



Fundraising Officer: Acquisition, Individual Giving

Job description

Grade	C
Type of contract	Permanent
Directorate	Fundraising
Team	Individual Giving, Legacies & In Memory
Reports to	Senior Fundraising Officer, Acquisition – Individual Giving
Responsible for	n/a
Location	Hybrid: Stratford office (2 days a week)
Hours	35 hours per week

About the role

Purpose and scope of the role

The Individual Giving, Legacies & In Memory Fundraising team designs and delivers memorable fundraising experiences that raise millions of pounds and turn one-time donors in to lifetime supporters.

This role will contribute to this purpose by supporting the delivery of fundraising activity and creating a great supporter experience for our donors, ensuring our supporters are at the heart of everything we do.

Reporting to the Senior Fundraising Officer (Acquisition – Individual Giving), you will support the Senior Fundraising Officer in generating and delivering inspiring and motivating marketing and stewardship communications – as well as leading on delegated campaigns and projects, to build engagement with supporters and drive long term support to Mind.

You will play a pivotal role in the Individual Giving, Legacies & In Memory Fundraising team reaching and exceeding their target of circa £9 million net income by 2025.

To be successful in this role, you will possess strong verbal communication skills and have the ability to engage with and steward our supporters across a range of channels including mail, e-mail, telephone and online. You will use insight to understand our audience motivations and needs and use this to optimise activity.

You will project manage fundraising campaigns and supporter journeys from beginning to end, delivering them on time and in line with annual plans and budget. You will analyse



and produce accurate results, reporting against budget, and interpreting these results to inform future appeals and contribute towards the annual planning of the team.

You will be an adaptable and flexible member of the Individual Giving, Legacies & In Memory fundraising team, able to move and slot into sub-teams to help deliver changes in capacity and strategy. You will form strong working relationships with internal stakeholders across Mind, following briefing processes and ways of working to ensure the efficient delivery of activity. You will help gather content for the media and digital teams through the relationships you develop with our supporters.

Key Accountabilities

1. You will deliver multiple direct marketing campaigns from beginning to end, from writing briefs and working with a variety of agencies and internal teams, to collating results and recommending learnings.
2. You will deliver all activities within budget expenditure, continuously improving activity to ensure income targets are met.
3. You will build excellent relationships with internal teams and third-party suppliers to effectively deliver activities and achieve targets.

Key Responsibilities

1. To deliver end to end campaigns and support the Senior Fundraising Officer in larger campaign delivery as delegated to you. This can include planning, writing and submitting briefs, generating marketing and stewardship communications, working with third party agencies, setting up web pages, reporting and analysing live campaigns and conducting evaluations.
2. To produce weekly results and commentary, analysing and interpreting campaign data, including marketing and stewardship performance, and adjust tactics to continuously improve and ensure results are met.
3. To produce high quality end of campaign analysis reports for activities, including recommendations to inform and improve future fundraising.
4. To liaise positively with external agencies and internal stakeholders to ensure that all campaigns, publications and materials fall within Mind's tone of voice and brand guidelines, and Mind policies are adhered to.
5. To work with our media agency and internal Digital Team to achieve Mind's digital-first strategy, attending training opportunities with internal teams and external agencies to upskill as needed, and thinking digital-first in the briefing of all new activity.
6. To manage timely payment of POs and invoices, accurately tracking expenditure to ensure activities are within budget. To provide expenditure figures as required, understanding and reporting variances to your manager.



7. To proactively manage your workload, including short-term and long-term deadlines.
8. Undertake other duties that may from time to time be necessary, that are compatible with the nature and grade of this post.

Person specification

Essential criteria

1. A commitment to understanding our audiences and delivering a memorable fundraising experience through excellent marketing and stewardship.
2. Experience of monitoring and reporting on activity, proactively suggesting improvements and completing thorough post-campaign analysis. Able to analyse and interpret data to make decisions on how to solve problems or maximise opportunities.
3. Excellent project management skills, including managing multiple projects simultaneously. Ability to use initiative to work alone ensuring work is planned, prioritised, and organised to achieve set deadlines.
4. Excellent communication skills, including the ability to deal with people at all levels and in all walks of life, in written communication, on video calls/telephone and face-to-face
5. A resourceful team member who can work collaboratively across the team and with internal stakeholders to deliver excellent fundraising activities.
6. Experience of using appropriate IT associated with the role (Microsoft Outlook, Excel and PowerPoint). Ability to adapt to and use new technologies to complete tasks.

Desirable criteria

1. Knowledge and understanding of Mind's mission, vision, values and ambition and what this means in relation to this post and the ability to incorporate this into all aspects of work.
2. Understanding and empathy towards mental health problems.
3. Knowledge and understanding of equity and inclusion and what this means in relation to this post and the ability to incorporate this into all aspects of work.

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, and 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.

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.