



Head of Network Fundraising - job description

Grade	F
Type of contract	12-month FTC starting end July/ early August 2021 (maternity cover)
Directorate	Fundraising
Team	Fundraising Strategy & Operations
Reports to	Head of Fundraising Strategic Development
Responsible for	Direct line management: Network Public Fundraising Manager Dotted line management: Fundraising Capacity Building Officer, Network Grants Fundraising Manager and Corporate Partnerships Officer
Location	Flexible - likely to be hybrid mix of homeworking and time in Stratford office, although permanent homeworking would be considered
Hours	35hrs p/w although open to a four-day working week (28hrs/ condensed hours)

Purpose of the job and scope of the job

Mind's Fundraising directorate consists of five fundraising teams – Partnerships Fundraising, Public Fundraising, Workplace Wellbeing, Data and Supporter Relations and Fundraising Strategy & Operations: overseen by our Fundraising Director. Mind has had its most successful fundraising year ever in 2020-21, raising almost £60m.



The Fundraising Strategy & Operations team exists to work across the Fundraising directorate to improve collaboration, embed quality and compliance and drive up fundraising performance and supporter experience, both nationally and across our local Mind network, so that together, we can achieve our objectives.

The Head of Network Fundraising is responsible for leading the Network Fundraising Support team and overseeing the fundraising support offer to Mind's network of over 110 local Minds, enabling them to diversify their income streams and grow their income in a sustainable way. The post will also work to increase collaboration between the Fundraising department at Mind and local Mind fundraisers, supporting the development of federation-wide fundraising products. The post will oversee delivery of annual and long-term objectives for the fundraising support offer, drawing on learnings from the Income Review and Network Sustainability and Growth Plan, and aligning with priorities in the organisational strategy.

Reporting into the Head of Fundraising Strategic Development, the post has a cross-Fundraising remit and will work closely with staff across the directorate, as well as having line management responsibility for the Network Public Fundraising Manager and dotted line management of other posts across Fundraising who support the network on different income streams. The post will work closely and collaboratively with colleagues across the organisation and will work with volunteers/ temporary staff/ consultants as required. The post will also need to work effectively with independent local Minds and colleagues in Wales.

Whilst other roles across Fundraising and the Networks and Communities directorate form part of Mind's wider income generation support offer for local Minds, they will be line managed within their respective teams. The Head of Network Fundraising will be responsible for monitoring outputs of all relevant work and support for local Minds and co-ordinating work via a project team, working closely with the Head of Network Sustainability and Head of Network Support.

The work of the team will report into Mind's Associate Director (Networks), forming part of Mind's Network Sustainability offer to local Minds linked to ambitions around maintained volume and income levels of the network.

In addition to having full oversight of the Network Fundraising Support offer, the Head of Network Fundraising will work closely with colleagues in Fundraising to change the culture around fundraising with, and alongside local Minds, ensuring that new products developed across the directorate give full consideration to the network and their potential to be delivered locally. The post will also support the Head of Fundraising Strategic Development in the management of other cross-directorate projects that deliver the team purpose to improve collaboration, embed quality and compliance and drive up fundraising performance and supporter experience.



Key Responsibilities

1. To oversee the Network Fundraising Support offer, which includes:
 - Line management of Network Public Fundraising Manager and all associated duties
 - Management of the Network Fundraising Support team and coordination with other posts who provide income generation support to local Minds, to track and review progress against objectives
 - Strategic development of the Network Fundraising Support offer to ensure alignment with and delivery of corporate objectives
 - Coordination with Network Sustainability and Network Support to ensure a consistent offer for local Minds
 - Regular promotion of the Network Fundraising Support offer to local Minds
 - Representation of Fundraising at the Network Sustainability reference group – leading discussion and debate on fundraising-related topics.
2. To monitor and scrutinise progress of Mind's Network Fundraising Support offer by:
 - Setting and managing income and expenditure budgets across the function
 - Providing regular updates and reports that align with Mind's corporate reporting requirements, including identifying any risk areas
 - Developing documents and presenting proposals as required, for discussion/ approval/ update at MET or Network Committee and at regional meetings with local Mind CEOs and trustees.
3. Lead on culture change and new ways of working to ensure local Minds are considered in all new fundraising activity by:
 - Embedding the fundraising protocols that exist between Mind's Fundraising department and the network and ensure commitments in the federation agreement are met
 - Ensuring that local Minds are given full consideration when new fundraising products are developed
 - Championing the work of the Network Fundraising Support team in cross-department and cross-organisation forums
 - Developing and implementing a strategy for cultural change, with regular review of ways of working between national and local fundraising teams, including how income and KPIs are set for the national fundraising team.
4. Act as local Mind comms champion within the Fundraising department through:
 - Coordination of all outbound comms to the network



