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# Job Description and Person Specification

# Fundraising & Events Assistant

# Job Title: Fundraising & Events Assistant

**Grade:**  NJC SCP 14 currently £26,719 per annum, inclusive of Inner London Weighting. Based on 21 hrs is £16,031.40 pa (Inc ILW)

**Hours:** 21 hours a week (may include some evenings and weekends)

**Contract:** Until March 2023 pending further funding

**Accountable to:** Operations Director

**Supervised by:** Fundraising and Events Co-Ordinator

**Location:** Based at Mind in Tower Hamlets and Newham although there may be requirements to travel across London and East London.

**About Us:**

We are a local Mind Organisation, operating across Tower Hamlets, Newham, Redbridge and Havering. With 1 in 4 people experiencing mental health problems at some point in their lifetime, we have a vision of a society where people with mental health and emotional needs are accepted and included without fear of stigma and discrimination. We work towards a society where our clients’ needs, and ambitions are supported and where people with mental health and emotional needs are free from stigma and discrimination. We believe that everyone has the right to access comprehensive services which enables them to reach their full potential and to work towards their recovery.

We work with communities from diverse backgrounds and continually invest in building an inclusive organisational culture with diverse leaders through active Listening, Learning and Leading. We value diversity as a strength and our staff teams are from a variety of backgrounds which helps us to deliver services which are culturally aware and responsive to the needs of the diverse communities we serve. Over the last 18 months we have explored racism and the impact that this has had on the lives of our clients and staff. This has resulted in the development of our strategic objective towards becoming an anti-racist organisation (ARO).

**Job Summary:**

Mind in Tower Hamlets and Newham are seeking an enthusiastic and highly organised Fundraising & Events Assistant to work closely with the Fundraising & Events Coordinator to organise fundraising events to increase and diversify our income. We are looking for an individual with a strong attention to detail and excellent ability to plan, organise and prioritise their work to deadlines.

As a Fundraising & Events Assistant, you will work closely with the Fundraising & Events Coordinator to:

* Identify and plan four large scale events (one per quarter)
* Explore events and activities where we can raise our profile, gain community support and raise undesignated income to support the charity
* Ensure that our website and social media promote our work, our successes and opportunities
* Build strong relationships with venues, local celebrities and ambassadors to raise the profile of the organisation
* General fundraising administration and online promotion

Our fundraising work began in 2018 and as a result this is a relatively new area of work. This is an exciting opportunity to develop a long-term events and fundraising function within Mind in Tower Hamlets and Newham, building on current community success.

Key responsibilities

1. **Fundraising and events:**
   1. To support the planning, development and delivery of four large scale events per year. Grossing £30,000+ in fundraised income.
   2. To maximise the charity’s income through the development of current and new fundraising opportunities.
   3. To work closely with the Fundraising & Events Coordinator and lead on the Events Strategy aiming to drive year on year growth.
   4. Support the Fundraising & Events Coordinator in helping to improve the financial resilience of the business through increasing unrestricted income.
   5. Ensure compliance with charity law and fundraising standards.
   6. Act as an ambassador and represent Mind in Tower Hamlet & Newham at external functions, events, to inform and inspire.
   7. To co-ordinate online campaigns and fundraising activities at a local level.
   8. Support the Fundraising & Events Coordinator in increasing opportunities for generate income from fundraising activities.
2. **Ambassador & Local Sponsorship**
   1. To develop, nurture and manage positive relationships with current and prospective funders, donors, ambassadors, and sponsors.
   2. To collaborate with the Training and Development lead to support our training offer to corporate partners, local businesses and organisations and develop this into a consistent funding stream.
   3. To develop potential relationships with local organisations that will enable us to build pro-bono opportunities, fundraising and sponsorship as well as potential funding opportunities for developments.
3. **Social media**
   1. Work closely with the Fundraising & Events Coordinator to develop the Mind in Tower Hamlets and Newham Website and our Social Digital Media presence across the organisation
   2. Create news articles using brief stories with colleagues to promote our work across a range of social media platforms – Website, Facebook, Instagram, Twitter and LinkedIn
   3. Create, execute and launch profitable online fundraising campaigns to align with Mental Health Awareness days

## General

1. Comply with, promote and contribute to the development of Mind in Tower Hamlets and Newham’s Aims and Values, it’s equal opportunities, diversity and inclusion and all organisational policies.
2. Attend appropriate internal, external training courses, E-Learning, supervision and staff team meetings and away days.
3. Other than where central administrative support is available, to be administratively self-servicing.

**This job will be reviewed periodically in line with the organisation’s Business Plan. The role as described is not exhaustive and so there may be other areas which are the responsibility of this role**

**Person Specification - Fundraising & Events Assistant**

Outlined below are the experience, skills and knowledge required to carry out the tasks in the job description. Please ensure that you use examples to demonstrate that you meet each individual criteria within the application form

|  |  |  |
| --- | --- | --- |
| No. |  | Essential |
| Experience | | |
|  | Proven experience in fundraising or marketing, and events management. | E |
|  | Experience of planning and managing successful projects or experience of working in a customer/volunteer-focused environment. | E |
|  | Experience in promoting an organisation in a fundraising context | E |
|  | Experience of working within agreed budgets | D |
|  | Experience of developing website and delivering social media messages across a range of platforms | E |
| Skills/Ability | | |
|  | The ability to be creative and generate ideas that will harness public interest | E |
|  | Excellent communication skills both verbal and in writing and report writing for external and internal stakeholders | E |
|  | Excellent time management skills | E |
|  | Demonstrable ability to prioritise workloads and problem solve | E |
|  | Excellent people skills, building long-term relationships with potential donors or volunteers and persuasively explaining their charity’s cause | E |
|  | Knowledge and experience on planning and delivering successful and engaging event which raise substantial funds | E |
|  | Ability to work unsociable hours during peak campaigns | E |
|  | Ability to prioritise workload and work on own initiative | E |
| Personal Circumstance/Attributes | | |
|  | Enthusiasm, Probity, Industriousness | E |
|  | Personal resilience and flexible attitude in the face of difficulties | E |
|  | High level of self-awareness – the ability to reflect on own practice and to share personal experience. | E |
|  | Commitment to personal development and willingness to regularly update skills and experience | E |
|  | A commitment to Equity, diversity and inclusion | E |