



# HEAD OF FUNDRAISING

## Job Information Pack

## July 2025

AWARE NI is the depression charity for Northern Ireland

T: 02890 357 820 (BELFAST) / 02871 260 602 (DERRY/LONDONDERRY)

Registered with the Charity Commission for Northern Ireland with NIC100561 Company No. N.I. 30447

**AWARE-NI.ORG**



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# WELCOME

## Dear Candidate

Thank you for your interest in the post of Head of Fundraising at AWARE NI. As the leading charity in Northern Ireland working specifically to support those affected by depression, anxiety and bipolar disorder, this is a great opportunity to have an impact on expanding service provision by resourcing our work. The role of the Head of Fundraising is integral to the organisation and plays a key role in setting the income generation strategy for the organisation.

The focus of AWARE's fundraising is largely unrestricted, giving principally from corporate interests and community parties/individuals, but also includes opportunities for securing income from Trusts and Foundations. This includes corporate partnerships, charity of the year, community events, and one-off donations. Going forward, we want to develop our strategies on legacy giving/in memory giving. A small aspect of our income generation comes through trusts, foundations and government contracts.

We are keen to recruit and develop people who are passionate, positive and enthusiastic about their role within the organisation and about supporting people affected by depression, anxiety and bipolar disorder. In this application pack, you can find out more about becoming part of team AWARE.

We are a user-led organisation which prizes our volunteers and partners and seeks to work to the highest standards. We believe AWARE NI is a great place to work.

I would like to thank you for your interest in joining Team AWARE, and we look forward to receiving your application.



A handwritten signature in black ink that reads "Karen Collins".

**Karen Collins**  
**Chief Executive**



# OUR STORY

## **AWARE is the depression charity for Northern Ireland.**



AWARE NI was established in Derry/Londonderry in 1996. We are the only charity in Northern Ireland dedicated exclusively to raising awareness of depression as a serious mental health illness and enabling people with depression or bipolar to access support to help them with their condition.

We now have two offices; one in Derry/Londonderry and a second in Belfast

AWARE NI was founded by people with personal experience of bipolar and depression, of the negative impact this has on people's lives, and of the lack of understanding and support available in the community at that time.

They were driven by a passion to ensure that others did not suffer as they did.

This user-led ethos remains a key driver of AWARE NI's work, and the majority of our volunteers and staff bring to the organisation the unique insight of personal experience.

At AWARE NI, we believe that the people who use our services should have a say in how they are developed and delivered, so we employ people with experience of depression at every level in the organisation, including the Board of Trustees.





# OUR SERVICES

**AWARE NI provides a wide range of interventions for individuals and groups, so we've just listed some of the key ones here. You'll find a lot more information on our website at [aware-ni.org](http://aware-ni.org).**

## SUPPORT GROUPS

AWARE NI has an established network of **24 peer support groups** in rural and urban areas across the country, which are run by our trained volunteers. Support groups welcome people with depression and bipolar as well as carers for people with the illness. In-person and online options are available.

## EDUCATION & TRAINING SERVICES

AWARE NI delivers mental health and well-being programmes into communities, schools, colleges, universities and workplaces. These programmes include our suite of **Mood Matters** programmes, **Living Life to the Full**, **Mental Health First Aid** and **Mindfulness**. We offer a range of resources tailored to the particular mental health challenges faced by children and young people. Some of these involve engaging directly with schools, as well as providing pathways for individuals.

## OUTREACH

We attend outreach events and host public talks throughout the year to raise awareness of mental ill-health and promote our services.

## INTERACTIVE PHONE, WEBSITE & EMAIL SERVICE

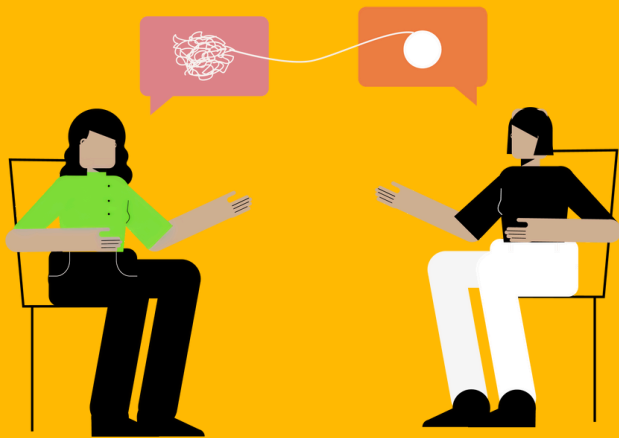
Aimed at those directly affected, or those that care for them, these **email & phone services** offer support and information about issues relating to depression, anxiety, and bipolar disorder. We actively listen to any concerns or questions a service user might have and identify the most appropriate options for them at that time, informing him or her of appropriate, alternative services available within AWARE and externally.

