

# **BasicNeeds**

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## *BasicRights*

### Application Process

Thank you for downloading the application pack for the post of Community Animator for the Community Animation Programme based in Gloucestershire.

The application pack consists of the following documents:

1. Background document
2. Job Description
3. Person Profile
4. Person Specification
5. Personal Application Form
6. Guidance on Letter of application, CV and Written Task

Please note the deadline for application submission is **9am on Thursday 1<sup>st</sup> March 2012**

# 1. BasicNeeds Background Information

## History

BasicNeeds was founded in 1999/2000 by Chris Underhill who recognised that people affected by mental illness were still very much overlooked by other international development agencies. Initial project work began in India, testing the ideas for a specific model of work that would later become the Model for Mental Health and Development. The charity expanded considerably and had programmes of work in nine different countries by its tenth anniversary. It continues its pioneering work and is now exploring a major scale-up of its reach through the development of a social franchise of the Model for Mental Health and Development.

## Purpose, beliefs and aims

BasicNeeds is a charitable trust and international non-governmental organisation (charity no. 1079599).

The purpose of BasicNeeds is to enable people with mental illness and epilepsy to work successfully in their communities.

BasicNeeds believes that mental health is a right, not a privilege. For millions of mentally ill people around the world, this is not the case. For them, mental illness is a world of poverty, stigma and isolation. BasicNeeds transforms lives by working with mentally ill people and not for them.

Whilst epilepsy is, medically speaking, not a mental illness, BasicNeeds finds in the countries it has worked in that people with epilepsy face the same stigma and poverty and hence they are included in the programme.

The current strategic plan foresees that we will work with half a million people with mental health problems and their carers by the end of 2013.

## The Model of work

The Model for Mental Health and Development is in essence a way of supporting people with mental health problems to address their economic, social and medical needs whilst living in the community.

The Model is at the core of all operational activities and consists of five modules:

- **Capacity Building** - to build the capacity of mentally ill people and people with epilepsy, their families and partner organisations in order to involve them in the development process.
- **Community Mental Health** - to provide appropriate mental health care and treatment to mentally ill people living in the community.
- **Sustainable Livelihoods** - to support mentally ill people and their families to earn an income either through returning to work, involvement in income generation activities or to support their families with the livelihood being undertaken locally.
- **Research** - to research the situation of mentally ill people in the community, to begin to tackle the lack of awareness of mental health issues within the wider community and institutions, including government. Underlying all our work so has been the careful collection of life stories so as to ensure that mentally ill people, and their experiences, are central in the research process.
- **Administration** – To operate effective financial and contracting services in support of BasicNeeds and our supporting partners to include monitoring and evaluation.

The following diagram illustrates how the Model has manifested itself in developing countries successfully:



### Impact and results to date

In total 85,308 participants have benefited from BasicNeeds programmes since work began in 2000.

During the year 2010 BasicNeeds benefited 44,494 people with mental illness and epilepsy and 37,486. Sixty-three percent of participants in last year's programmes reported reduced symptoms and 62% have found productive work either within their community or in paid employment.

### Where BasicNeeds works

There are major programmes in India, Sri Lanka, Nepal, Pakistan, Vietnam, Laos, China, Uganda, Kenya, Tanzania and Ghana. The Community Animation Programme is the first programme in the UK and will add to the number of programmes being developed worldwide.

There are substantial partner managed programmes in Nepal and North-East India and a further partner managed programme is being developed in Haiti.

### Staff

The organisation is managed by the Founder Director, Chris Underhill, and day to day operations are in the hands of the four directors who make up the senior management team being Carl Black (Finance Director), Shoba Raja (Director for Policy and Practice), Ruth Knagg (Development Director) and Jane Cox (Operations Director)

The organisation is decentralised, maintaining a small head office in the UK at Leamington Spa, Warwickshire. The Policy and Practice team manage our knowledge programme and are currently developing our franchise documentation and are based in Bangalore, India. Our global Project

Management System is run from Sri Lanka as is our Information Technology System. The organisation currently has 88 staff around the world and this will rise to 95 once our appointments in Gloucestershire are complete.

