



FUNDRAISING & COMMUNITY ENGAGEMENT MANAGER

SALARY:	£45,175 per annum
HOURS:	35 hours per week
ANNUAL LEAVE:	25 days. After 5 years of service you will be entitled to an additional week of annual leave (subject to a maximum of 30 days)
LOCATION:	Harrow Lodge House, Hornchurch Road, Essex, RM11 1JU
REPORTING TO:	CEO
DIRECT REPORTS:	Events Manager, Corporate Fundraiser, Social Media Officer, Volunteer Engagement Officer, Data Administrator and Project Support
CONTRACT TYPE:	Permanent
DBS REQUIRED:	Enhanced

Purpose of the role:

This new role gives the Fundraising & Community Engagement Manager the exciting opportunity to develop and drive our strategy forward, shape its future direction, and develop partner, corporate, and public awareness of our services and events while increasing volunteer and community engagement.

You will lead the development and implementation of our fundraising, engagement and communications strategies to achieve the charity's objectives: to expand our reach, maximise income generation and enhance our messaging to inspire new and long term support for our vision.

Ensuring fundraising targets are achieved and the profile of Mind in Havering, Barking & Dagenham is strengthened, you will raise awareness and engagement with current and potential partners, increase income, increase volunteer recruitment and increase partnerships.

As Head of Fundraising and Community Engagement, your experience and expertise will oversee the work of our engagement, communications, events and fundraising staff and ensure your team is well-supported and that our work is impactful. As a member of the senior management team, you will be hands on in leading a newly created and enthusiastic team and will be expected to be actively involved in all aspects of fundraising and communications.

If you are an impact focused, results driven and resilient manager with a flair for fundraising and communications, then we want to hear from you.

Main duties and responsibilities:

Fundraising

- Develop the fundraising strategy that is aligned with the charity's mission, goals, and financial needs, and will achieve our vision;
- Create and implement comprehensive fundraising plans that is a platform for growing our events and engagement with corporates/businesses;
- Increase income from our established events, through identifying relevant sponsors & partners, creating compelling proposals and cases for support;
- Support and guide the stewardship of relationships through positive communications;
- Keep up-to-date with fundraising trends, regulations, and compliance standards to ensure ethical and legal fundraising practices

Marketing & Communication

- Develop the marketing strategy that will achieve our aims;
- Coordinate the design and production of marketing materials as needed;
- Support and guide all social media activity and use analytical tools to evaluate and report;
- Supervise the creation of regular, engaging content for social media, website and other marketing and communication materials;
- Test different approaches, track and measure results across all of our marketing channels;
- Support the creation of our newsletter
- Oversee new case studies created by the social media officer showing the impact of our services.

General

- Develop, deliver and embed the tools needed to create a vibrant and efficient marketing, fundraising, income generation and communications function
- Develop relationships with Service Users, volunteers and supporters
- Coordinate regular Client Involvement sessions, involving people with lived experience in service design and more
- Oversee the recruitment of volunteers, assisting with the creation of role descriptions, interviews and induction
- Provide line management and supervision to staff, and ensure they are supported to deliver their personal and team objectives
- Oversee and guide the recording, monitoring and sharing of data and media content
- Attend training as needed and demonstrate commitment to personal and professional development;
- Be willing to work outside of normal working hours to attend and support events and activities;
- Promote a positive image of mental health and play a part in combating stigma and discrimination;
- Be able and willing to work from the office, home or other places, and able and willing to travel to meetings/events as required
- Additional Responsibilities as required from the charity in line with experience.

Person Specification

Criteria	Essential/ Desirable
Experience	
Up to 2 years proven history of working in a senior marketing role and managing a team	E
Successful experience of working to fundraising targets in community and events fundraising at a senior level	E
Background of creating marketing materials	D
Proven professional background of working on a variety of projects, managing multiple tasks to deadlines and prioritising own workload	E
Proven working history of creating Social Media content	E
A successful history of monitoring and evaluating performance and impact of media campaigns and activity	D
Understanding of the Principles of the Donor Journey	E
Experience of developing and implementing new strategies to achieve identified goals	E
Proven ability to secure and effectively steward multiple donor relationships	D
Experience of recruitment and line management of staff	E
Skills	
Ability to prioritise and delegate effectively	E
Ability to motivate and support staff and volunteers	E
Creative thinking with the ability to generate ideas and develop creative, impactful campaigns and events	E
Strong writing skills to communicate compelling stories in a range of media including content for funding proposals, marketing materials, social media	E
Excellent verbal communication skills. Ability to communicate with people in a friendly, professional and confident manner	E
Excellent attention to detail	E
Good time management skills and the ability to organise, plan and prioritise on own initiative including when under pressure and meeting deadlines	E

Experience of mentoring, training, coaching or teaching. Or the capacity and passion to learn and develop this skill.	D
High standards of IT skills including Word, Excel and Outlook	E
Knowledge	
Knowledge of all types of marketing	D
Knowledge and understanding of digital marketing and social media channels	E
Knowledge of maintaining a website	E
Knowledge of platforms used to send out mass mailings	D
Understanding and awareness of the challenges facing small charities	D
Demonstrable interest in online safety, exploitation and online radicalisation	D
General	
Commitment to the aims and objectives of Mind in Havering, Barking & Dagenham	E
Willingness to work flexibly both in terms of the role and hours as dictated by the needs of the job. There may be events at the weekend or during the evening.	E
DBS Check	E
Flexible and adaptable and able to take and accept responsibility	E
Due to the nature of the role, access to a car and a driving licence would be beneficial	D

Competencies/Behaviours & Values

- High levels of creative thinking
- Ability to focus on and achieve targets
- Ability to work collaboratively and respectfully with a team
- **Commitment to anti-discriminatory practice and equal opportunities**
- Managing projects with many changes requiring immediate solutions
- Putting strategies into place and monitoring progress
- Continual improvement and adaptive to change
- Highly organised and clear
- Self-motivated and self-managing, and able to meet agreed deadlines
- Passionate about supporting the mental health of our local community