## INFORMATION BOOKLETS & FACTSHEETS

Our services are supported by carefully designed guidance delivered in printed booklets, factsheets, and made available online. These valuable resources are tailored to individual groups, carers, volunteers and fundraisers including sector-leading **fundraising kits**.







# OUR VISION, MISSION AND VALUES

## OUR VISION

Our Vision is for a future where everyone can openly discuss their mental health, access services appropriate to their needs, and develop the skills and knowledge to maintain positive mental health.

## OUR VALUES

Our Values are that, above all else, we value our service users. We will treat everyone with dignity, respect and compassion. We are transparent in all our work and accountable to our stakeholders.

### ▪ **Dignity, respect and empathy:**

We will treat each other and our service users with dignity, respect and empathy.

### ▪ **Integrity, professionalism and transparency:**

We are committed to the highest standards of professionalism, honesty and openness in all aspects of our work.

### ▪ **Innovation and excellence:**

We are committed to providing high-quality services and to being innovative for the benefit of people using our services.

### ▪ **Equality, diversity and inclusivity:**

We are committed to championing equality, diversity and inclusivity in all aspects of our organisation through an intersectional lens.

## OUR MISSION

- To promote emotional health and wellbeing.
- To help people build resilience and maintain positive mental health at every stage of their life journey.
- To ensure that individuals living with depression, anxiety, and bipolar are aware of and have access to appropriate support.
- To advocate for policies that facilitate access to appropriate support across Northern Ireland.

## HOW DO WE EMBODY OUR VALUES?

- We will respect everyone we come into contact with.
- We will listen non-judgmentally.
- We will be positive, polite and professional in our dealings with people.
- We will do what we say we will do.
- We will foster a culture that is caring and compassionate.
- We will lead by example.



# OUR STRATEGY

You can click [here](#) to download a pdf version of our 2024-2029 strategy, but we've included our key aims from it on this page.

## Strategic Aim 1

### CONNECTION

Enhance peer support, innovate services, and advocate for mental health in schools and workplaces.

## OBJECTIVES

1. Maintain and expand community-based peer support services and groups to facilitate social connections and provide peer support opportunities for individuals living with low mood, depression, anxiety, and bipolar disorder.
2. Innovate service delivery methods to better serve diverse populations through both in-person and online platforms.
3. Improve the organisation's online offerings to provide accessible and user-friendly resources and support for individuals seeking help and support assistance.
4. Enhance education and training programmes by integrating personal experiences and evidence-based research to design more engaging, effective, and equitable programmes.
5. Advocate for inclusion of mental health education in school curriculum to promote awareness and understanding from a young age.
6. Collaborate with employers to create supportive environments conducive to mental well-being, particularly for individuals experiencing low mood, depression, anxiety, and bipolar disorder.

## Strategic Aim 2

### CHANGE

Foster knowledge partnerships, advocate tailored mental health policy, reduce stigma, and initiate impactful research for societal change.

## OBJECTIVES

1. Engage partners to facilitate knowledge sharing, generate innovative ideas, and collectively address emerging mental health issues and needs.
2. Identify and execute campaigning and policy activities tailored to address the specific needs of local communities across Northern Ireland, ensuring that the challenges faced by individuals with depression, anxiety, and bipolar disorder remain prominent on the public and political agenda.
3. Commitment to address stigma and improve societal understanding of anxiety, depression and bi-polar by realistic and destigmatising portrayals of these issues.
4. Design research initiatives to provide AWARE NI with both a platform and comprehensive data, enabling the organisation to actively influence policy, societal dynamics, and instigate meaningful change.

## Strategic Aim 3

### COMMUNITY

Engage the public in mental health advocacy, communicate strategically with stakeholders, and promote diversity and wellbeing among staff and volunteers.

