

## Job Description

<b>Job title:</b>	Head of Development and Sustainability
<b>Reports to:</b>	Chief Executive
<b>Based at:</b>	Head office, Marsh Street, Hanley and Winsford
<b>Hours:</b>	37 hours per week
<b>Salary:</b>	£44,000 gross per annum

North Staffs Mind has offered a counselling service in Stoke-on-Trent and North Staffordshire for nearly 50 years. Over the years we have continued to be innovative and responsive and have developed our services to meet the demands of the local mental health landscape. We now offer a broad range of services which build on our counselling offer, such as online support, supported housing, mental health training, peer support, supervision, corporate support, psychoeducation and much more.

As part of this growth, the role of Head of Development and Sustainability will help lead us into the future as we continue to grow and expand our reach. North Staffs Mind is committed to making a positive impact in our local community as we strive to ensure that everyone experiencing a mental health problem gets support and respect.

The Head of Development and Sustainability will form part of the senior leadership team and play a pivotal role in driving the growth and sustainability of North Staffs Mind by leading the development and implementation of comprehensive fundraising, engagement and training strategies.

This position requires a strategic thinker with a proven track record in a relatable field.

### Key Responsibilities:

- Lead the development, implementation and delivery of an income diversification and generation strategy, including our corporate training offer, trusts and funds, tendering for commissioned services, corporate partnerships and community activities to secure sustainable, diverse and high value funding streams.
- Work as an active part of the senior leadership team to recognise and respond to emerging strategic issues and risks, and lead our response across the organisation, with partners and equally with the Mind federation.
- Foster relationships with community stakeholders, local businesses, and other organisations to strengthen the charity's presence and support network.
- Lead on bid writing opportunities and coordinate tender submissions.
- Line manage, mentor, and lead the development and sustainability team, including the Training Manager, Fundraising Lead, Income and Engagement Lead and Influence and Participation Lead, providing guidance and support in achieving individual and collective goals.
- Foster a collaborative and innovative team culture that aligns with North Staffs Mind's values.

- Support the Fundraising Lead in developing and implementing a multi-faceted fundraising strategy to secure funding from various sources, including individual donors, corporate partners, foundations, and government grants.
- Support the Income and Engagement Lead in building and maintaining relationships with existing donors while actively cultivating new partnerships and funding opportunities.
- Support the Training Manager to develop and expand the current training offer, ensuring quality of content and delivery, ability to respond to client need and producing effective results/awareness raising for customers of the service.
- Support the Influence and Participation Lead in ensuring that service user engagement is embedded into strategy, as well as general service delivery.
- Develop and maintain strategic partnerships and effective donor stewardship strategies, to ensure that our donors feel valued and are kept apprised of the impact that donations and grants make to people experiencing mental health issues.
- Lead on the development, implementation and delivery of an external communications, PR and marketing strategy which uses multiple channels to reach out to external audiences raising awareness of mental health issues, sharing impactful stories and encouraging access to our services, income generation and community engagement.
- Develop an external stakeholders engagement strategy that ensures maximum engagement with key political influencers, organisations and stakeholders, including local councils, partner organisations, and senior figures within the NHS.
- Provide clear leadership across North Staffs Mind, working with a collaborative approach and delivering on our values, to embed our culture, meet our strategic objectives and ensure organisational cohesion.

## Person specification

Requirement	Essential or Desirable
<p><b>Qualifications/Education/Training:</b> (Minimum standard of education and professional qualifications (RQF level) required to achieve the purpose of the job to a fully satisfactory level)</p> <ul style="list-style-type: none"> <li>• Minimum of Degree level qualification.</li> <li>• Evidence of continuing professional development.</li> </ul>	<p>Essential</p> <p>Essential</p>
<p><b>Experience:</b> (What type and depth of experience is required to perform the duties to a fully satisfactory level)</p> <ul style="list-style-type: none"> <li>• Strategic leadership and operational management.</li> <li>• Leading multiple teams, working across the organisation and successfully managing and delivering projects.</li> <li>• Able to build and develop relationships at all levels through both excellent written and oral communication and with multiple stakeholders and managers, including Local Authorities, voluntary sector &amp; commercial partners and the NHS.</li> <li>• Successfully leading and motivating a team to achieve targets.</li> <li>• Track record of successful submission of tenders and /or funding applications.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Knowledge/Skills/Competencies:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of fundraising, tenders , communications, PR, marketing, and stakeholder engagement.</li> <li>• Ability to think strategically, understanding the changing environment and identifying potential opportunities and risks.</li> <li>• Ability to analyse information, write reports and present an argument.</li> <li>• Financial acumen to establish and manage budgets.</li> <li>• Ability to problem solve and introduce and embed new ways of working.</li> <li>• Awareness of safeguarding, equality, diversity and inclusion issues.</li> <li>• Able to engage, enthuse and motivate colleagues.</li> <li>• Personal determination to drive change, as well as organise self and others.</li> <li>• Ability to self-reflect and learn from experience and specific situations.</li> <li>• Lived experience of mental health issues.</li> <li>• Knowledge of IT systems, data protection &amp; cyber security.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• Commitment to North Staffs Mind’s values.</li> <li>• Commitment to North Staffs Mind’s Equal Opportunities and Diversity and Inclusion policies.</li> <li>• Willingness to undergo a relevant DBS Check if required.</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p>