Dear Applicant,

Thank you for your interest in this post of Fundraising Officer.  This is a brand new role in our organisation, reporting direct to the CEO. It is a very exciting time to be a part of MiMH’s and as part of all the changes we have seen over the last 2 years we now see that it is important to invest in a role specific to fundraising. One big development is the growth of digital fundraising. We are looking for someone who is motivated and excited about developing our income generation through community engagement both in person and digitally. The post holder will be responsible for donor support, events and growing our online fundraising presence. We will be happy to consider a shorter-term contract for interim support if someone can start straight away.

Please find attached an application pack.  We look forward to reading your application.

Please send your application to the following postal address

Recruitment

Mind in Mid Herts

13 Town Square

Stevenage

Herts SG1 1BP

Or by email to [recruitment@mindinmidherts.org.uk](mailto:recruitment@mindinmidherts.org.uk) no later than 12 noon Monday 20 September 2021.

**Please note interviews will be held on Thursday 23 September 2021.**

Yours faithfully,

Bal Bhathal

Officer Manager

**JOB DESCRIPTION – Fundraising Officer**

Reporting to: CEO

Responsible for: Generating income and helping to maximise local support, by providing exceptional supporter stewardship, in line with Mind in Mid Herts Fundraising strategy.

Duration: Fixed Term Contract 12 Months

Hours: 21 hours per week, flexibility required Occasional evenings and/or weekends to attend events/meetings

Salary: £26-£28,000 depending on experience and track record pro rata, Per annum

Location: Flexible (remote working will be considered)

Closing date: 12 noon Monday 20 September 2021

Interviews: Thursday 23rd August 2021

We are Mind in Mid Herts, a leading mental health charity based in Hertfordshire, affiliated to National Mind, with centres in St Albans, Stevenage, Hertford and Welwyn Garden City. We are working to reduce the stigma of mental health diagnosis and we support people with mental health conditions to create a pathway to recovery. We are innovative in creating services to improve wellbeing and to prevent the development of mental health issues. Through education and support, we aim to improve people's awareness of how to be proactive in looking after their health and wellbeing. We will not give up until everyone experiencing a mental health problem gets support and respect.

*Mind in Mid Herts (MiMH) is committed to diversity and equality of opportunity for all and is opposed to any form of less favourable treatment and harassment on the grounds of all the ‘protected characteristics’ as identified by the Equality Act 2010. It is MiMH's intention that this job description is a guide to the major areas and duties for which the jobholder is accountable. However, services will change and the jobholder’s obligations might vary and develop, so the job description should be seen as a guide and not as a permanent, definitive and exhaustive statement.*

**Overall Purpose**

To work with the staff, volunteers and our partners, to maximise fundraising potential. To ensure that the people and organisations who raise funds and awareness are supported to take full advantage of their energy and drive to make a difference. Building our networks of supporters offering a variety of online and community activities that they can join and fully participate. Attend and run events, record and evaluate for future development.

**Principal Responsibilities**

**Fundraising activity**

* Help to identify and develop potential areas of fundraising growth and process improvements, both in person and digital in line with the Fundraising Strategy and supporting net income growth for example running a google grant account and or facebook advertising.
* Support existing and develop new partnerships with corporates, organisations, and individuals, to support income growth.
* Research and develop local corporate support in allocated area in accordance with Fundraising processes in order to maximise fundraising, volunteering and awareness.
* Co-ordination of fundraising volunteers, as requested or as appropriate
* Deliver successful portfolio of local in person and digital events, which meet or exceed agreed participant numbers, average raised per participant and overall return on investment.
* Lead on the logistics of local fundraising events including recruitment of volunteers, working with venues and suppliers, risk assessments, promotion and recruitment of participants, working collaboratively with the other local Minds.
* Build plans for increasing and retaining key participants and conduct a thorough evaluation for each event
* Research and develop local corporate support in allocated area in accordance with Fundraising processes in order to maximise fundraising, volunteering and awareness.
* Ensure robust plans are in place to recruit new supporters and to ensure key individuals are retained to further support Mind in Mid Herts.