## OBJECTIVES

1. Empower volunteers and the public to advocate for mental health by adopting tailored communication and interactive platforms to inform, engage and inspire meaningful involvement.
2. Build strong partnerships with professionals in Primary and Secondary Care, statutory services, and across the broader community and voluntary sector with the goal of enhancing support for our service users.
3. Build a diverse workforce and foster an inclusive organisational culture while providing comprehensive well-being support to staff and volunteers.

## Strategic Aim 4

### FINANCE & FUNDRAISING

Create a robust financial plan, innovate fundraising methods, and boost revenue through diverse events, engagement, and partnerships for lasting stability.

## OBJECTIVES

1. Develop a strategic financial stability plan and implement measures to ensure long-term sustainability.
2. Identify and develop new models of income generation to deliver support services, education, and training based on the evolving needs of the target population.
3. Enhance financial performance by broadening the sources of income, thereby increasing overall revenue. This involves exploring and implementing various avenues for generating funds beyond traditional methods.

# FINANCES

You can review our Income and Expenditure and Balance Sheet in our latest annual accounts to March 2024 at a glance below, and click on the links at the bottom to access the last three years' annual accounts.

|                                       |       | Unrestricted funds | Endowment funds<br>Designated | Restricted funds | Total            | Total            |
|---------------------------------------|-------|--------------------|-------------------------------|------------------|------------------|------------------|
|                                       | Notes | 2024<br>£          | 2024<br>£                     | 2024<br>£        | 2024<br>£        | 2023<br>£        |
| <b>Income from:</b>                   |       |                    |                               |                  |                  |                  |
| Donations and legacies                | 3     | 762,124            | -                             | 419,292          | 1,181,416        | 728,121          |
| Charitable activities                 | 4     | 130,665            | -                             | 480,923          | 611,588          | 553,085          |
| Investments                           | 5     | 2,080              | -                             | -                | 2,080            | 254              |
| <b>Total income</b>                   |       | <b>894,869</b>     | <b>-</b>                      | <b>900,215</b>   | <b>1,795,084</b> | <b>1,281,460</b> |
| <b>Expenditure on:</b>                |       |                    |                               |                  |                  |                  |
| Raising funds                         | 6     | 354,399            | -                             | -                | 354,399          | 370,290          |
| Charitable activities                 | 7     | 221,814            | 212,098                       | 921,115          | 1,355,027        | 1,322,814        |
| <b>Total expenditure</b>              |       | <b>576,213</b>     | <b>212,098</b>                | <b>921,115</b>   | <b>1,709,426</b> | <b>1,693,104</b> |
| <b>Net income/(expenditure)</b>       |       | <b>318,656</b>     | <b>(212,098)</b>              | <b>(20,900)</b>  | <b>85,658</b>    | <b>(411,644)</b> |
| Transfers between funds               |       | (544,008)          | 544,008                       | -                | -                | -                |
| <b>Net movement in funds</b>          |       | <b>(225,352)</b>   | <b>331,910</b>                | <b>(20,900)</b>  | <b>85,658</b>    | <b>(411,644)</b> |
| <b>Reconciliation of funds:</b>       |       |                    |                               |                  |                  |                  |
| Fund balances at 1 April 2023         |       | 732,512            | 102,271                       | 20,900           | 855,683          | 1,267,327        |
| <b>Fund balances at 31 March 2024</b> |       | <b>507,160</b>     | <b>434,181</b>                | <b>-</b>         | <b>941,341</b>   | <b>855,683</b>   |

|   | Notes | 2024<br>£        | 2023<br>£       |
|---|-------|------------------|-----------------|
| <b>Fixed assets</b>                                   |       |                  |                 |
| Tangible assets                                       | 12    | 26,637           | 33,326          |
| <b>Current assets</b>                                 |       |                  |                 |
| Debtors   | 13    | 113,530          | 93,442          |
| Cash at bank and in hand                              |       | 927,603          | 786,019         |
|   |       | 1,041,133        | 879,461         |
| <b>Creditors: amounts falling due within one year</b> | 14    | <b>(126,429)</b> | <b>(57,104)</b> |
| <b>Net current assets</b>                             |       | <b>914,704</b>   | <b>822,357</b>  |
| <b>Total assets less current liabilities</b>          |       | <b>941,341</b>   | <b>855,683</b>  |
| <b>Net assets excluding pension liability</b>         |       | <b>941,341</b>   | <b>855,683</b>  |
| <b>The funds of the Charity</b>                       |       |                  |                 |
| Designated funds                                      |       | 434,181          | 102,271         |
| Restricted income funds                               | 15    | -                | 20,900          |
| Unrestricted funds                                    |       | 507,160          | 732,512         |
|   |       | 941,341          | 855,683         |

