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# Fundraising Coordinator

# Job Description and Person Specification

# Job Title: Fundraising Coordinator (P/T)

**Salary:** NJC SCP 20, currently £32,010 per annum inclusive of Inner London Weighting. Based on 30 hours is currently £25,608.00pa (Inc ILW)

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

**Contract:** 12-monthContract, Hybrid working (3 days in office 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

**Closing Date:** 9.00am Monday 12th June 2023

**Interviews:** 15th and 16th June 2023

**Job description**

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.

**Purpose of the role**

To lead on the development and implementation of fundraising initiatives in line with our fundraising strategy. You will have line management responsibilities of the Social Media Assistant and ensure that our Social Media content are within the National branding guidelines for Mind across our website and social media platforms.

**Adopting our fundraising culture**

We operate and encourage a fundraising culture and ethos that enables all staff, volunteers, trustees, clients and stakeholders to participate in and contribute towards fundraising initiatives. Our fundraising culture is underpinned by our organisational values. We expect everyone to embrace our culture, ethos and our anti-racist, anti-discriminatory and inclusive practices throughout our work.

**Key Responsibilities**

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**Income generation**

* Lead and manage on agreed fundraising initiatives to implement new areas of income generation and expand on existing revenue streams.
* To develop, nurture and manage positive relationships with current and prospective funders, donors, corporate partners, trusts and foundations.
* 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.
* Generate unrestricted income through the delivery of training for local businesses, corporations, and organisations.
* Maintain and manage the course bookings system for training events.
* Design and implement ways of ‘thanking’ and keeping in touch with donors to build further relationships and improve engagement.

**Planning, Reporting and Budgeting**

* In conjunction with the CEO, Board of Trustees and Senior Leadership Team, develop our Fundraising Strategy and process for reviewing and agreeing annual business plans and fundraising objectives.
* Increase fundraising capacity for future years by developing robust processes around budgeting, forecasting, and planning, working closely with the CEO and Board of Trustees.
* Ensure that project plans are developed in line with project budgets and reporting is in place.
* Ensure 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 CEO/Board of Trustees on a quarterly basis.
* Update and manage donor information.

**Promotion and social media**

* Line management and supervisory responsibility of the Social Media Assistant role and any other roles to support fundraising and social media.
* Explore opportunities for further placements and internship to support the Fundraising and Social Media functions within the charity.
* In conjunction with the Social Media Assistant, create content across a range of social media platforms that promote and celebrate fundraising initiatives.
* Ensure that all promotion and marketing campaigns are within our branding guidelines.

**Regulations and governance**

* Ensure all fundraising and related marketing activity meets charity law, the Fundraising Regulator, GDPR and data compliance.

**General**

* 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.
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  Description automatically generatedComply with, promote, and contribute to the development of MindTHNR’s: Aims and Values, Equality, Diversity and Inclusive principles and all organisational policies.
* Attend appropriate internal, external training courses, E-Learning, supervision, and staff team meetings and away days.
* Other than where central administrative support is available, to be administratively self- servicing.

**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. |  | **Essential/**  **Desirable** |
| **Qualifications** | | |
|  | Education, training and/or relevant experience equivalent to completion of a degree. | E |
| **Experience** | | |
|  | 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 |
|  | 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 and social media context | E |
|  | 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 |
|  | 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 |