



# Fundraising Capacity Building Officer - job description

<b>Grade</b>	D
<b>Type of contract</b>	12-month FTC starting mid-August 2021 (maternity cover)
<b>Directorate</b>	Fundraising
<b>Team</b>	Fundraising Strategy & Operations
<b>Reports to</b>	Fundraising Operations Manager
<b>Responsible for</b>	N/A
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford office, although permanent homeworking would be considered
<b>Hours</b>	35hrs p/w although open to a four-day working week (28hrs/ condensed hours)

## Purpose of the job and scope of the job

We're Mind, the mental health charity. We won't give up until everyone experiencing a mental health problem gets support and respect. We provide advice and support to empower anybody experiencing a mental health problem and we campaign to improve services, raise awareness and promote understanding.

The Mind federation consists of the national charity and over 110 local charities (local Minds) who are all independent charities, responsible for their own fundraising, but carrying the same brand. Similar to other federated charities, the national organisation



## Job description and person spec: Fundraising Capacity Building Officer

provides a range of support to the network – from events to quality, communications and fundraising.

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 Fundraising Capacity Building Officer sits in the Fundraising Strategy & Operations team and forms part of Mind's Network Fundraising Support offer, which develops and manages the fundraising support we provide to Mind's network of local Minds, enabling them to diversify their income streams and grow their income in a sustainable way. The post will ensure delivery of annual and long-term objectives for the fundraising support offer, drawing on learnings from the Network Sustainability and Growth Plan, and aligning with priorities in the organisational strategy.

Reporting to Mind's Fundraising Operations Manager, the post has a cross-Fundraising remit and will work closely with staff across the Directorate. 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 build strong relationships with local Mind colleagues at all levels.

The Fundraising Capacity Building Officer will lead on strengthening relationships and understanding between local Minds and the Fundraising department at national Mind. In this post, you will be responsible for delivering a programme of support designed to increase income generation across the network. This will include training and peer support events, resource and template development, sharing best practice and building skills across the network.

Your work will dock into the Network Fundraising Support offer that is overseen by Mind's Head of Network Fundraising, reporting 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 responsibility for the development and delivery of the fundraising capacity building programme, the Fundraising Capacity Building Officer will work closely with colleagues in Fundraising to change the culture around fundraising with and alongside local Minds, and support colleagues in the Network Fundraising Support team



Job description and person spec:  
Fundraising Capacity Building Officer

to ensure 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 Fundraising Operations Manager in the development 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 implement and oversee the fundraising capacity building programme, which includes:
  - An annual programme of training events, webinars and peer support opportunities, as well as delivery of a pilot peer support platform (currently MS Teams)
  - Maintaining and updating the Fundraising Resource Room on OpenHub (an information sharing platform for local Minds and national Mind), regularly reviewing and refreshing resources and templates as required by local Mind need
  - Oversee and manage the income reallocation process
  - Building and maintaining relationships with local Mind fundraising leads
  - Providing inductions to new staff across the network, explaining the Network Fundraising Support offer and how national Mind and local Minds work together across fundraising.
2. To report progress of the fundraising capacity building programme by:
  - Delivering against KPIs, as agreed with the Head of Network Fundraising
  - Providing regular updates and reports that align with Mind's corporate reporting requirements, including identifying any risk areas
  - Regular evaluation of the programme overall.
3. Support on culture change and new ways of working to ensure local Minds are considered in all new fundraising activity by:
  - Monitoring adherence to the fundraising protocols that exist between Mind's fundraising department and the network
  - Championing the work of the Network Fundraising Support team in cross-department and cross-organisation forums.
4. Act as local Mind comms champion within the Fundraising department
5. Support the Head of Network Fundraising on other network fundraising projects aimed at improving quality, effectiveness and coordination across local Minds, including:
  - Providing support where necessary to colleagues across the Network Fundraising Support function
  - Ensuring the local Mind fundraising contacts are regularly updated across the internal CRM system (Microsoft Dynamics).
6. Support the Fundraising Operations Manager by:



- Co-ordinating cross-fundraising projects to support collaboration between fundraising teams and improvements to key cross-directorate processes and ways of working
  - Developing and embedding effective quality and compliance policies and controls across the Fundraising directorate
  - Supporting the co-ordination, development and evaluation of a Fundraising Induction programme.
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.
- Adhere to relevant legal and statutory requirements including the Data Protection Act, Health and Safety at Work Act and relevant charity law.

- To be prepared to work flexibly (e.g. hot-desking, home-enabled working) according to business need
- Maintain an appropriate level of confidentiality at all times.
- Contribute to making Mind a greener workplace.

# Person specification

## Essential criteria

### Experience:

1. Experience of project management.
2. Experience of fundraising operational activities in at least one of the following areas: Community and events fundraising, individual giving, corporate, trust or statutory fundraising.
3. Proven experience of organising and/ or delivering events/ training/ workshops, including managing external consultants.
4. Substantial experience of relationship building and customer care.
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 managing multiple priorities and demands from a variety of sources

### Skills:

8. 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.
9. Excellent time management, project management and organisational skills, with the ability to meet deadlines and produce quality results.
10. Excellent problem-solving skills and the ability to find innovative solutions.
11. Outstanding self-management skills to work autonomously and as part of a team, using own initiative and being flexible and adaptable.

### Knowledge:



- 12. Good knowledge and understanding of different fundraising approaches and techniques.
- 13. Extensive knowledge and understanding of the charity sector.
- 14. A commitment to Mind's mission and values.
- 15. Willingness to travel and work some unsocial hours.
- 16. 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**

- 17. Experience of working in a federated charity.
- 18. Experience of developing, testing and evaluating new fundraising/ income generation ideas.
- 19. Knowledge and understanding of mental health sector.
- 20. Direct or indirect experience of mental health problems.