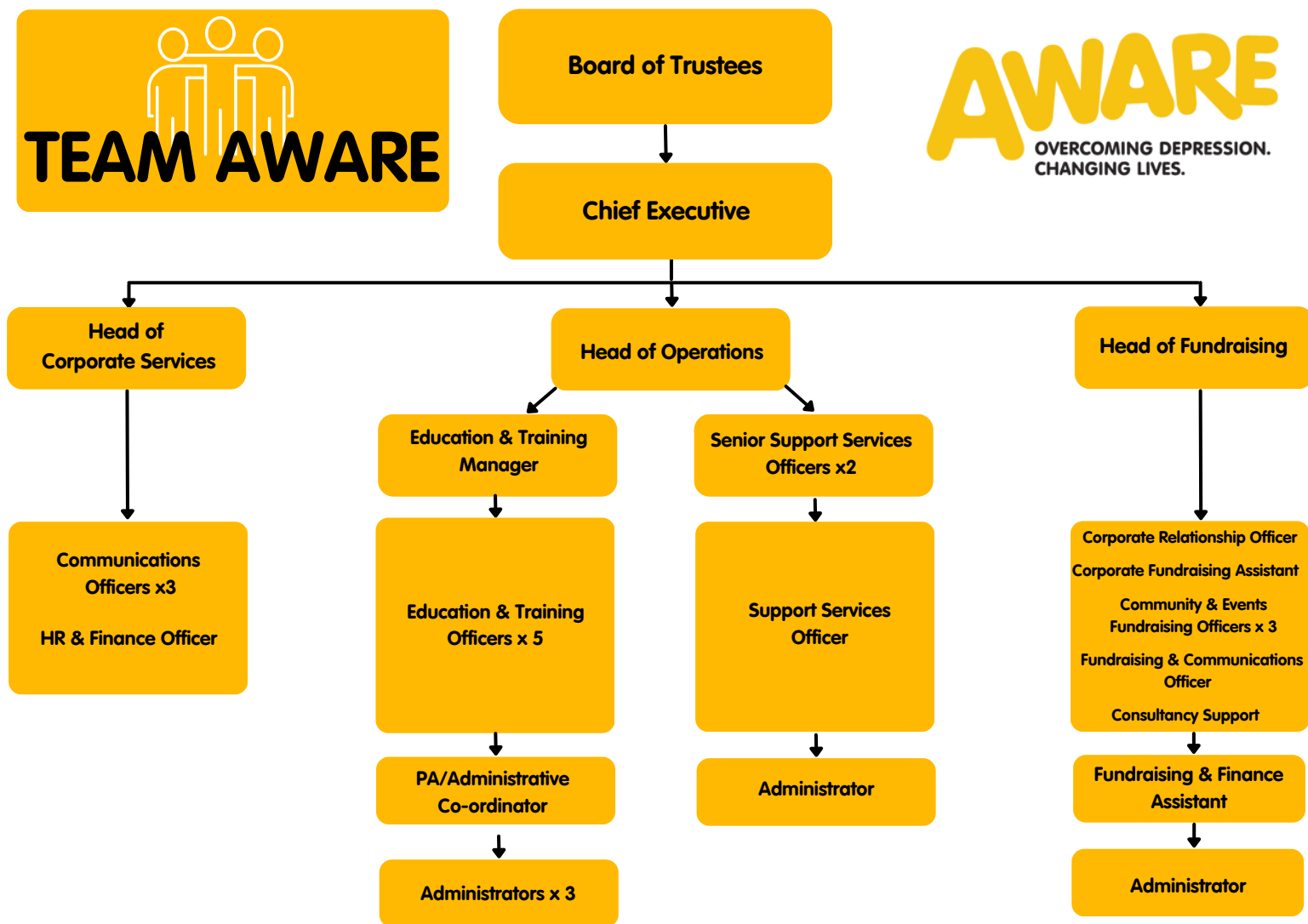
[2021/22 Accounts](#)

