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# Fundraising Coordinator

# Job Description

# Job Title: Fundraising Coordinator (P/T)

**Salary:** NJC SCP 14 pro rata for 30 hrs is £23,238.40 per annum inclusive of Inner London Weighting.

**Hours:** 30 hours a week - 4 days (based on a 37.5 hour week for FTE) – Role may require flexible working.

**Contract:** 12-monthContract, Hybrid working (3 days in office base and 1 day working from home)

**Accountable to:** Chief Executive Officer

**Location:** Based at Mind in Tower Hamlets, Newham, and Redbridge Head office in Tower Hamlets. Although there may be requirements to travel across London and East London.

**About Mind in Tower Hamlets and Newham**

We are a local, registered charity affiliated to national Mind. The organisation supports those with mental health issues primarily in Tower Hamlets, Newham and Redbridge towards recovery and leading a better life. We do offer some services across North East London in partnership with other local Mind Associations.

**Background**

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. Over the last 12-24 months we have explored racism, discrimination, inequalities 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 and becoming an anti-racist organisation (ARO). Our work is supported by our staff team with commitment from our Board of Trustees and staff. You can find out more about our strategy on our website. Click on link [Our Commitment to being an Anti-Racist/Anti-Discriminatory Organisation | Mind in Tower Hamlets and Newham (mithn.org.uk)](https://www.mithn.org.uk/about-us/our-commitment-to-being-an-anti-racist-anti-discriminatory-organisation/).

**Job Summary:**This exciting position is a key role within our organisation and will suit a tenacious and inventive relationship builder with an eye for detail and a passion for our purpose to help grow and maximise income from Events and activities, corporate sponsorship, income generation and trusts and foundations.

You will lead fundraising and support the CEO and Board of Trustees to further develop a sustainable income base on which to consolidate our work and raise awareness.

You will identify, engage, and approach local corporations and businesses as well as maintain and strengthen relationships with existing supporters. You will work with the CEO and Board of Trustees to implement our fundraising strategy and grow and diversify our base of support through charitable sources including trusts and foundations, corporate supporters, individual donors and events.

You will line manage the Social Media worker and ensure that our website, social media and promotion activies to raise awareness of mental health and our organisation across North East London. You will ensure that our Social Media content are within the National branding guidelines for Mind.

You will work closely with the CEO, the Board and the Senior Leadership Team to:

* Develop our Fundraising Strategy
* Explore events and activities where we can raise our profile, gain community support and raise unrestricted income to support the charity.
* Ensure that our website and social media promote our work, our successes and opportunities.
* Build relationships with corporate sponsors and organisations.
* Explore income generation through offering training, engagements, and consultation with local organisations.

See website for range of events and activities we use to generate income How You Can Help | Mind in Tower Hamlets and Newham (mindthnr.org.uk)

**Key responsibilities**

**Planning and Organising**

1. In conjunction with the CEO, Board of Trustees and Senior Leadership Team, develop our Fundraising Strategy and a process for reviewing and agreeing annual business plans and fundraising objectives.
2. Endure that in-year monitoring processes are robust and meet standards for reporting outcomes to stakeholders. Report performance against our Fundraising Plan and targets to the Board of Trustees on a quarterly basis.
3. Work with colleagues from across the organisation to develop strategically beneficial projects and proposals and progress reports.
4. Develop coproduction and involvement of people with lived experience of mental health within our fundraising strategy in conjunction with other staff within the organisation.
5. Manage and report on income and expenditure budgets related to trusts and foundations, liaising with the finance team to reconcile income, and contributing information as necessary to and for reports for Senior Leadership and Trustee Sub-Committee meetings.

**Fundraising**

1. Develop and take a leadership role in the fundraising committee, working with the CEO and trustees to ensure unrestricted income generation for the organisation. (See on page 3 the range of fundraising activities currently)
2. With the support of the CEO research fundraising opportunities and local grant applications to charitable trusts or statutory bodies.
3. Build and manage relationships with high value corporate sponsors and local businesses.
4. Ensure effective management of our donor database, keeping in touch and letting them know about our successes, needs and opportunities for events and donating.
5. Develop and implement new fundraising campaigns and events. Support delivery of existing fundraising initiatives. This would be inline with key dates throughout the year to promote mental health awareness.
6. Increase fundraising capacity for future years by developing robust processes around budgeting, forecasting, and planning, working closely with the CEO and Board of Trustees.