Each of our major programmes worldwide is managed by a Programme Manager who leads a team of staff similar in range to the new appointments being advertised for Gloucestershire. Whilst these are the first British appointments of this type the posts should be seen as being equivalent to, and having the same responsibilities as, programme staff in other parts of the world. The importance of this is that these new UK appointments join a wider team of women and men all of whom have the same task of developing major and complex programmes in very different cultural settings.

Key tasks for the new team will be to ensure the quality and delivery of the work of BasicNeeds in Gloucestershire against a range of internal and external commitments as agreed with the Barnwood Trust, Gloucestershire.

### **A note on animation**

At the heart of animation lies the assumption that if the group is sufficiently challenged, inspired, motivated and encouraged it will develop an analysis of its own problems which will lead it, after reflection to act.

With the help of suitable long term partners BasicNeeds will deliver a programme on behalf of Barnwood Trust that will stimulate vulnerable people to think critically, to identify their own problems and to find solutions for them. The post of animator lies at the very heart of this work.

*In Training for Transformation: A Handbook for Community Workers* (1984) the authors made a useful distinction which has influenced those who work in the community. The authors write: "...that the **facilitator** should...provide a process, which will help the group to discuss their own **content** in the most satisfactory and productive way possible. Whereas the **animator** ... also has a special responsibility to **stimulate** people; to **think** critically; to **identify** problems, and to find new **solutions**" (Hope, Timmel & Hodzi, 1984).

### **Research**

Research is at the centre of everything we do at BasicNeeds. We are a pioneering organisation in the field of mental health in developing countries so all of our ground-breaking work can be characterised as research in its own right. Especially it can be seen as research into the practice of community mental health. The documentation and dissemination of all our experiences, successes and failures is vital to what we do.

It is also critical that research is conducted in a participatory manner so that the research is also not something that is "done to them" and that provides *feedback* to both managers and participants alike as to how effective their programme is.

A number of academic papers have been authored and published by BasicNeeds staff and opinions are regularly sought internationally. This is in recognition of the fact that BasicNeeds has built up a unique and invaluable body of evidence on the situation of people with mental illness and epilepsy in many different countries. The data collection and research work that we do in Britain will add considerably to the weight and knowledge that we have already developed.

Some of our publications can be found on our website at [http://www.basicneeds.org/html/Publications\\_External.htm](http://www.basicneeds.org/html/Publications_External.htm)

## 2. JOB DESCRIPTION

<b>POSITION:</b>	<b><i>Community Animator</i></b>
<b>SALARY:</b>	£22,000 - £25,000
<b>REPORTING TO:</b>	Programme Manager
<b>LINE MANAGEMENT OF:</b>	Volunteers Interns Development staff as and when required

### **Job purpose**

With partners in Gloucestershire, support vulnerable people into the animation process by strengthening existing groups and creating new ones if required.

### **Key accountabilities**

#### **Community Development Practice**

- Identifying community issues needs and problems
- Developing new community based programmes and resources
- Evaluating and monitoring existing programmes
- Providing participatory and animation skills as required by partners
- Mediating between opposing parties

#### **Partner management**

- Enlisting the cooperation and support of government bodies, local authority organisations, community based NGO's, social enterprises and companies
- Ensuring the partner organisations are effective by providing guidance and training where appropriate
- Supporting the maintenance and development of community based organisations notably those created by disabled and mentally ill people and their carers

#### **Training and capacity building**

- To provide the necessary training for partners, community based groups and where applicable individuals
- To develop and be aware of a range of resources in-county connected with training and development of partners
- Through needs identification prepare partners for the development of social enterprises and charitable organisations as required

#### **Project management**

- To manage staff, interns and volunteers as required
- To prepare reports on a regular basis as agreed
- Liaising with interested groups and individuals to set up new services
- Planning, attending and coordinating meetings and events

**Strategy**

- To implement the work in line with the overall strategy of BasicNeeds and in agreements reached with the Barnwood Trust
- To understand BasicNeeds Global strategy

**Policies and Procedures**

- In line with animation practice challenge inappropriate behaviour and inappropriate power structures
- To ensure Criminal Records Bureau checks are carried out by relevant partner and CBO's according to need.
- To ensure health and safety at work, at home (if home is designated as a place of work), partner organisations and CBO's is maintained to the highest level
- To ensure safe transport arrangements are undertaken by partner organisations and all participants in the programme where possible
- Compliance with BasicNeeds Child and Vulnerable Adults Policy

### 3. PERSON PROFILE

<b>POSITION:</b>	<b><i>Community Animator</i></b>
<b>REPORTING TO:</b>	Programme Manager
<b>LINE MANAGEMENT OF:</b>	Volunteers Interns Development staff as and when required

#### **Task Analysis**

The Community Animation Programme is part of the Barnwood Trust's recently published vision to refocus its work in the community with a ten year investment. To achieve this it will invest in five major programmes including the Community Animation Programme. The Barnwood Trust has commissioned BasicNeeds to deliver the Community Animation Programme.

