



# Senior Fundraising Officer (Retention)

## Job description

<b>Grade</b>	D
<b>Type of contract</b>	Permanent
<b>Directorate</b>	Fundraising
<b>Team</b>	Public Fundraising, Individual Giving & Legacies
<b>Reports to</b>	Retention
<b>Responsible for</b>	Fundraising Officer
<b>Location</b>	Flexible - likely to be hybrid mix of homeworking and time in Stratford/Cardiff office,
<b>Hours</b>	35hrs p/w

### About the role

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

This role will contribute to this purpose by managing an assigned portfolio of fundraising activities to achieve agreed targets. Reporting to the Fundraising Manager, you will make decisions on how best to deliver activities and be accountable for the development and management of budgets, plans, marketing, stewardship, reporting and evaluations.

You will matrix manage a Fundraising Officer, upskilling, trusting and empowering them to deliver activities, key tasks and excellent supporter experience. You will manage their performance to ensure objectives are met and develop their career through regular supervisions and appraisals.

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 strong communicator who is able to convey your portfolios vision, goals, ideas and issues to team members and stakeholders. You will be a confident manager, who can oversee and coordinate tasks as well as motivate



and encourage the team by creating a defined roadmap to success. You will possess strong organisational skills and have the ability to prioritise tasks and document ways of working for easy access and future reference. You will be comfortable in creating project timelines and holding others to account in meeting deadlines. You will be open to innovating, adopting a test and learn approach to launch and improve the performance of assigned activity.

You will be an adaptable and flexible member of the Individual Giving & Legacies Fundraising team, able to work well cross-team to help support changes in capacity and strategy. You will form strong working relationships with internal stakeholders across Mind and external suppliers, following briefing processes and ways of working to ensure the efficient delivery of activity.

## **Key Accountabilities**

1. You will take ownership for the operational delivery of fundraising activities. Your decisions will impact the achievement of monthly KPIs and yearly targets to help inform long term strategic direction.
2. You are accountable for the matrix management, performance and development of Fundraising Officers to deliver yearly fundraising activities
3. You will manage internal stakeholders and third-party suppliers to achieve yearly fundraising activities

## **Key Responsibilities**

1. To project manage a portfolio of Fundraising activities including briefing on and agreeing data for target audiences and using this to develop, implement, manage, monitor and evaluate performance.
2. To develop, monitor and re-forecast one-year budgets for assigned activity/campaigns identifying risks and putting in place the necessary mitigations.
3. To work with our media agency and internal Digital Team to achieve Mind's digitalfirst strategy, implementing a test and learn approach for continuous improvement and thinking digital-first in the briefing of all new activity.
4. To manage and coordinate the briefing of Key Internal & External stakeholders to ensure the successful operational delivery of fundraising activities.
5. To develop stewardship plans and implement a relationship building and supporter-first approach across all activity to increase conversion, average gift and retention.



6. To develop, deliver and evaluate yearly marketing strategies including the development of advertising materials ensuring the content adheres to brand guidelines and is compliant with fundraising regulations.
7. To prepare and present Fundraising evaluation reports including reporting against financial and non-financial key performance indicators and trends.
8. To matrix manage a Fundraising Officer, supporting in setting objectives at annual appraisal, monitoring delivery of objectives at regular supervision (one-to-one meetings), monitoring training and development needs.
9. To work closely with our Data Team and Data Insight Analysis and to use insight to deliver a supporter led marketing approach as well as identifying and testing new audiences, marketing creative and channels.
10. To work with the Supporter Relations teams, effectively briefing them on campaigns and activities, providing FAQs and to ensure an excellent donor experience in the response handling of IG & Legacies queries.
11. To work closely with the Digital Team to deliver successful campaigns and ensure the IG & Legacies Fundraising sections on Mind's website are maintained and provide engaging and up to date information and functionality.
12. To work closely with Mind's Media and communications team to ensure fundraising activities are effectively promoted across multiple print and digital channels and supporter stories are gathered where appropriate.
13. To ensure that all direct marketing campaigns adhere to Mind's procedures as well as tone of voice and brand guidelines. That they are compliant with all fundraising regulations and data protection law.
14. Keep up to date with sector knowledge to ensure Mind is delivering at a level of best practice.
15. To manage working relationships with event and platform suppliers agreeing and monitoring delivery against contracts and service level agreements.

## 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:



- 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 of managing IG & Legacies campaigns and a proven track record of meeting and exceeding targets across a wide range of channels and products.
2. An understanding and commitment to deliver a memorable fundraising experience through excellent stewardship / donor experience.
3. A strong project manager with experience of devising and managing marketing and stewardship strategies to achieve goals.
4. Experience of using an innovation processes to identify and implement new activity or improve existing.
5. Experience of line management including appraisal, supervision (one-to-one meetings) and training and development needs; ability to delegate and manage individuals to meet agreed performance targets.
6. Experience of managing internal stakeholders and third-party suppliers to agreed service level agreements.
7. Ability to interpret and analyse data both during and after a campaign to performance and help inform future strategies.
8. Excellent interpersonal skills with the ability to inspire, negotiate and influence with a wide range of stakeholders to get desired results.
9. Brilliant organisational skills with the ability to manage multiple projects and deadlines.
10. Excellent knowledge and understanding of fundraising legislation, principles and practices and regulation requirements across IG & Legacy Fundraising.
11. Experience of using appropriate IT suite and level of programmes associated with the role including databases, digital platforms and financial system.



## **Desirable criteria**

1. Direct or indirect experience of mental health problems.
2. Passion for Mind's values and work.