**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 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.

**Range of fundraising the current post is involved in**

**Events and Activities:**

* 1. To maximise the charity’s income through the development of current and new fundraising opportunities.
	2. Ensure compliance with charity law and fundraising standards.
	3. Act as an ambassador and represent Mind in Tower Hamlets, Newham and Redbridge at external functions, events, giving talks and presentations to inform and inspire.
	4. To co-ordinate campaigns and fundraising activities at the local level
	5. Support management of small joint bids and projects where necessary.

**Corporate Sponsorship:**

* 1. To develop, nurture and manage positive relationships with current and prospective funders, donors, corporate partners, trusts and foundations.
	2. Explore opportunities for our organisation to be the Charity of the Year, payroll giving, sponsorship of local activities etc.
	3. To develop potential relationships with corporates that will enable us to build pro-bono opportunities, fundraising and sponsorship as well as potential funding opportunities for developments.

**Training Offer to local businesses:**

* 1. Generate unrestricted income through the delivery of training for local businesses, corporations, and organisations.
	2. To market our Training offer to local business, corporations and organisations and agree delivery plan with trainers throughout the year to generate income related to selling our training – Mental Health Awareness, Mental Health First Aid, Wellbeing at Work, Suicide Awareness etc.
	3. Ensure courses are promoted on social media and bookings are acknowledged and followed up so that participants receive all the relevant information to attend the training courses they have booked.

**Promotion and social media:**

* 1. Work closely with the CEO and Senior Leadership Team to develop the Website and Social Media presence across the organisation
	2. Ensure that our work is promoted across a range of outlet and is within our branding guidelines.
	3. Create news in brief stories with colleagues that can promote our work across a range of social media platforms – Website, Facebook, Instagram, Twitter and LinkIn
	4. Work closely with HR and Governance Director to ensure that new opportunities to work or volunteer within the charity are published and accessible to the general populations.
	5. To supervise and line manage the interim Social Media role and explore opportunities for placements and internship to support the Fundraising and Social Media functions within the charity.

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**Fundraising Coordinator**

**Person Specification**

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.

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| No. | Experience | Essential |
|  | A strong commitment to Mind in Tower Hamlets, Newham and Redbridge’s aims and mission | E |
|  | A strong commitment to our Equality, Diversity and Inclusion Policies and Practices | E |
|  | Proven experience in fundraising, social media and promotion, and events management.  | E |
|  | Education, training and/or relevant experience equivalent to completion of a degree. | E |
|  | Demonstrate the ability to work as part of a team in a diverse and challenging environment and a collaborative approach to fundraising within the organisation  | E |
|  | Ability to work with senior level figures and to persuade them to act in support of challenging goals. | E |
|  | Experience of planning and managing successful fundraising events, activities, campaigns, or grant applications. | E |
|  | Experience in promoting an organisation in a fundraising context | E |
|  | Effective written and oral communication skills and the ability to positively discuss and negotiate with clients, other stakeholders, and staff in the provision of professional quality client service and the furthering of organisational objectives.. | D |
|  | Experience of developing website and delivering social media messages across a range of platforms | D |
| 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 |
|  | Proven time management and organisational skills, delivering work with a high degree of accuracy and attention to detail with minimal supervision. | E |
|  | Excellent people skills, building long-term relationships with potential donors or volunteers and persuasively explaining their charity’s cause.  | E |
|  | Knowledge and skills of procurement, bid writing and grant applications | D |
|  | Ability to work unsociable hours during peak campaigns  | E |
| Personal Attributes |
|  | Sound judgement and the ability to handle competing priorities and a challenging workload | E |
|  | Excellent judgment and problem-solving skills. | E |
|  | Demonstrable ability to engage with people from all backgrounds and a commitment to Equality, Diversity, and Inclusion practices.  | E |
|  | A proven track record of taking an innovative and solutions-based approach to challenges, whilst considering the thoughts and experiences of others | E |