**Donor care**

* Provide stewardship and donor care for Mind in Mid Herts individual givers, corporates, groups, volunteers and other supporters of the charity, in line with the fundraising strategy.
* Send donors bespoke information and materials to support their fundraising at Mind in Mid Herts.
* Ensure supporter interaction points (telephone, post, email) adhere to the highest standard.
* Provide great donor stewardship by reaching people via their social media channels.
* Undertake any other duties as requested by senior management
* Provide exceptional stewardship to current supporters to ensure that income and opportunities are maximised in accordance with Fundraising processes.

**Administration**

* Write and send outgoing thank you letters to all income streams.
* Help maintain an up-to-date and accurate supporter database and finance log.
* Ensure fundraising materials are stocked and fundraising packs up-to-date.
* Build local awareness and fundraising support of Mind in Mid Herts through proactive work with community groups, organisations, educational institutions and key local contacts.
* Undertake proactive research and analysis to develop new fundraising programs both in person and digitally across Hertfordshire, to identify new income streams.
* Develop, maintain and update monthly Fundraising reforecasts and communication statistics.
* Manage and develop the risk analysis of Fundraising income to provide up-to-date financial forecasts to the Chief Executive and Board as required
* Devise and monitor KPIs in support of the communication and fundraising strategic plan
* Identify, develop and deliver significant process improvements, new fundraising concepts and projects that will support net income growth and ensure excellent supporter stewardship
* Develop, prioritise and drive forward annual priorities and project work to improve Fundraising’s net income and efficiency

**Communication**

* Liaising with the communications team to, ensure the activities of supporters fundraising for Mind in Mid Herts are promoted and celebrated through our social media and PR channels.
* Regularly phone, email, and meet supporters or potential supporters
* Work with the wider team at Mind in Mid Herts and with our national partners at Mind.
* Attend and provide regular updates in 1 to 1 meetings and participate in staff and team meetings.
* Tailor communications for audience specific fundraising and build support for the cause through targeted profile raising.
* Maximise the use of our database, website, social media, and email communications.
* Secure media coverage through proactive promotion of our work through press releases and other media activity, including social media.

**Cross Organisational collaboration**

* Take a leadership role within the organisation to promote collaborative working with colleagues to deliver on Fundraising and communication potential.
* Provide support on fundraising to wider Mind in Mid Herts colleagues, volunteers and supporters, as required.
* Work with key colleagues in Fee Paid Services and Training to explore the potential for income generation across all three areas.
* Ensure colleagues are ‘fundraising focused’ and opportunities are spotted for the wider benefit of Mind in Mid Herts

**General**

1. Work within the ethos, vision and values of the organisation and in line with the organisation’s strategy, policies and procedures including equalities statement.
2. Establish and maintain effective working relationships with the Mind in Mid Herts team and key stake holders.
3. Attend and contribute to meetings relevant to the role (such as own supervision, appraisal, operational, AGM, and external as required).
4. Commit to and complete training and qualifications identified for the role in line with organisational need, Staff Development and Training policies and procedures.
5. To be line managed by Mind in Mid Herts and to work closely with the team but to manage own workload, prioritising tasks and working on own initiative
6. To maintain up to date knowledge of legislation, national and local policies and issues in relation to mental health and fundraising.
7. To participate in general office cover as required.
8. To undertake any other necessary duties to ensure the smooth and successful development of the project, including administration
9. To ensure that all duties are carried out to the highest standard and in accordance with MiMH quality standards

ADDITIONAL REQUIREMENTS

* Ensuring that all responsibilities are met in accordance with procedures and the service user/funder requirements
* Abides by our Human Resources policies and procedures as outlined in our Staff Handbook
* Understanding the need for confidentiality when dealing with both internal and external information
* Understanding the importance of conforming to our service requirements and service user needs
* Flexibility to work outside or in excess of standard hours when necessary to achieve objectives required
* Sound knowledge of the organisation’s service offering specific to role and appreciation of the impact that poor service has on our service users and our reputation
* Commitment to adhering to Health and Safety guidelines for safe working.
* Adherence to legislative requirements
* Adhere to all Mind in Mid Herts Covid-19 precautionary measures
* 8-week notice period