The immediate overall team will consist of the Programme Manager, three animators, a researcher (mostly charged with programme data collection and its analysis), an operations manager and a fundraiser/social enterprise facilitator (to be recruited in 2012) working to support the various community groups that join the programme.

The overall task is for BasicNeeds to deliver the Community Animation Programme in Gloucestershire for the Barnwood Trust. The animator will need to blend formal qualifications with practical experience so as to deliver excellent field based community development services.

The Programme Manager will report to Chris Underhill, Founding Director, who will act as the director for animation within the overall Barnwood programme. There is a team beyond Gloucestershire that provides a platform of support for all Programme Managers and their staff including research workers. The global day to day work of BasicNeeds is managed by the senior management team composed of Carl Black (Finance Director), Jane Cox (Operations Director), Ruth Knagg (Development Director) and Shoba Raja (Director for Policy and Practice). Managers for Information Technology and Planning and Performance (both based in Sri Lanka) provide support and the Policy and Practice Team (data and its analysis) are based in Bangalore, India led by Uma Sunder and Director: Shoba Raja. The newly appointed Development Director Ruth Knagg and her team of fundraisers are in place to support the development and maintenance of the brand and fundraising as required.

Integral to the success of the Community Animation Programme will be a variety of partner organisations who have agreed to manage the major component parts of the work e.g. the support of programme participants by geography or by theme (e.g. interest groups, disability etc).

For BasicNeeds the task is to deliver the programme against key performance indicators working with Barnwood, the programme participants, partners and staff as described in the task analysis.

Due to the nature of the role and work of the animator the ability to adapt to flexible working hours will be essential. This role will involve evening work and weekend working depending on the needs of the community and therefore flexible working arrangements will obviously be considered.

## **1. Community Development Skills**

We believe that at the heart of *animation* lies the assumption that if the group is sufficiently challenged, inspired, motivated and encouraged it will develop an analysis of its own problems which will lead it, after reflection, to act!

The animator will have a range of skills necessary for animation, facilitation and participatory activities in the community. These will include knowledge of games, ice breakers, role play and a working awareness of animation and facilitation in different settings.

## **2. Work experience**

The animator will have come from a background of community development, participatory development or similar. They may have worked overseas as well as in the UK. It may well be that the animator has spent a period of their working life as a trainer using a variety of participatory development techniques. The animator will have approximately seven years of relevant working experience including appropriate volunteer placements. Those coming from a session based career will need to demonstrate the length of time/or the number of sessions that they have worked so as to give a reasonable account of their experience.

## **3. Knowledge**

In order to be effective the animator will have to be able to understand the context of her/his work. This knowledge, indeed wisdom will come from both a theoretical and practical understanding of how communities work.

To explain a little further BasicNeeds is delivering on behalf of Barnwood a programme the immediate target of which are disabled and mentally ill people. These vulnerable people not only represent our immediate target group but they also provide access to the wider community in which they live. The animator needs to support the wider community to understand the situation of the vulnerable people living amongst them. This therefore brings us to one of the basic tenets of animation; after reflection the group acts. It is an interest in this kind of theory and knowing how it can be put into practice that will make the job far more satisfying for the potential candidate.

## **4. Personal characteristics**

BasicNeeds is looking for an individual with excellent listening skills with an ability to support the community to reflect and act. The successful candidate will be a decisive decision maker within the community always taking into account the needs of the community. The ability to thoughtfully reflect will be essential. A flexible and adaptable approach to work will be crucial as will the ability to act with utmost integrity. The successful individual will need to be self-motivated and proactive. A key characteristic will be the ability to react calmly, logically and sensitively in emotionally charged situations.

