Dear Applicant,

Thank you for your interest in this post of **Corporate Fundraiser.** This is a key role in our organisation.

Please find attached an application pack that I would ask you to complete and return either by post to:

Recruitment

Mind in Mid Herts

11 Hatfield Road

St Albans

Hertfordshire

AL1 3RR

or by email to [recruitment@mindinmidherts.org.uk](mailto:recruitment@mindinmidherts.org.uk) no later than **12 noon, Friday 4th July 2025.**

Interviews will be held on **Thursday 10th July 2025.**

We look forward to reading your application.

Yours faithfully,

**Bal Bhathal**

**Office Manager**

**About Mind in Mid Herts**

Do you want to support people with mental health issues? Are you calm, non-judgmental and able to work effectively with people experiencing emotional distress? Would you like to be a part of a dynamic team striving to break down barriers for those that need help and support, and want to be part of our mission to provide prevention, recovery, and support services in Hertfordshire to empower people to take control of their mental health? If the answer to all of these is yes, we want to hear from you.

***“I’m a little overwhelmed don’t feel like it’s real or I am this lucky but I’m trying to stay calm. I can’t thank you enough for all your support and help honestly means the world to me I felt so alone like no one cared. But I honestly can’t thank you enough.”***

Mind in Mid Herts has a strong track record of delivering care and support working with people on their pathway to recovery. We aim to provide a safe space for people in crisis to talk and feel supported, be listened to without judgement, access relevant support with problem solving and facilitate access to external services.

We do not advocate short-term measures but to be a part of a long-term strategy.

We have been operating in St Albans for over 40 years, in 2007 we merged with Welwyn Garden City Mind and became Mind in Mid Herts, and following that we opened centres in Stevenage (2008), Hertford (2009) and Hatfield (2024).

We supported 3171 people last year. Our services are designed to empower people to take control of their mental health and recovery. We support people through an extensive programme of activities including:

* Psychological therapies (face-to-face)
* Employment support
* Outreach to those unable to reach our centres
* Specialist support e.g. Male/Female/LGBTQ+
* Living Well courses
* Social support groups (activities providing shared interests to bring people together)
* Stepping Stones (hospital discharge service)
* Peer support – these groups are led by people with lived experience.

**JOB DESCRIPTION, Corporate Fundraiser**

Reporting to: Head of Charity Development

Responsible for: Developing and owning areas that support and grow our Corporate Partnership development. To implement and enact our corporate offer under our Charity Development strategy, supporting the Head of and Community Fundraiser to diversify Mind in Mid Herts income generation streams. Through developing sustainable relationships, the post holder will develop and grow our corporate, sponsors, donors, trusts and legacies to ensure sustainability for our service delivery.

Duration: 12 months fixed term contract

Hours: Part time – 25 hours per week

Salary: £30,000 per annum, pro rata (£20,270 per annum for a 25 hour week)

Location: Flexible hybrid working environment – working from home or based at one of our centres in Stevenage, St Albans, Hatfield and Hertford

Closing date: 12 noon, Friday 4th July 2025

Interviews: Thursday, 10th July 2025

We are Mind in Mid Herts, a leading mental health charity based in Hertfordshire, affiliated to National Mind, with centres in St Albans, Hatfield, Stevenage and Hertford. 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.*

**Overview**

We are looking for a competent and confident Corporate Partnership fundraiser, to support our new Charity Development team, the Head of and Community Fundraiser, and embed Corporate Partnerships within our organisation. Sitting in the Charity Development team, the focus for this role is supporting diversifying income generation through fundraising, sponsorships, donors, legacies and account management, growing and developing our Corporate Partnership offer.

The Charity Development Team is a new department in Mind in Mid Herts, supported through fundraising, Marketing and Communications and Insights and Data. Its income focus and priorities will be paramount at this time to ensure sustainability for MiMH, to help us develop and thrive in our new transformation, and ensure we have viable and tangible corporate relationships which can support on our ongoing service delivery.

The post holder will be responsible for building relationships with local businesses and organisations, supporting corporate links within our training and development team and ensuring we meet our new income generation targets across Hertfordshire. This will be a results-driven role with fundraising successes having a direct impact on the services we offer to support people’s mental health.

**Principal Responsibilities**

1. Target and seek out new partnerships with corporate customers and private businesses across Hertfordshire, engaging with a wide variety of audiences and developing and growing our corporate offer.
2. Meet set budgetary targets, supporting the Head of Charity Development and Community Fundraiser in diversifying income streams, and increasing our targeted donation and sponsorships.
3. Be responsible for managing and developing relationships with major donors choosing to raise money in aid of MiMH, including support for Company Charity of the Year approaches and manage stewarding of our corporate relationships.
4. Use all available methods of communication as appropriate, drawing on other team members’ expertise including Insights and Data, Marketing and Communications and working closely with our Training and Development team to create a seamless corporate approach and long-term stable relationships.
5. Develop and design corporate fundraising materials supporting our brand and internal corporate customer markets as well as marketing all internal offers under our Partnership banner. Ensure consistency and adherence to Fundraising Standards and the MIND brand in all literature.
6. Reconcile income raised, ensuring up to date financial and data tracking and monitoring, producing and coordinating compelling and timely reports. Input into reporting, forecasting and support the Head of in compiling and meeting financial targets and KPIs; utilise CRM offering for corporate income.
7. Manage and uphold a corporate pipeline and contact management update to ensure clean and consistent data in line with GDPR compliance.
8. Support the implementation and management of the CRM alongside Insights and Data to ensure corporate data is cleansed annually, supporting all aspects of data intelligence which can be used for impact analysis and reporting.
9. Be available and supportive in carrying out evening and weekend work as required.
10. Work effectively with the Head of Charity Development and Deputy CEO in developing and delivering KPIs around diversification of income, through innovative and expansive mediums.
11. Support the CEO on Partnership development, supporting the strategic relationship focus of the CEO, and conversion into Corporate Partner offer and Corporate Customer offer.

