

Job Description: Fundraising and Relationships Coordinator

- Hours:** Hybrid working, 30 hours per week, on such days/times as and when required. Office and home working Monday to Friday and attendance at community events as and when required, with some evenings and/or weekends – see below.
- Contract:** Fixed Term - One year from the date of contract start, with potential for contract to be extended dependant on funding.
- Salary:** £28,000 per annum - pro-rata for 30 hours per week (Usual working week at Derbyshire Mind is 37 hours). Actual gross annual pay, £22,702 per annum.
- Reports to:** Head of Partnerships and Services
- Location:** The role will be based in our Derby West office in Mackworth, Derby, however the post-holder will be required to work flexibly between the office, their home and there will be a requirement to travel to events, etc. across Derbyshire as and when necessary. The post-holder will be required to attend occasional weekend events and potentially work outside of usual office hours on occasion during the week.
- NOTE:** Due consideration will be taken of any working outside of usual office hours and time off in lieu (TOIL) will be provided for should it be necessary, in addition to annual leave entitlement.
- Travel/Expenses:** Travel costs and expenses are provided for as part of this role. Travel costs for the commute to the post-holder's usual place of work must be covered by the post-holder as required by HMRC.
- Confidentiality:** In the course of the work, the post-holder may have knowledge of, or access to information, which is confidential. It is essential that this confidentiality is respected at all times and that all work is carried out within the context of Derbyshire Mind's Confidentiality Policy.

Purpose of this Role

This role has two key purposes:

- 1. To increase Derbyshire Mind's income from a range of fundraising activities,** including;
 - individual fundraisers
 - one-off donations from individuals
 - Regular giving – monthly donations, participation in lottery, easygiving and other donation platforms
 - and to support the Head of Partnerships and Services with Corporate giving as, where and when required.

The above will be through proactively seeking new fundraising individuals, groups and opportunities, building and maintaining relationships with all donors, and developing and delivering a calendar of key fundraising events for Derbyshire Mind.

- 2. To build upon and expand Derbyshire Mind's existing online and promotional activities to support fundraising,** across a range of digital channels/platforms and attendance at various events across the county.

This will also include online promotional work, such as updating the website and social media activity, as part of the wider team.

Main Duties and Responsibilities

Fundraising

1. To increase fundraising income through proactively seeking and implementing new fundraising activities.

NOTE: Target figures for specific fundraising income will be set and will be the principal responsibility of the post-holder. The post-holder will be monitored and performance measured based on achieving any targets set.

2. To develop and deliver a range of physical and digital fundraising events to be held at key points throughout the calendar year. This will support Derbyshire Mind's ability to predict future years' fundraising income through similar activity.
3. To build and maintain relationships with donors, supporting them, to encourage future donations/support.
4. To analyse existing fundraising activity, research other potential activities, and work with the Head of Partnerships and Services to develop an annual Fundraising Strategy.
5. To organise Derbyshire Mind's flagship fundraising event, currently Mental Elf Festive Fun Run, and then implement and facilitate the event on the day.

6. To monitor our annual fundraising income against target and adapt/add activity as required to ensure the target is at least reached and ideally surpassed.
7. To support all community fundraisers throughout their journey, including offering to raise awareness of their fundraising activity via our digital channels, and through providing support, encouragement, and a donation certificate/thank you letter on completion of fundraising events/activities.
8. To work alongside our corporate partners, providing support for fundraising activities, and raising awareness of our partnership.
9. To attend community and corporate events as appropriate and to deliver professional presentations if/when required.
10. To develop compelling, on-brand fundraising materials, including tools and resources for individual/corporate fundraisers, for both print and digital channels.
11. To monitor and maintain appropriate stocks of branded fundraising materials and ensure that all digital fundraising material is current and accurate.
12. To respond to all fundraising enquiries in a professional, timely manner.
13. To develop and deliver a set of monthly fundraising reports, showing performance against target and forecasts, and including recommendations for future activity or changes to agreed activity if necessary.
14. To ensure that all fundraising activities are compliant with relevant regulatory frameworks, including the Code of Fundraising Practise, GDPR, Privacy Policy, and all other relevant internal/external policies.

Promotions and Attendance at Events

15. To create engaging, fundraising-specific, digital content for use across a variety of channels, including social media, our website, email, ad campaigns, and potentially text messages.
16. To attend events across the county promoting Derbyshire Mind, our services and promoting fundraising and donation opportunities for individuals, groups, businesses and companies.
17. To work closely with the Mental Wellbeing Services Co-ordinator to take joint ownership for day-to-day updates and maintenance of our website and social media platforms, ensuring all information is current, clear, and relevant.
18. To design and schedule social media content, aligning this with Derbyshire Mind's fundraising priorities and focus.

