

Role Profile: Fundraising and Engagement Officer

Post no:	618
Closedown:	<i>5pm on 20th January 2025 (we reserve the right to close this advert early if enough suitable applicants apply)</i>
How to apply:	Download Mind BLMK's Employment Application form from the website (www.mind-blmk.org.uk) and submit your completed application to recruitment@mind-blmk.org.uk
Interview Date:	January
Start date:	Immediate
Job title:	Fundraising and Engagement Officer
Working base:	Flitwick
Area covered:	Bedfordshire, Luton and Milton Keynes
Reports to:	Fundraising and Engagement Coordinator
Job purpose:	To support income generation provision and support all aspects of communication and marketing, to help to maximise local support and fundraising, raise awareness of our work in the community, and by providing exceptional supporter stewardship, in line with Mind BLMK's Fundraising and Communication strategy.
Contract type:	Permanent
Salary:	£24,000 per annum
Contracted hours:	37.0 hours
Working days:	Monday to Friday
Working hours:	7.4 hours a day
Flexibility required:	Occasional evenings and/or weekends to attend events/meetings
Checks needed:	DBS and 2 satisfactory references

Job Description

Donor care

- Engage and support stewardship and donor care for Mind BLMK's individual givers, corporates, groups, volunteers and other supporters of the charity, in line with the fundraising strategy.
- Send and engage with donors, appropriate information and materials to support their fundraising at Mind BLMK.
- Ensure supporter interaction points (telephone, post, email) adhere to the highest standard.
- Support fundraising and engagement in the development of new partnerships with corporates, organisations, and individuals, to support income growth.
- Support and engage with the fundraiser, donor through the customer journey.
- Work with the wider team at Mind BLMK and with our national partners at Mind.

- Contact by phone, email and meet supporters or potential supporters of Mind BLMK and communicate key messages and ensure their fundraising is promoted and celebrated across all social media channels.

Administration

- Monitor and maintain communications and fundraising email inboxes alongside administrator when necessary.
- Help maintain an up-to-date and accurate supporter database and finance log.
- Build local awareness and fundraising support of Mind BLMK through proactive work with community groups, organisations, educational institutions, and key local contacts.
- Keep records and maintain up to date accurate information for donations, fundraising, donors and other appropriate parties.
- Undertake proactive research and analysis to develop new fundraising programmes across Bedfordshire, Luton, and Milton Keynes, to identify new income streams.

PR and Marketing

- Support the implementation of marketing strategies and targeted campaigns; plan, develop, and ensure the production of multi-media communications, PR, and marketing materials.
- Support the data capture, monitoring of and reporting on the effectiveness of marketing, PR and publicity activities, making recommendations as required.
- Ensure the quality assurance for the implementation of Mind branding guidelines and specifications across the organisation; reviewing, monitoring, and advising as necessary to ensure corporate identity is maintained in line with Mind BLMK policies and procedures.
- Support the functions of the publication and distribution of press materials, news stories, and updates, both internally and externally.
- Support the maintenance of Mind BLMK's websites, social media accounts, Mailchimp newsletters, and web administration profiles and content (including but not limited to - Facebook, Twitter, Instagram, Linked In).
- Assess safeguarding concerns on social media and escalate in line with Mind BLMK policy.
- Where appropriate, attend events and take photographs for marketing purposes.
- Liaise with Fundraising and Engagement Coordinator in supporting designers and printers to support the creation and implementation of the Annual Review, leaflets and posters, as required.
- Support the implementation of Communication focused volunteers and ambassadors, as requested or as appropriate.

Cross Organisational collaboration

- Promote collaborative working with colleagues to deliver on marketing, training, and fundraising potential.

- Provide support with fundraising and communication support to wider Mind BLMK colleagues, volunteers and supporters, as required.
- Write, edit and proof-read communications material to ensure consistency and compliance with Mind BLMK's branding, values, key messages, and style guidelines.
- Where appropriate, attend events and take photographs for fundraising and marketing purposes.
- Work with key colleagues in Fee Paid Services and Training to explore the potential for income generation across all three areas.

PR

- Represent Mind BLMK and ensure an external presence to promote Mind BLMK's services to increase awareness and beneficiaries.
- Identify and build effective working relationships with relevant external contacts, partners and local services.
- Oversee and ensure effective financial processes are implemented as required for the function and in line with Mind BLMK's financial policies, procedures and guidance (costings, quotations, records, invoicing, agreements, budget management, authorising expenses).

General

- Work within the ethos, vision and values of the organisation and in line with the organisation's policies and procedures.
- Establish and maintain effective working relationships with the Mind BLMK team and relevant key post holders.
- Attend and contribute to meetings relevant to the role (Business Development, own supervision, appraisal, staff, peer group, SIG, AGM, and external as required).
- Commit to attending mandatory training, even outside of working hours (TOIL provided where necessary) and complete training and qualifications identified for the role in line with organisational need, Staff Development and Training policies and procedures.

Person Specification	Essential/ Desirable
Experience	
Have worked in a fundraising, engagement team or similar background for at least 1-2 years	E
Proven ability to develop and maintain good working relations, with both internal and external audiences	E
Ability to work to meet objectives and to meet deadlines	E
Knowledge or experience of updating a database	D
Editing, updating, and maintaining website content	D
Working with external agencies and management towards achieving organisational goals	D
Skills, abilities and knowledge	
Understanding of the organisation's charitable objectives	E
High level of accuracy and attention to detail	E
Able to use social media and post management tools, such as Facebook, Instagram and Twitter effectively and other platforms.	E
Ability to assess safeguarding concerns on social media	D
Excellent level of literacy, communication, organisational, time management and problem-solving skills	E
Able to establish and maintain constructive working relationships with a wide range of people	E
Good IT skills (MS Outlook, Canva, Word, Internet, Mail Chimp)	E
Valid driving licence and access to a car for work	E
Commitment to working outside of normal office hours, at weekends and away from home when the job requires this	E
Confidence and assertiveness to help maintain effective branding decisions	D
Knowledge of website platforms, creative software, and web monitoring systems CRMS, Word Press, Google Analytics	D
Understanding of the wellbeing needs of people with mental health needs.	D
Ability to work out of hours in supporting fundraising activities.	E

Employee Benefits:

Annual Leave	25 days (pro rata) plus long service recognition
Bank Holidays	All (pro rata) as per April to March for each year – usually 8
NEST pension scheme	Auto-enrolment (employer contributes 3%, employee contributes 5%)
Employee Health Cash Plan	Westfield Health Plan including 24hr advice & guidance, Doctor Line 24/7, Westfield Rewards, money back on optical, dental, physiotherapy and more, quick diagnosis from MRI, CT and PET scanning and much more.
Employee Discount Schemes	Discounts available through Blue Light Card & Tickets for Good
Learning and Development	In-house and external as appropriate for the role.
Flexible Working	On request (in line with Mind BLMK policy on Right to Request Flexible Working)
Disability Confident Employer signatory	Mind BLMK has been annually assessed and approved as a Disability Confident Employer (previously “Two Ticks”) since 2008.
Mindful Employer signatory	Mind BLMK has been committed to the Mindful Employer charter since 2008 (www.mindfulemployer.net)