- Acting as a conduit between Fundraising and Networks and Communities
 - Acting as conduit for outward communications between fundraising teams and the network, ensuring messaging aligns with Mind's wider network comms strategy.
5. Be the first point of contact, both internally and for the network, for enquiries regarding any aspect of joint fundraising, including issues related to the fundraising section of the Federation Agreement.
 6. Support the Head of Fundraising Strategic Development on other cross-fundraising projects aimed at improving quality, effectiveness and coordination across teams within the directorate.
 7. Ensure that all activity complies with current charity and data protection legislation.

Expectations

All members of staff at Mind are expected to embody our mission, values and competencies. This includes an expectation that they will:

- Show passion for what Mind does and the changes that we are making for people with mental health problems.
- Work collaboratively across teams, departments, locations and organisations.
- Stand up for what they believe is best and trust in themselves and each other.
- Be open to others and ourselves and show a commitment to learning.
- Be open to change and respond flexibly and quickly to the changing world.
- Demonstrate organisational awareness and see the bigger picture while working towards objectives.
- Communicate effectively, ensuring their messages are understood and that they strive to understand others.
- 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.
- Take responsibility for their decisions.
- Attend and contribute to Mind staff training and any other training identified as appropriate for the post.
- Occasionally travel to meetings in England and Wales and/ or work unsociable hours, which may require the need for an overnight stay, evening and weekend work.
- Ensure that all responsibilities and activities within their post are consistent with the terms and spirit of Mind's mission, vision, values, policies and procedures.



Job description and person spec:

Head of Network Fundraising

- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

Person Specification

Essential Criteria

Experience:

1. Senior management level experience of programme and project management.
2. Experience of implementing fundraising strategy and operational activities in at least two of the following areas: community and events, individual giving (including legacies), corporate, trust and statutory fundraising.
3. Experience of leading complex, high profile change and transformation with demonstrable qualities as a lead change agent.
4. Experience of matrix working across departments and directorates.
5. Experience of writing formal reports (internal and external) as well as developing content for agreements and other communications materials.
6. Experience of developing content for and delivering presentations.
7. Experience of developing and managing budgets including forecasting, monitoring and regular reporting of outcomes against targets.
8. Experience of setting up effective monitoring and evaluation systems.

Skills:

9. Excellent communication skills and the ability to understand and translate complex information to a variety of audiences – both written and verbal. This includes presentation, negotiation and influencing skills and the ability to deal with people at all levels with tact and diplomacy.
10. Excellent financial modelling skills.
11. Excellent problem-solving skills and the ability to find innovative solutions.
12. Outstanding self-management skills to work autonomously and as part of a team, using own initiative and being flexible and adaptable.

Knowledge:

13. Good knowledge and understanding of fundraising approaches and techniques.
14. Experience of line management including being able to delegate effectively, meeting deadlines and performance targets.
15. Extensive knowledge and understanding of the charity sector.
16. A commitment to Mind's mission and values.



17. Willingness to travel and work some unsocial hours.
18. Understanding of what Equal Opportunities means in relation to this post and the ability to incorporate Equal Opportunities Policies into all aspects work.

Desirable Criteria

19. Experience of working in a federated charity.
20. Experience of developing, testing and evaluating new fundraising/ income generation products.
21. Knowledge and understanding of the mental health sector.
22. Direct or indirect experience of mental health problems.