19. To work with the Head of Partnerships and Services and other colleagues to plan and execute awareness-raising campaigns to support Derbyshire Mind's fundraising activities and events.
20. To ensure that Derbyshire Mind's CRM database [Charity Log] is maintained and has accurate and up-to-date records and mailing lists for fundraising activities.

Personal Development

1. To undertake training as required or considered appropriate
2. To actively participate in regular supervision sessions and team meetings
3. To participate in Individual Performance Review and Personal Development plans and to undertake training and development as identified within these discussions and as indicated by the requirements of the post.

General

1. To maintain a professional and confidential approach to work at all times
2. To work in line with Derbyshire Mind policies, procedures, codes, and guidance, including in relation to health and safety, confidentiality, safeguarding, data protection and equality, diversity and inclusion
3. To actively promote the aims and principles of Derbyshire Mind and take part in any Derbyshire Mind activities as directed
4. To maintain the confidentiality of any information gained during employment with Derbyshire Mind at all times
5. The post-holder will be required to be flexible in their approach to working from our office or home as appropriate/ required, and to travel to events across Derbyshire
6. The post requires flexible working including some evening and weekend work when required.

This job description may be subject to joint review from time to time between the post-holder and Derbyshire Mind.

Derbyshire Mind's Vision and Values

Our Vision:

For everyone in Derbyshire to have good mental wellbeing and to live their best life.

Our Values:

WORKING TOGETHER:	We work alongside others for the greater good.
LEARNING TOGETHER:	We always aim to do things better.
EMPOWERING:	We support people to fulfil their potential.
RESPECTFUL:	We don't judge; we treat others as equals.
POSITIVE:	We are progressive and focus on solutions.

Person Specification: Fundraising and Relationships Co-ordinator

Key Criteria	Essential/ Desirable criteria	Measured by S: Shortlisting I: Interview
Qualifications/ Education		
At least two years' experience in this or a similar role, or in a role with transferrable skills	Essential	S
A recognised fundraising qualification accredited by the Institute of Fundraising	Desirable	S
Experience / knowledge		
Demonstrable experience of planning, creating, implementing, and evaluating marketing campaigns across a range of digital channels	Essential	S / I
Experience of creating compelling, on-brand marketing content utilising Canva and/or other similar tools	Essential	S / I
Experience of using WordPress (or similar) to develop, update, and/or maintain a website	Essential	S / I
Experience of designing and facilitating large face-to-face fundraising events	Essential	S / I
Experience of developing suitable marketing activities to support fundraising events/activities, including digital and offline materials	Essential	S / I
Experience of working to fundraising or income targets	Essential	S / I
Competent in using a range of software/packages, including Microsoft Office Word, Outlook, Excel, and PowerPoint	Essential	S / I
Knowledge and experience of using a range of software relevant to the role, including databases/CRM, social media schedulers such as Later or other, Google Analytics, MailChimp, social media channels, etc.	Essential	S / I

Knowledge and understanding of professional boundaries, confidentiality, and data protection policies and procedures	Essential	S / I
Knowledge and understanding of fundraising legislation, principles, and practices	Essential	S / I
Experience of running digital ad campaigns, and/or social media ad campaigns	Desirable	S / I
Experience of working in the voluntary/charity sector in a marketing and/or fundraising role	Desirable	S / I
Experience of public speaking and/or delivering presentations	Desirable	S / I
Skills & Abilities		
Excellent communication skills, confident communicating with a wide range of people, through a variety of methods	Essential	S / I
Excellent interpersonal skills including relationship building, influencing, and negotiating	Essential	S / I
Ability to handle multiple tasks in a fast-paced environment, and to prioritise and manage time effectively	Essential	S / I
Able to work independently and adapt to changing or unexpected circumstances, seeking advice and support where appropriate	Essential	S / I
Excellent numeracy, literacy, and report-writing skills, with the ability to maintain accurate records	Essential	S / I
Strong IT skills, including using Microsoft Office products, a broad range of digital marketing and fundraising tools, and the ability to learn new software packages	Essential	S / I
Able to develop, deliver and facilitate events	Essential	S / I
Able to work collaboratively as part of a team	Essential	S / I
Able to deal with sensitive information and maintain strict confidentiality both in and out of the workplace	Essential	S / I
Attitude and approach		
Awareness of and commitment to the principles of equality and diversity	Essential	S / I
Self-motivated, enthusiastic, and friendly attitude	Essential	S / I
Personal resilience and flexible attitude in the face of difficulties	Essential	S / I
Excellent attention to detail and commitment to producing accurate work of a high professional standard	Essential	S / I

Appreciation of, and a commitment to, working within the framework of Derbyshire Mind policies and procedures	Essential	S / I
Flexible in approach and willing to work outside of usual office hours, as and when required	Essential	S / I

Other Job requirements		
Hold a full driving licence and have access to own vehicle to deliver the requirements of the job description	Essential	S
An interest in and understanding of mental health and wellbeing	Desirable	S / I