**General Responsibilities**

* Work within the ethos, vision and values of the organisation and in line with the organisation’s strategy, policies and procedures including the equalities statement.
* Ensure all charity development activity meets GDPR, data compliance and regulatory requirements including fundraising standards, Advertising Standards Authority and other digital compliance.
* Comply with Mind in Mid Herts’ policies and procedures, in accordance with all instructions, information and training supplied.
* Promote positive understanding, awareness and attitudes of mental health issues amongst others.

**Benefits**

* 25 days paid holiday per year, April 4th – April 3rd (pro rata for part time staff)
* Statutory bank and public holidays (pro rata for part time staff)
* A contributory pension scheme
* 3 additional days’ leave – Birthday Leave, Wellbeing Day and Volunteer Day for Mind in Mid Herts
* 2 months’ notice, initial probationary period of 6 months
* Staff Training and Development
* Peer Support.

**PERSON SPECIFICATION**

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| --- | --- | --- |
| Corporate Fundraiser | **Essential** | **Desirable** |
| Qualifications |  |  |
| Driving licence and use of car | **✓** |  |
| Commutable across and around Hertfordshire | **✓** |  |
| Fundraising or income qualifications including marketing |  | **✓** |
| **Skills** |  |  |
| Ability to forge strong and lasting relationships with external organisations and partners | **✓** |  |
| Ability to work collaboratively and influence contacts in organisations across the county to invest or partner with the charity | **✓** |  |
| Excellent written and verbal communication skills | **✓** |  |
| Strong presentation and negotiation skills | **✓** |  |
| Fundraising and income skills in partnership working, networking and comprehension of marketing, data and corporate value |  | **✓** |
| **Knowledge and Experience** |  |  |
| Proven working experience in income generation with success | **✓** |  |
| Proven track record of converting opportunities into income streams | **✓** |  |
| Experience of working with and for people with vulnerabilities |  | **✓** |
| Successful track record of responding to bids and winning new business opportunities |  | **✓** |
| An understanding of the third sector and an affiliation with mental health charities |  | **✓** |
| Considerable experience in fundraising and income generation with a successful and trackable history |  | **✓** |
| Strong network with organisations in Hertfordshire |  | **✓** |
| Understand the importance of Social Value and impact reporting |  | **✓** |

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| **Practical and Personal** | | |
| Drive, energy and enthusiasm | **✓** |  |
| Ability to be flexible, ‘hands on’ and working outside contracted hours when required | **✓** |  |
| Proficient in Microsoft office, Excel and CRM Databases |  | **✓** |
| Experience in collating data and supporting insight reporting |  | **✓** |
| Ability and eye for developing marketing and branded corporate materials |  | **✓** |

**Application Form**

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| **Applicant Initials:** |  |
| **Post Applied For:** | Corporate Fundraiser |
| **Post Reference Number:** | CF/25 |

**Using this form**

All fields on this form are to be completed and sent by email to [recruitment@mindinmidherts.org.uk](mailto:recruitment@mindinmidherts.org.uk), or by post to Mind in Mid Herts, 11 Hatfield Road, St Albans, Herts, AL1 3RR, 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 Herts’ (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.

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 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 Barring 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 is not able to sponsor visas.

**Personal Details**

|  |  |
| --- | --- |
| **Surname** | |
| **Forenames(s)** | |
| **Address** | |
| **Postcode** | |
| **Telephone (Home)** | **(Mobile)** |
| **E-mail address** |  |

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| Please note any disability or other medical condition which may require special attention at the interview or in the job.  Would you like to tell us anything that we can do or not do that will help you to show your best self in the interview or application process for this role? |

**Education**

Please give details of your education and all exams passed.

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| --- | --- | --- |
| **Date** | **School/Institution** | **Exams passed** |
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**Relevant Training Courses**

Please give details of all training courses.

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| --- | --- | --- |
| **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** |
|  |  |  |

**Personal Statement**

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| --- |
| **We require a personal statement -** 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 person specification), interests, voluntary work, etc. and specify your reasons for applying for the vacancy. Continue on a separate page if necessary.  **Please note that CVs are not considered as part of the selection process.** |
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**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.

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

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| 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, for dismissal.

Signature

Date

I agree MiMH 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:

Where did you hear about this vacancy? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Equal Opportunities Monitoring Form**

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| **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) |

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| --- | --- | --- |
| 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 |

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

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| 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 affect your access to services or employment. Thank you.*