[2022/23 Accounts](#)

[2023/24 Accounts](#)



# HOW WE'RE ORGANISED



# JOB DESCRIPTION

## Head of Fundraising

**Location:** Belfast or Derry Office (with hybrid working options available)

**Reports to:** Chief Executive

**Direct Reports:** Fundraising Officers and Admin Support

**Duration of contract:** Full-time Permanent

**Hours per week:** 35 (Flexible working arrangements, including job sharing and compressed hours, will be considered.)

**Salary:** Circa £45,000 p.a plus employer pension contribution

**Please note if there is more than one suitable candidate we will establish a waiting list for any similar posts which may become available in the next 12 months.**

## Job Purpose

The role will be focused on leading the organisation's fundraising team in order to achieve income generation targets to match the service delivery aspirations of the organisation. This post holder will be a fundraising professional with integrity, passion, motivation and ingenuity. The postholder will be innovative and creative in their approach in an organisation that welcomes opportunities to do things a little differently.

The key focus of the post will be :

- Maintaining and expanding the current income generation of AWARE
- Developing our fundraising offer through diversifying our fundraising plans whilst focusing on those which are effective
- Supporting the strategic development of the organisation
- Responsibility for the development, delivery, monitoring and evaluation of the organisation's fundraising strategy

As a member of the senior management team, the Head of Fundraising will contribute significantly to the overall strategic development and success of AWARE.

This key position will provide inspirational leadership across the organisation to motivate, develop and encourage a culture that is consistent with AWARE's values and ways of working. In collaboration with other Senior Managers, this role will foster a climate of innovation to enhance the potential and impact of AWARE.

The Head of Fundraising will develop the fundraising strategy of AWARE with a goal to generate the income needed to realise the aspirations of the organisation in raising awareness of issues around depression, anxiety and bipolar disorder.

# Key Responsibilities

## General

- Lead the formulation, development and implementation of AWARE's fundraising strategy
- Define and manage staff roles and resource requirements to achieve AWARE's strategic goals
- Build a strong, cohesive team that functions in alignment to the organisation's culture and values
- Ensure that the organisation keeps abreast of other opportunities for fundraising
- Identify new potential income streams and produce strategies to access these funds
- Develop an infrastructure of community volunteers to organise events
- Ensure creative and strong promotion of fundraising activities
- Engage at a strategic level with potential corporate and individual donors
- Developing the organisational CRM to support fundraising needs and championing use of this system

## Fundraising

- Setting a clear and robust annual and strategic plan for successful fundraising with achievable, measurable and realistic deliverables
- Ensure that AWARE effectively uses its databases and networks to maximise opportunities
- Managing expenditure for the department efficiently and effectively
- Manage relationships with existing corporate and individual donors and lead the development of new relationships
- Create high-profile 'signature' events to raise awareness and unrestricted funds
- Build on warm contacts linking with the work of other departments
- Develop and maintain effective supporter journeys for the development and retention of relationships
- Ensure that AWARE's digital strategy supports the fundraising function
- Contribute to trusts and foundations' funding applications

## Corporate and Strategic

- Contribute to the strategic and corporate direction of the organisation by playing an active role in the Senior Management Team
- Monitor, evaluate and review service practice to ensure AWARE is working to the highest standards
- Report directly to the Chief Executive and contribute to Board of Director meetings as required
- Take on new designated leads in service or business activity in negotiation with the Chief Executive, which is in keeping with the overall role
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams
- Establish collaborative ways of working with the communications team that provides the basis for the fundraising function to play a significant role in enhancing the public's understanding of AWARE's impact

## **People Management**

- Lead, manage and motivate your team and set targets for the staff team, delegating appropriately
- Ensure that all communication channels are open and that information flows appropriately
- Ensure adherence to HR policies and procedures
- Participate in recruitment and selection as required
- Keep staff resources and team structures under review and work within SMT to maintain a staff structure appropriate to operational needs
- Take responsibility for your own self-development
- Provide ongoing support and supervision to the staff team, including the completion of staff support and supervision, annual appraisals, staff development and identifying staff training needs

## **Financial and Performance Management**

- Work with the CEO and Head of Corporate Services to establish annual budgets and manage the departmental budget to ensure the most efficient and effective use of resources
- Periodically review expenditures against the agreed budget with the Head of Corporate Services and ensure delivery to budget
- Liaise with the CEO and Head of Corporate Services in the preparation of applications for tenders and grants as appropriate
- Review and maintain operational management procedures to ensure the Department meets its agreed strategic objectives and is adhering to policy and procedures
- Contribute to the completion of the annual report.
- Engage in the risk management process in respect of fundraising.

