

Job Description

Job Title:	Community Fundraiser
Responsible to:	Income Generation & Marketing Manager
Based at:	Head Office, Stoke-on-Trent and Cheshire Mind Hub, Winsford
Hours of work:	37 hours per week (some evening/weekend work)
Salary:	£31,161 gross per annum

Job Summary

North Staffs Mind has offered mental health support services for 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. As a result, we have now merged with Cheshire Mind and are excited to be able to build on our fundraising efforts as we look to widen our geographical reach in order to support even more local people.

You will help us to develop, manage and deliver a diverse plan for income generation, including grant making trusts, community fundraising, corporate partnerships and individual giving. You will be responsible for developing lasting relationships with new and existing fundraisers and partners.

This role will reach across all revenue streams. You will take responsibility for pipeline development and stewardship management as well as supporting marketing and communications.

You will help us to identify and secure fundraising opportunities for North Staffs and Cheshire Mind and will research and coordinate funding applications to trusts and foundations as appropriate. You will also develop broader income streams involving the organisation's commercial and social enterprise activities.

A full UK driving licence and use of own vehicle is essential for this role.

Key Tasks and Responsibilities

Fundraising

- Take responsibility for our fundraising strategy to ensure we have an overarching plan with ambitious targets and clear outcomes
- Work towards the set fundraising targets for the year, as set by the Income Generation & marketing Manager

- Report monthly to the Income Generation & Marketing Manager on your fundraising action plan, highlighting quick wins and longer-term actions for decision
- Develop and maintain an electronic list of donors and supporters always ensuring GDPR compliance
- Thank our donors and develop strong donor relations and effective stewardship for individual, community and corporate supporters
- Undertake a market analysis to identify potential fundraisers and sponsors and work with the team as appropriate to prepare suitable packs outlining our offer
- Ensure our activities adhere to best practice and the Funding Regulator / Charity Commission

Local Community Presence

- Grow local community income by nurturing relationships with educational settings, groups and other mental health organisations
- Lead at fundraising and awareness raising events ensuring an organised and professional display – supporting any volunteers involved too
- Create and support the on-going development of community fundraising volunteers/ambassadors, in line with the Volunteer Strategy
- Develop and agree the calendar of mental health awareness campaigns and deliver associated fundraising opportunities and communications

Social Media and Communications Marketing

- Work closely with the Marketing and Communications Coordinator to ensure fundraising activity is regularly featured on all comms, the website and social media

Volunteers

- Develop a volunteer offer for fundraising support and coordinate volunteers involved with the service

Collaboration and Engagement

- Be proactive and visible throughout the Staffordshire and Cheshire areas
- Engage proactively with colleagues at national Mind to enhance fundraising activities and identify new opportunities
- Implement and coordinate an internal fundraising committee – promoting staff engagement and discussing ideas
- Play an active role in local networking opportunities to promote the work of North Staffs and Cheshire Mind with a focus on fundraising

General

- Promote and encourage participation in fundraising activities amongst NSC Mind employees and volunteers

- Keep accurate records of fundraising activities and money raised and produce reports as required
- Attend the six-monthly Mind regional Community Fundraising Network meetings
- Organise and plan own workload and timetable to ensure that all deadlines and targets are met

Other Duties

- Act as a positive role model for others
- Carry out other tasks and duties as may reasonably be requested from time to time
- Abide by the staff code of conduct and to follow the policies and procedures within the staff handbook.

Benefits

- 5 weeks annual leave, plus bank holidays and your birthday and Christmas period gifted
- Flexible approach to working hours
- Wellbeing support through EAP
- Free car parking
- Up to 5% Employer Pension Contribution
- Free flu vaccination

Person Specification

Qualifications and Skills

Essential

- Can do, proactive attitude
- An enthusiastic, positive and flexible approach to work
- Experience of developing and managing fundraising or sales projects
- Knowledge of the North Staffordshire and Cheshire area
- Full UK Driving Licence and use of own vehicle
- Evidence of an ability to work effectively within a team and on own under minimal supervision and direction
- Ability to produce marketing and publicity materials to accompany fundraising activities and promotions
- Excellent personal communication skills, with an approachable and friendly manner and the ability to liaise effectively with all fundraisers -current and potential
- Excellent presenting and public speaking skills
- A track record in developing and maintaining positive and productive relationships with a range of stakeholders
- Excellent IT, administration and organisational skills
- Proven track record in achieving financial and non-financial targets

Desirable qualities:

- Experience in planning and developing effective fundraising strategies
- Previous experience of managing or working with volunteers
- Previous knowledge and/or experience of the field of mental health
- An understanding of the wider funding environment and changing trends in the voluntary sector
- Experience in the broad mix of fundraising disciplines (e.g., corporate, legacies, community, events, individual donors)
- Relevant professional qualifications or memberships