**BENEFITS**

* **25 days paid holiday per year, April 1st-March 31st (pro rata for part time staff)**
* **Statutory bank and public holidays, (pro rata for part time staff)**
* **A contributory pension scheme**
* **2 additional days’ leave – Birthday Leave and Wellbeing Day,**
* **Staff Training and Development**

**PERSON SPECIFICATION**

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| --- | --- | --- |
| Fundraising Officer | **Essential Criteria** | **Desirable Criteria** |
| **Experience** |  |  |
| Have worked in a fundraising team or similar background for at least 2 years | **\*** |  |
| Ability and experience of working well in a team | **\*** |  |
| Proven ability to develop and maintain good working relations, with both internal and external audiences | **\*** |  |
| Ability to work to meet objectives and to meet deadlines | **\*** |  |
| Knowledge or experience of updating a database |  | **\*** |
| **Skills, abilities, understanding and knowledge** |  |  |
| Exceptional relationship building skills | **\*** |  |
| Excellent communication, motivational and negotiation skills | **\*** |  |
| Understanding of the organisations charitable objectives |  | **\*** |
| Experience of managing and supervising volunteers |  | **\*** |
| Understanding of the wellbeing needs of people with mental health needs |  | **\*** |
| Ability to deal with stressful and difficult situations in a calm manner | **\*** |  |
| Valid driving licence and access to a car for work | **\*** |  |
| Confident and effective communicator both verbally and written to include excellent telephone skills | **\*** |  |
| Good IT skills (MS Outlook, Word, Excel internet, databases and reporting systems) | **\*** |  |
| A knowledge of Health & Safety in workplace settings |  | **\*** |
| Ability to successfully translate plans into action | **\*** |  |
| Experience of facilitating and managing meetings |  | **\*** |
| Ability to prioritise and effectively manage time and resources to achieve best outcomes | **\*** |  |
| Understanding of, and a personal commitment to, Equality and Diversity and how this applies in particular to mental health services |  | **\*** |
| Commitment to working outside of normal office hours, at weekends and away from home when the job requires this | **\*** |  |

**Application Form**

|  |  |
| --- | --- |
| **Applicant Initials:** |  |
| **Post Applied For:** | Fundraising Officer |
| **Post Reference Number:** | FO/21 |

**Using this form**

All fields on this form are to be completed and sent by email or post to Recruitment [Recruitment@mindinmidherts.org.uk](mailto:Recruitment@mindinmidherts.org.uk), Mind in Mid Herts, 12 Town Square, Stevenage, Herts SG1 1BP, quoting the Job Title, Reference Number and your name in the subject. Where a table does not have enough fields, please add additional rows.

**Data Protection**

In accordance with Mind in Mid Hert’s (MiMH’s) Data Privacy Notice, we take care to ensure that all applicant data is appropriately and securely stored and handled. The information on this sheet will be held securely with MiMH’, and will be anonymised when sent to recruiting managers. If an applicant is not appointed for a post, their application and personal details forms will be destroyed. Where an applicant is appointed, their application will be moved into an Employee Folder and remain as long as the employee is employed at MiMH’s.

For full details of MiMH’s approach to Data Privacy and protection, please request our Data Protection Policy.

**Criminal Convictions**

As part of its equal opportunities policy, Mind wishes to ensure it does not discriminate against ex-offenders. If you have any convictions that are **unspent** under the Rehabilitation of Offenders Act 1974, please supply details of your conviction(s) via the **personal details form**.

Some posts within MiMH’s are exempt from the Rehabilitation of Offenders Act 1974 as they involve working with vulnerable adults and/or children and young people and will require a Disclosure and Baring Service (DBS) check. If you have applied for an exempt post, please supply details via the **personal details form**.

**Eligibility to work in the UK**

If there are any restrictions regarding your employment in the UK (e.g. you require a Work Permit), please supply details via the **personal details form**. Please note that MiMH’s is not able to sponsor Visas.

**Personal Details**

|  |  |
| --- | --- |
| Surname: | |
| Forenames(s): | |
| Address: | |
| Postcode: | |
| **Telephone (Home):** | **(Mobile):** |
| **E-mail address**: |  |
| Please note any disability or other medical condition, which may require special attention at the interview or in the job. | |

**Education**

Please give details of your education and all exams passed.