## **Other Duties**

- Ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity and in accordance with the provisions of GDPR, Data Protection Act and amendments
- Awareness of the organisation's objectives and provision and compliance with all procedures, policies and regulations
- Promote the aims and objectives of the organisation
- Be committed to and work within the code of conduct, mission, values and objectives of AWARE.

The above list is not exclusive or exhaustive, and the post holder will be required to undertake extra duties as may reasonably be expected within the scope and grading of the post. All staff are required to be professional, cooperative and flexible in line with the needs of the post and the organisation. This is a regional post which requires travel throughout N.I. Occasional evening and weekend work, including staying away from home, may also be a feature.

# PERSON SPECIFICATION

## 1. Qualifications

- |                  |   |
|------------------|---|
| <b>Essential</b> | <ul style="list-style-type: none"><li>• Educated to degree level or equivalent or 2 years experience in a similar role.</li></ul> |
| <b>Desirable</b> | <ul style="list-style-type: none"><li>• Membership of the Institute of Fundraising</li></ul>                                      |

## 2. Experience

- |                  |  |
|------------------|--|
| <b>Essential</b> | <ul style="list-style-type: none"><li>• 3 years experience in a senior fundraising role setting and delivering a fundraising strategy</li><li>• Proven track record in corporate or community fundraising, generating an annual income in excess of £300,000</li><li>• Experience in leading and managing a diverse team in achieving an agreed set of objectives</li><li>• Reporting to a senior level (director or CEO and Board)</li><li>• Experience of evaluating fundraising initiatives and creating ongoing strategies which reflect past successes or development opportunities</li><li>• Experience with using CRM systems</li></ul> |
|------------------|--|

## 3. Skills, Knowledge and Abilities

- |                  |  |
|------------------|--|
| <b>Essential</b> | <ul style="list-style-type: none"><li>• Excellent interpersonal skills and the ability to communicate well with a broad range of people, verbally and in writing</li><li>• Ability to manage and motivate staff to deliver excellent performance</li><li>• Excellent written and oral communication skills and confidence to represent the organisation publicly</li><li>• Strong influencing and negotiating skills</li><li>• Strong budgetary management skills and the ability to set a robust budget for the department and ensure delivery within the agreed budget</li><li>• Excellent planning, coordinating and networking skills</li><li>• Ability to manage and maintain networks and build relationships with potential supporters, volunteers and others in the community, voluntary and private sector</li><li>• Knowledge of fundraising and what would be appropriate for the work of AWARE</li><li>• Ability to identify fundraising gaps and opportunities and to realise these possibilities</li></ul> |
|------------------|--|



- Exceptional collaboration skills with experience working with peers to successfully realise overall goals
- Ability to prioritise and manage competing deadlines in a busy working environment
- Excellent attention to detail
- Knowledge of marketing and communications activities associated with fundraising

### **Desirable**

- Demonstrable knowledge and experience of delivering effective communications strategies to support fundraising and enhance the public profile of the organisation.
- A clear understanding of mental ill-health, particularly depression
- Knowledge of the wider community and voluntary sector in Northern Ireland

## **4. Personal Style and Behaviour**

### **Essential**

- A flexible, inspiring and supportive colleague
- Self-motivated with a strong ability to plan your own work
- Commitment to the values of the organisation, policies and procedures, standards of conduct
- Willing to undertake relevant on-the-job and external training as required.
- Commitment to the work of the organisation
- Be open-minded, non-judgmental and have a willingness to question your own attitudes
- Ability to empathise with service users regardless of race, gender, age, religion, nationality, marital status, sexual orientation or disability
- High level of drive and personal motivation to achieve results
- Enthusiasm and flexibility to adapt to changing circumstances and capitalise on new opportunities

## **5. Other**

### **Essential**

- Willingness to work flexibly, including some evening and weekend work.
- Access to a car or other means of fulfilling the travel requirements of the role.
- Willingness to travel across the region and further afield including ROI, and UK if the post requires it.



