



## Fundraising Manager: Individual Giving, Acquisition - Job Description

Grade	F
Type of contract	Permanent
Directive	Fundraising
Department	Public Fundraising
Reports to	Head of Individual Giving & Legacies
Responsible for	2 Senior Fundraising Officers
Portfolio lead	Individual Giving
Location	Stratford
Hours	35 hours per week

### Purpose of the job and scope of the job

The Individual Giving & Legacies Fundraising team designs and delivers memorable fundraising experiences that raise millions of pounds and turns one-time donors into lifetime supporters.

This role will contribute to this purpose by leading on the strategy and planning of the Individual Giving - Acquisition portfolio of the Individual Giving & Legacies programme. You will lead a team of 3 of which 2 will be your direct line reports.

You will be an important member of the Individual Giving & Legacies Management team, supporting the Head of team, and formulating corporate strategies to assist in effective delivery across the organisation and drive income growth. You will play a pivotal role in the Individual Giving & Legacies Fundraising team reaching and exceeding their target of circa £8.2 million NET income by 2024.

To be successful in this role you will be a strategic thinker who is highly organised in leading a team to manage a portfolio of inspiring campaigns, appeals and experiences – driving the programme forwards, maximising value, continuously improving ways of working, and innovating in response to need.

You will base decisions on insight and engage a diverse range of potential supporters and connect them to opportunities to support Mind's work. You will ensure you provide an excellent and supportive experience – inspiring donors to maximise the value of their gift, engage with other fundraising products and continue to support Mind's work.



You will be an adaptable and flexible member of the Individual Giving & Legacies Fundraising team, contributing to the development of a culture of co-operation, flexibility and adaptability amongst the team through leadership by example. You will be able to move resource to help deliver changes in capacity and strategy across the programme.

You will form strong working relationships with internal stakeholders across Mind, ensuring Individual Giving & Legacies is professionally represented and gets the buy-in and commitment needed to deliver its objectives. You will have strong experience of working with external suppliers and partner agencies, negotiating costs, managing contracts and driving performance to achieve targets.

## Key Accountabilities

1. You will take ownership for the strategic and operational planning of your fundraising. Your decisions will impact the achievement of yearly targets and long-term goals.
2. You are accountable for the management, performance and development of Senior Fundraising Officers to deliver fundraising objectives.
3. You will develop strategic relationships with internal stakeholders and third-party suppliers and lead on projects to continuously improve the Individual Giving & Legacies programme.

## Key Responsibilities

1. Planning, implementing and driving forwards the three-year Individual Giving strategy with a focus on audience insight, portfolio management, marketing and stewardship.
2. Manage the planning and delivery of the portfolio through the development of yearly operational and marketing plans and working effectively with internal and external stakeholders to ensure work is briefed and prioritised.
3. Continuously developing and reviewing annual and longer-term budgets, ensuring KPI's are monitored and reported back monthly, quarterly and at reforecasts. Taking action to optimise expenditure, drive income and meet organisational objectives.
4. Leading the team to embed and achieve Mind's digital-first strategy, working with internal teams and external agencies to upskill the team, establishing a test and learn approach for continuous improvement and thinking digital-first in the briefing of all new activity.
5. Work with internal and external stakeholders to ensure the end to end process for how to deliver Individual Giving activity is designed and documented with all team members

working efficiently and understanding their roles and responsibilities. Solving problems in circumstances where there is little or no guidance available from established practices and precedents within the organisation.

6. Managing key external agency relationships, negotiating contracts and managing performance of partners on a regular basis to drive value from the partnerships.
7. Provide excellent stewardship to all supporters who engage with Individual Giving activities, working with stakeholders to ensure journeys are insight led, responding to audience need, documented and reported upon.
8. Trust and empower the team ensuring personal development plans are in place and they have the necessary knowledge and skills to undertake the role to the very best of their ability and are line managed in accordance with Mind's values, competencies, policies and procedures including supervision and appraisal.
9. Identifying opportunities for income growth, lead, contribute to and drive forwards cross-organisational projects that impact on and improve the Individual Giving & Legacies programme.
10. Working closely with internal Compliance and Legal teams, ensure Individual Giving fundraising activities are in compliance with key legal and statutory requirements including Data Protection and charity regulatory bodies.
11. Leading on the continuous evaluation of the portfolio via analysis of performance and audience insight, charity sector trends and competitor reviews.
12. Working in effective collaboration with internal stakeholders to achieve objectives, including attending and contributing to cross-organisational meetings.
13. Networking within the charity sector and keeping abreast of developments within the sector and other relevant sectors, to keep informed of changes in fundraising trends and best practice and keep own knowledge up to date.
14. Undertake any and all other reasonable and related tasks associated with this role including deputising for the Head of team when needed.

## Essential criteria

1. Demonstrable and relevant management experience in Individual Giving within the voluntary and/or commercial sectors.
2. An excellent understanding of the legalities of the fundraising sector, particularly those that are relevant to Individual Giving fundraising, along with a grasp on the wider landscape of the sector.
3. Experience of managing agencies and suppliers and ensuring all Compliance and Health and Safety requirements are adhered to.
4. Demonstrable experience in leadership of a team with a track record of successfully leading a team to deliver and drive forwards an Individual Giving fundraising strategy.
5. Skills in establishing and nurturing a positive and effective team culture, identifying team wide development needs, managing team wellbeing and ensuring that organisational and sector wide policies are adhered to.
6. Demonstrable experience in championing a team at an organisational level with excellent skills in influencing and negotiation.
7. Experience of leading a team through change with the ability to demonstrate a flexible, adaptable and proactive response to change.
8. Significant experience in line management including objective and KPI setting, monitoring of performance, conducting monthly supervisions and yearly appraisals and ensuring that conduct and performance polices are followed.
9. A track record of meeting financial targets with management experience of setting, monitoring and reforecasting on budgets.
10. Excellent communication skills with the ability to identify risks and opportunities and ensure these are understood and acted upon.
11. Demonstrable experience in using innovation techniques to develop and implement strategies. This will also include experience in leading and/or supporting innovation projects to develop products and/or stewardship with a focus on income growth and supporter experience.



12. Skills in producing evaluations, reporting on objectives and interpreting analysis and insights.
13. Experience of using appropriate IT suite and level of programmes associated with the role including databases, digital platforms and financial system.
14. Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity, and building on people's different skills and talents to enhance the quality of their own and other's work.
15. Contribute to making Mind a greener workplace.
16. Willingness and ability to travel throughout England and Wales and to work evenings and weekend on occasion including overnight stays.

## Desirable criteria

1. Direct or indirect experience of mental health problems.
2. Passion for Mind's values and work.
3. Experience of managing DRTV and Digital (Paid Social, Display, PPC) campaigns.
4. Experience of working with external media partners.
5. Experience of working on integrated Fundraising and Brand campaigns.