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| --- | --- | --- |
| **Date** | **School/Institution** | **Exams passed** |
|  |  |  |

**Relevant Training Courses**

Please give details all training courses.

|  |  |  |
| --- | --- | --- |
| **Date** | **College/Institution** | **Course, Qualifications, etc.** |
|  |  |  |

**Present (most recent) Employment/Voluntary Work**

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| --- |
| **Employer’s name and address:** |
| **Position held:** |
| **Dates:** |
| **Salary:** |
| **Brief description of duties:** |

**Previous Employment**

|  |  |  |
| --- | --- | --- |
| **Dates** | **Employer** | **Position Held** |
|  |  |  |

**Supplementary Information**

**Please note that CVs are not considered as part of the selection process.**

Please give a statement regarding how you meet the requirements of the role to which you are applying. You should give details of all relevant experience (please refer to job specification) interests, voluntary work, etc. and specify your reasons for applying for the vacancy. Continue on a separate page if necessary.

**Referees**

One of your referees should be your present or most recent employer and your second reference needs to be someone who has known you for at least 1 year. References must not be provided by a relative or someone sharing your home.   If this is not possible please do continue your application and give us the reasons for not being able to supply these references and we will take that into consideration.

We will not contact your present employer without your permission.

|  |  |
| --- | --- |
| **Name:** | **Name:** |
| **Address:** | **Address:** |
| **Status:** | **Status:** |

|  |
| --- |
| In the past two years, how many sick leave days have you taken in your present employment? |
| When can you start? |
| An enhanced Criminal Records Bureau Disclosure is required for this post. |
| Have you worked for Mind in Mid Herts in the past in any capacity? |

**Declaration**

I confirm that to the best of my knowledge all information I have given in my application is correct and can be treated as part of any subsequent contract of employment. Any false, deliberate omission or misleading information may be sufficient cause for rejection or, if employed by MiMH’s and to be dismissed.

Signature

Date

I agree Mind can approach any of my previous employers for a reference to confirm that any information given in relation to my application is correct.

Please tick this box to confirm ☐ Date:

**Equal Opportunities Monitoring Form**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1.Please tell us your Age:**   |  |  | | --- | --- | | 16-24 |  | | 25-44 |  | | 45-64 |  | | 65+ |  | | Rather not say |  | |  | 1. **Do you consider yourself to have a disability?**     Yes  No  Rather not say  **2b. If yes do you have a:**    Physical Impairment  Sensory Impairment  Learning Disability  Mental Health Condition (Long Term)  Other Health Condition (Long Term) |

|  |  |  |
| --- | --- | --- |
| 1. **Ethnicity**   **Asian or Asian British**  Bangladeshi  Indian  Pakistani  Any Other Asian Background  **Black or Black British**  African  Caribbean  Any Other Black Background  **Mixed**  White and Asian  White and Black African  White and Black Caribbean  Any Other Mixed Background |  | **White**  White British  White Irish  Any Other White Background  **Other Ethnic Group**  Chinese  Any Other Ethnic Group  Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Rather not say |

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| 1. **Nationality**   Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

|  |  |
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| 1. **Gender**   Female  Male  Rather not say | **5b. Gender Reassignment**  Do you now, or have you ever considered yourself to be transgender? (tick if yes) |

|  |  |
| --- | --- |
| 1. **Religion or Beliefs**   Atheism  Agnosticism  Buddhism  Christianity  Hinduism  Humanism  Islam  Jainism | Judaism  Sikhism  Any Other Religion/Belief  Please state: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  No Religion or Belief  Rather not say |

|  |  |
| --- | --- |
| 1. **Sexual Orientation**   Bisexual  Gay Man  Heterosexual | Lesbian/Gay Woman  Other  Rather not say |

|  |
| --- |
| 1. **Are you currently providing support to a partner, child, relative, friend or neighbour who could not manage without your help or/and support?**   Yes  No  Rather not say |

*We are asking you to provide us with anonymous information to help reach as many communities as we can. All questions are optional and if you prefer not to it does not in any way effect your access to services. Thank you.*