



Fundraising Manager: Innovation

Job Description

Grade	F
Type of contract	Permanent
Directive	Fundraising
Department	Public Fundraising
Reports to	Head of Individual Giving & Legacies (with dotted line to Heads of teams across Fundraising on a project basis)
Responsible for	N/A (no direct reports)
Portfolio lead	Innovation
Location	Stratford
Hours	35 hours per week

Purpose of job

The Fundraising Directorate designs and delivers memorable fundraising experiences that raise millions of pounds and turns one-time participants and donors into lifetime supporters. This role will lead on the strategy and planning of the Innovation portfolio across Fundraising, cross-organisation and with Local Minds. You will work across Fundraising, leading innovation insight, development and project delivery through matrix management. You'll be working closely with Heads of teams on a project by project basis to ensure you're delivering a holistic approach to innovation at Mind and achieving multiple objectives and learnings.

You will be an important member of the Public Fundraising Management team, supporting the Heads of team and leading on assigned strategic projects to help improve the programme and the experience of supporters of Mind across all audiences.

You will play a pivotal role in the future-proofing the long-term income of Mind with an emphasis on enabling the Community & Events and Individual Giving & Legacies Fundraising teams to reach and exceed their target of circa £20m net income by 2024.

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

You will base decisions on insight and trend analysis 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 participants and supporters to maximise the value of their gift and continue to support Mind's work.

You will be responsible for upskilling and embedding a culture of insight driven innovation across Fundraising teams, not just in new product development but in continuously improving existing products. You will work closely with teams across Fundraising, understanding team priorities and identifying audience gaps and opportunities for growing income. You will be confident in prioritising multiple opportunities and engaging with teams to flex your resource and level of support to enable multiple streams of innovation to be in progress and retaining an oversight of the innovation pipeline. You will have excellent interpersonal and negotiating skills, with an ability to influence internal stakeholders at every level.

You will be an adaptable and flexible member of the Fundraising directorate, able to move resource help deliver changes in capacity and strategy across the programme. You will form strong working relationships with internal stakeholders across Mind and our Local Mind Network, ensuring the Fundraising Directorate 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 Innovation fundraising and establish Mind's Fundraising Innovation pipeline with clear criteria for prioritisation of activities. Your decisions will impact the achievement of yearly targets and long-term goals.
2. You will oversee the Innovation process for Fundraising, identifying opportunities for the development of new fundraising activities and products and ensuring the impact of these are factored into the work of stakeholder teams and assessing the need for new systems and process to take innovation activities from development to pilot and launch in an agile approach.
3. You will be accountable for the training, upskilling and embedding of innovation approaches, ways of working and project delivery across the Fundraising Directorate, at all levels. You will flex your support from coach to consultant, to empower teams to deliver innovation and continuous improvement of their products and activities.

4. You will develop strategic relationships with internal stakeholders and third-party suppliers and lead on projects to continuously improve the Fundraising innovation activities and project pipeline.

Key Responsibilities

1. Planning, implementation and management of the Innovation strategy with a focus on audience unmet need, portfolio management, marketing and stewardship.
2. Manage the operational delivery of new product development and adaptation of existing products. Leading on the process of innovation in agile working and continuous improvement and working with teams and product owners to upskill and embed innovation ways of working.
3. Developing and reviewing long term and yearly budgets ensuring KPI's are monitored and reported back monthly, quarterly and at reforecasts.
4. Leading the team to achieve Mind's digital-first strategy, working with our media agency to upskill the team, embedding 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 Innovation activity is designed and documented with all team members understanding their roles and responsibilities.
6. Managing relationships with key external agencies, managing contracts and performance of partners to drive value from the relationships.
7. Ensure that all supporters who engage with new products receive excellent stewardship, working with internal and external stakeholders to ensure journeys are designed, documented and reported upon.
8. Trust, empower and upskill fundraisers across the directorate in agile ways of working, ensuring they have the necessary knowledge and skills to deliver campaigns to the very best of their ability and are managed in accordance with Mind's values, competencies, policies and procedures.
9. Lead and contribute to key cross-organisational projects that impact on and improve Fundraising, identifying opportunities for income growth.

10. Working closely with internal Compliance and Legal teams, ensure Innovation 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 new product development and adaptations of existing products 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 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.
2. Demonstrable experience of managing innovation projects and cultural change with multiple internal stakeholders and teams.
3. Demonstrable and relevant management experience in Fundraising within the voluntary and/or commercial sectors.
4. Demonstrable experience in leadership of project teams with a track record of successfully leading a team to deliver a fundraising strategy.
5. An excellent understanding of the legalities of the fundraising sector, particularly those that are relevant to Public Fundraising, along with a grasp on the wider landscape of the sector.
6. A track record of meeting financial targets with management experience of setting, monitoring and reforecasting on budgets.

7. Excellent communication skills with the ability to identify risks and opportunities and ensure these are understood and acted upon.
8. Experience of managing agencies and suppliers and ensuring all Compliance and Health and Safety requirements are adhered to.
9. 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.
10. Demonstrable experience in championing a team at an organisational level with excellent skills in influencing and negotiation.
11. Experience in line management including objective and KPI setting, monitoring of performance, conducting monthly supervisions and yearly appraisals and ensuring that conduct and performance policies are followed.
12. Experience of leading a team through change with the ability to demonstrate a flexible, adaptable and proactive response to change.
13. Skills in producing evaluations, reporting on objectives and interpreting analysis and insights.
14. Experience of using appropriate IT suite and level of programmes associated with the role including databases, digital platforms and financial system.
15. 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.
16. Contribute to making Mind a greener workplace.
17. 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.