## **5. Education and qualifications**

Generally at least:

- Degree in a relevant social science or specialised a Diploma

## **6. Continuing interests and education:**

- Facilitation
- Community development
- Management
- The law (especially as applied to community settings)
- Health and safety.
- Financial management
- Grant applications
- Social enterprise

Our animators come from a diverse range of educational backgrounds and at times lower initial qualifications can be compensated for by professional, personal and leadership attributes. Because life experience is an important feature of successful animation it is true that animators come from a surprisingly wide range of backgrounds! If you think that the educational or work experience background that you have is at variance with the formal requirements spelt out above but that you never the less feel that you have qualities that we should consider do please send in your application and make the case for being considered.

#### 4. Person specification: *Community Animator*

Education	Essential / Desirable
Degree in a relevant social science or specialised Diploma	E
<b>Knowledge and Experience</b>	
At least 7 years experience in the world of work community development or similar	E
At least 7 years knowledge and experience of the care sector	E
At least 7 years experience of facilitating projects in the community.	E
Experience of working with a diverse range of stakeholders / partners	E
Experience of working with vulnerable people in community settings	E
Experience of working within the UK voluntary sector	E
Experience of working within the international voluntary sector	D
Experience of budgeting and financial management	E
Experience of working with people from diverse cultural backgrounds	D
<b>Skills</b>	
Experience of community animation skills	E
Facilitation skills	E
Experience of implementing participatory activities in the community	E
Demonstrate community leadership skills	E
Experience of community team building	E
Clarity of thought and reasoning	E
Reflection and action skills	E
Excellent listener	E
A decisive decision maker	E
Full Driving Licence	E
<b>Communication</b>	
Excellent oral and written communication skills	E
Ability to write complex reports and papers	E
Ability to communicate clearly to a wide range of audiences	E
Excellent presentation skills	E
<b>Approach and Presentation</b>	
Ability to establish relationships with a wide variety of people	E
Commitment to working in partnership	E
A team player	E
A team leader	E
Thoughtful and reflective	E
Flexibility and adaptability in approach to work	E
Displays the utmost integrity	E
Self-motivated and proactive in taking initiative	D
Ability to react calmly, logically and sensitively in emotionally charged situations	E
<b>Commitment to vulnerable people</b>	
Commitment to addressing the needs of people with disabilities	E
Empathy with the needs of people with disabilities	E
Ability and willingness to listen to people's needs and views	E
Ability to tailor initiatives and solutions to needs and preferences	E

## 5. Personal Information

Name:

Address:

House No:

Street:

Town:

County:

Post Code:

Telephone

Home:

Mobile:

Email

D.O.B.

## 6. Guidance on Letter of application, CV and Written Task

Candidates are requested to submit the following documentation as part of their application:

1. Completed personal application form
2. Letter of application
3. Curriculum vitae
4. Completed written task
5. All of the material sought above needs to be sent at the same time before the application of candidates can be considered.

### Letter of application

The letter of application should state why you are applying for the post; indicate that you are available to attend for an interview on 12<sup>th</sup> March 2012. Please also point out in your letter areas in your CV that are particularly relevant to this post, for example: what makes your career, attitude and approach relevant to this post. Indicate if offered the post when you could start and that you are ready to live in Gloucestershire if you do not already.

### CV guidance

- a) Describe the jobs or long term voluntary posts giving start date end date and reason for leaving (specify the month and year in which you started and ended the posts cited)
- b) Relevant experience and knowledge applicable to this job
- c) Education
- d) Relevant Publications / Reports etc., authored
- e) Interests
- f) Clean driving licence

### Written Task

- a) Community Animator

What are the techniques associated with animation and what is its value to the community? In working with a group the animator uses a variety of techniques. What might some of these techniques be and what value are they to the group and to the wider community?

The completed task should be between 350 and 500 words.

Submit your application by email to Rosie Branney, BasicNeeds Gloucestershire Community Animation Programme Operations Manager [rosie.branney@basicneeds.org](mailto:rosie.branney@basicneeds.org) or by post to Rosie Branney, BasicNeeds Gloucestershire Community Animation Programme, Ullenwood Manor Farm, Ullenwood, Cheltenham, Gloucestershire GL53 9QT

by **9am on Thursday 1<sup>st</sup> March 2012.**

If you have any queries please telephone Rosie on +44 (0)1242 539 930