# WHAT WE OFFER YOU

We want to take care of our staff and value their contribution.

As a community-based charity AWARE can offer employees:

- A competitive salary
- 25 holiday days (increasing to 28 days with service) + 11 statutory days
- Travel mileage
- Pension contribution
- Laptop and mobile phone provision (if appropriate)
- Support and supervision to excel in your role
- Staff team building away days
- A comprehensive induction programme
- Team meetings
- Access to the Employee Assistance Programme
- Reasonable paid time off to attend appointments

We seek to be a family friendly employer. We recognise the challenges of balancing your work and personal life and this can be a particular challenge if you have a young family or caring responsibilities. Our policies have been agreed to seek to give flexibility where possible and to offer compassion and sensitivity.

Key to this we would highlight that in the case of an advertised full-time post we will be happy to consider requests for job shares. In some cases compressed hours or reduced hours contracts may be possible. For part-time roles there may be an opportunity for some flexibility on the hours/days of work. All requests seek to balance the needs of the organisation and of individual staff.



# HOW TO APPLY

Complete the online application form by **12 Noon on 21st August**, describing how you meet the criteria listed below. We will use this to shortlist interview candidates. We reserve the right to interview only those candidates who best demonstrate how they meet the criteria.

Interviews will be due to take place on **2nd & 3rd September**. Please let us know if you have any difficulties with this timeline.

## Shortlisting Criteria

### To apply for this role, you **MUST** have:

1. A degree-level qualification OR at least two years of experience in a similar fundraising role.
2. At least three years of experience in a senior fundraising position, including setting and delivering a fundraising strategy.
3. A proven track record in corporate or community fundraising, generating a minimum annual income of £300,000.
4. Experience of:
  - Leading and managing a diverse team to successfully achieve set objectives.
  - Reporting at senior level (e.g. to a Director, CEO, or Board).
  - Evaluating fundraising initiatives and creating ongoing strategies that reflect past performance and identify development opportunities.
  - Using CRM systems to manage fundraising data and stakeholder relationships.

### If invited to interview, you will need to:

- Demonstrate with real examples, how you meet the essential shortlisting criteria and also the rest of the essential criteria (found in the person specification in this pack), including but not limited to:
  - Strong leadership and people management skills.
  - Excellent communication, networking, relationship-building and stakeholder engagement abilities.
  - In-depth knowledge of fundraising approaches, particularly those appropriate to AWARE's work.
  - Ability to prioritise workloads, meet deadlines, and manage competing demands.

- If applicable, demonstrate how you meet the desirable criteria (found in the person specification in this pack), including but not limited to:
  - Demonstrable knowledge and experience of delivering effective communications strategies to support fundraising and enhance the public profile of the organisation.
  - A clear understanding of mental ill-health, particularly depression
  - Knowledge of the wider community and voluntary sector in Northern Ireland

We might be required to assess against desirable criteria to differentiate candidates.

## Equality Monitoring and Criminal Convictions Disclosure

Along with the application form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form. Neither of these will be disclosed to anyone involved in shortlisting your application.

## Disability

In accordance with the Disability Discrimination Act, a person is disabled if they have, or have had "a physical or mental impairment which has, or has had, a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities".

If you consider yourself to have a disability relevant to the position for which you are applying, please contact us so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

## Equal Opportunities

AWARE is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

**Please address any enquiries relating to the advertised position and your submission to:**

**Linda Wade**  
**HR & Finance Officer**  
**AWARE NI**  
**Email: [linda@aware-ni.org](mailto:linda@aware-ni.org)**

**[www.aware-ni.org](http://www.aware-ni.org)**



**BELFAST OFFICE : 40-44 Duncairn Gardens, Belfast, BT15 2GG**

**DERRY/LONDONDERRY OFFICE : 2 Crawford Square, Londonderry/Derry, BT48 7HR**

**AWARE Defeat Depression, known as AWARE. Company No: NI 30447.**

**Registered with the Charity Commission for Northern Ireland: NIC100561.**