

Job Description

- Job title:** Income Generation and Marketing Manager
- Reports to:** Chief Executive
- Based at:** Head office, Marsh Street, Hanley and Cheshire Mind hub, Winsford
- Hours:** 37 hours per week
- Salary:** £40,000 gross per annum

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. Following our recent merger with Cheshire Mind, we now offer a broad range of services such as counselling, online support, supported housing, mental health training, peer support, supervision, corporate support, psychoeducation and much more.

Role Purpose

To lead and deliver North Staffs Mind's income generation and marketing activity, growing sustainable income streams through community fundraising, training, partnerships, traded income and supporter engagement; and strengthening our external profile through clear, consistent communications and marketing. The post-holder will manage a small team to deliver annual income and engagement targets, ensuring messaging aligns with our values, services and impact.

Main Duties & Responsibilities

Income Generation Strategy & Delivery

- Lead the development and delivery of an annual Income & Engagement Plan aligned to organisational strategy, setting clear targets across community fundraising, individual giving, training & corporate wellbeing support and events.
- Identify, develop and steward new income opportunities, including corporate partnerships, local business relationships, payroll giving, sponsorship and cause-related marketing.
- Support the SLT to scan the horizon for potential funding opportunities and work with service leads to identify commercial opportunities.
- Drive supporter acquisition and retention activity, improving donor journeys and supporter experience.
- Work with the Head of Finance to ensure robust income monitoring, forecasting, reconciliation and reporting against targets.
- Proactively engage with our service delivery teams to identify emerging trends and opportunities

Communications & Marketing (Brand, Campaigns, Content)

- Line manage our Communications and Marketing Coordinator and oversee a communications plan (delivered by the Communications and Marketing Coordinator) that builds awareness, trust and engagement across North Staffs Mind's services and communities.
- Develop our new website and monitor engagement metrics to ensure we are agile in approach to any changes necessary.
- Ensure the team use consistent brand tone and messaging across all channels (website, social media, email, press, printed materials).
- Lead development of campaigns that support fundraising, service access, and recruitment/volunteering, translating impact into compelling stories.

Training Income (Commercial/Commissioned Offers)

- Line manage our Trainer to develop and deliver a training programme that supports organisational aims, customer aspirations and generates income
- Work with our service leads to ensure training content is ethical, evidence-informed and aligned to Mind/sector standards (where applicable).
- Create and deliver a marketing plan for our training offer – including market research, competitor analysis, product development, promotion and service evaluation – with support from our trainer.
- Develop packages, promotional activity and customer relationships to grow training bookings and repeat business.

Leadership & People Management

- Provide supportive and accountable line management to:
 - Community Fundraiser (community events, supporter engagement, local fundraising)
 - Trainer (training delivery, development, client relationships)
 - Communications & Marketing Coordinator (content, social, design/admin support)
- Set clear objectives, maintain regular supervision, and support development and wellbeing in line with North Staffs Mind values.
- Create a collaborative, high-performing team culture with clear roles, priorities and ways of working.

Partnerships & Stakeholder Engagement

- Create a stakeholder engagement plan and monitor its delivery and effectiveness.
- Represent the organisation at appropriate networking and engagement events

Data, Insight, Impact & Governance

- Be a proactive member of the Board Business Development subcommittee.

- Track and report on income and engagement performance, using data to improve activity (e.g., ROI, conversion, audience growth, campaign performance).
- Ensure compliance with relevant fundraising and data protection requirements, including supporter consent, records management and ethical fundraising practice.
- Contribute to organisational risk management by identifying and mitigating income and reputational risks.
- Ensure all communications and fundraising activity is inclusive, accessible and aligned to safeguarding and confidentiality expectations.

General

- Undertake any other reasonable duties consistent with the role, as required.
- Be committed to continual professional development and attend training as required.
- Be an active participant in the Mind Federation

Key Accountabilities / Success Measures (examples)

- Delivery of agreed annual income targets (community, corporate, individual giving, events, training).
- Growth in supporter engagement metrics (mailing list, regular givers, retention rate, event participation).
- Improved reach and brand visibility (social growth/engagement, web traffic, PR coverage).
- Strong team performance, with clear objectives and consistent delivery.
- High-quality, compliant supporter data and reporting.

Safeguarding, Confidentiality & Compliance

All staff are expected to uphold safeguarding responsibilities, confidentiality, and organisational policies including data protection, EDI and health & safety. This role may involve engagement with vulnerable groups through campaigns/training and must operate with sensitivity and professionalism.

Person Specification

Essential

- Proven experience in income generation (community fundraising, corporate fundraising, individual giving and/or events) with evidence of meeting targets.
- Experience of delivering communications/marketing activity, including writing compelling content for different audiences and channels.
- Demonstrable ability to plan, prioritise and deliver multiple projects/campaigns to deadlines.
- Full UK driving licence, due to travel across the footprint
- Experience of line managing staff (or substantial mentoring/supervision responsibility) with a supportive, outcomes-focused approach.
- Excellent relationship-building and influencing skills with internal and external stakeholders.
- Strong written and verbal communication skills, including drafting press releases, appeals, web and social content.
- Confidence using data/insight to drive decisions (basic analytics, ROI thinking, reporting).
- Commitment to equality, diversity and inclusion and to the values of a mental health charity.

Desirable

- Experience in a charity/VCSE setting, particularly within health and wellbeing/mental health.
- Experience developing and managing corporate partnerships or strategic community collaborations.
- Understanding of fundraising compliance and best practice (e.g., ethical fundraising, consent and data).
- Experience promoting and selling training/services to workplaces or community organisations.
- Basic design/brand skills or experience using tools such as Canva/Adobe (or managing external designers).