within the Charity so that strategic objectives can be delivered individually and collectively.
- Overall programme management; ensuring projects are delivered on time and within budget; project targets and outcomes are met.
- Implement and manage impact measurement of Joe's Buddy Line programmes and services.
- Recruitment, induction, training and ongoing management of volunteers and future employees.
- Oversee the work of Joe's Buddy Line sub-contracted mental health training providers in the planning and delivery of workshops and other courses.
- Ensure that Safeguarding for all Joe's Buddy Line activities is to a high standard, including regular updates of policies, procedures, and training.
- Assessing and mitigating organisational risk.

2. Financial Sustainability

- Drive income generation to sustain current and develop new projects; includes fundraising and generating income through bid writing and commissioning.
- Fiscal management, including book-keeping, issuing invoices, paying suppliers, and supporting Trustees to complete the annual audit.
- Establish budgets and ensure that appropriate financial procedures and effective systems for reporting to Trustees and funders are in place.
- Ensure that all funders are kept up to date in accordance with grant requirements.

3. Strategic leadership

- Provide strategic direction and inspiring leadership, turning goals into action and action into results.
- Acting as an influencing ambassador for the Charity.

4. Community Engagement

- Develop effective relationships and partnerships with internal and external stakeholders.
- Ensure regular online social media promotion of Joe's Buddy Line work across all current platforms as and when appropriate.
- Support the development of a communications strategy to raise awareness of Joe's Buddy Line in regional/national issues, policies, strategies, and opportunities.



- Keep up to date with current developments on children and young people mental health issues by maintaining excellent relationships and networks within the community; locally, regionally, and nationally.

Person Specifications

ESSENTIAL

- Sound financial literacy to understand key qualitative data and financial planning and reporting.
- Resourceful and creative problem solver with a track record of managing both big picture and detailed operational issues.
- A clear communicator with a track record of building partnerships and influencing partners/key stakeholders and commissioners.
- Engaging and passionate leader who supports volunteers and staff to maximise the impact of their contributions to the Charity and its clients.
- Understanding of risk management from an organisational perspective.
- Solid understanding of health and safety and safeguarding legislation.
- In-depth experience in researching, preparing, and writing grant applications.
- Experience in impact measurement and reporting of social impact with an understanding of logic models and theories of change.
- Competent in using Microsoft 365 to manage documents and shared resources.
- An undergraduate degree or qualification in a relevant field or equivalent work experience in a management capacity for a small charity or similar organisation (e.g. private or public sector).
- Knowledge of mental health issues whether through track record of employment or through lived experience.
- Full driving licence and access to a car.

DESIRABLE

- Experience leading a small charity with accountability for board relations, financial oversight, fundraising, training, and regulatory compliance.
- Experience of leading a third sector organisation through the transition from a volunteer led to a paid staff model.
- Experience of working in partnership with educational institutions.
- Understanding of marketing and communications strategy, including use of social media platforms to engage fundraisers and corporate partners.

How to Apply:

Please email your CV; including contact details for 2 referees; with a cover letter which clearly details your suitability for the role to: info@joesbuddyline.org



Closing Date for Applications: Applications will be considered on an ongoing basis until a suitable candidate is chosen.

Interviews: Interviews will be conducted at our Office in Leatherhead, Surrey at the earliest opportunity.