



# Fundraising Officer: Events

## Job description

<b>Grade</b>	C
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Fundraising, Public Fundraising
<b>Team</b>	Community & Events Fundraising
<b>Reports to</b>	Senior Fundraising Officer: Events
<b>Responsible for</b>	
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford
<b>Hours</b>	35hrs p/w

### About the role

The Community and Events Fundraising team designs and delivers memorable fundraising experiences that raises millions of pounds and turns one-time participants in to lifetime supporters.

This role will contribute to this purpose by supporting the delivery of fundraising activity and creating a great supporter experience for our participants ensuring our supporters are at the heart of everything we do.

You will play a pivotal role in the Community and Events Fundraising team reaching and exceeding their target of circa £10.8 million NET income by 2024.

You will project manage fundraising activity and supporter journeys from beginning to end, delivering them on time and in line with annual plans and budget. You will analyse and produce evaluation reports reporting against budget, and interpreting these results to inform future activity and contribute towards the annual planning of the team.

You will possess strong verbal communication skills and have the ability to communicate effectively our supporters across a range of channels including mail, e-mail, telephone, face-to-face, and online.

You will be an adaptable and flexible member of the Community and Events fundraising team, able to move and slot in to sub-teams to help deliver changes in capacity and strategy. You will form strong working relationships with internal stakeholders across



Mind, following briefing processes and ways of working to ensure the efficient delivery of activity. You will help gather content for the media and digital teams through the relationships you develop with our supporters.

## **Key Accountabilities**

1. You will deliver fundraising activity and supporter journeys from beginning to end as delegated by the senior officer from writing briefs, working with creative agencies/freelancers, internal data teams, print and production, fulfilment agencies to collating results and recommending learnings.
2. You will deliver all activities within budget expenditure, continuously improving to ensure income targets are met.
3. You will build excellent relationships with internal teams and third-party suppliers to effectively deliver activities and achieve targets.

## **Key Responsibilities**

1. To assess and proactively steward registered participants as per their supporter journey. This could include undertaking welcome calls, sending supporter communications, providing ongoing fundraising support, following up non-payments, personalised thanking, and supporter surveys. This can be done across a range of channels including mail, email, and telephone, online and face to face.
2. To attend supporter led and third-party events to help enhance our supporters experience and deepen their relationship with Mind.
3. To support the Senior Fundraising Officer in the delivery of Events Fundraising activity. This can include planning, writing and submitting briefs, generating marketing and stewardship communications, working with third party agencies, setting up web pages, reporting and analysing live activity and conducting evaluations.



4. To analyse and interpret data, including marketing and stewardship performance, and adjust tactics to continuously improve and ensure results are met.
5. To produce high quality analysis reports for activities, including recommendations to inform and improve future fundraising.
6. To liaise positively with external agencies and internal stakeholders to ensure that all activities, publications and materials fall within the Mind's tone of voice and brand guidelines, and Mind policies are adhered to.
7. To work with our media agency and internal Digital Team to achieve Mind's digital-first strategy, attending training opportunities with internal teams and external agencies to upskill as needed, and thinking digital-first in the briefing of all new activity.
8. To identify and capture inspiring and motivational supporter stories that can be shared across Mind's media and digital channels.
9. To maintain high standards of data capture by ensuring data entered on systems are accurate and timely, in accordance with the team's requirements.
10. To manage timely payment of invoices, including raising/requesting POs accurately and tracking expenditure to ensure activities are within budget.
11. To proactively manage your workload, including short-term and long-term deadlines.
12. Undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.

## **Expectations**

We are committed to becoming actively anti-racist in everything we do. This is a critical priority for Mind. We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equity in physical and mental health for all.



Role expectations:

- To understand that the nature of this post will require flexibility in undertaking the role. Keep abreast of internal and external developments and respond accordingly.
- To attend and contribute to supervision and appraisal process, meetings, training, and other events as required.
- To adhere to relevant legal and statutory requirements including the Data Protection Act (ensuring an appropriate level of confidentiality at all times), Health and Safety at Work Act (ensuring H&S of own and others at all times) and any other relevant/charity law.

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

1. Experience and a proven track record of managing volunteers to undertake a fundraising activity and exceed their targets.
2. A commitment to understanding Mind's audiences and delivering a memorable fundraising experiences through excellent marketing and stewardship.
3. Experience of monitoring and reporting on live activities proactively suggesting improvements and completing thorough post-campaign analysis. Able to analyse and interpret data to make decisions on how to solve problems or maximise opportunities.
4. Excellent project management skills, including managing multiple projects simultaneously. Ability to use initiative to work alone ensuring work is planned, prioritised, and organised to achieve set deadlines.
5. Strong interpersonal skills to build authentic and effective relationships with participants.
6. Excellent communication skills, including the ability to deal with people at all levels and in all walks of life, on the telephone, face-to-face and in written communication, in fluent English.
7. A strong influencer who is able to encourage participants to exceed fundraising targets and do more for Mind.



8. A resourceful team member who can work collaboratively across the team and with internal stakeholders to deliver excellent fundraising activities.
9. Knowledge of legal compliance and health and safety requirements for Community and Events fundraising activities
10. Experience of using appropriate IT suite and level of programmes associated with the role including databases, digital platforms and financial system. Ability to adapt to and use new technologies to complete tasks.
11. 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.
12. Contribute to making Mind a greener workplace.
13. 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.