

Post: Fundraising and Development Officer

Location: Bradford

Responsible to: Business Development Director

Responsible for: N/a

Salary: £21,000 – 25,000 pa pro rota dependant on experience

**Purpose of the post**

To support the Business Development Director with the implementation of Mind in Bradford’s Income Generation Strategy. The post will build on our strong reputation in the local community and develop effective donor relationships and community fundraising. You will be proactive in engaging local communities to maximise income generation by increasing supporters via fundraising events and appeals. This is an exciting opportunity to be part of the wider business development function in Mind in Bradford. There has been a recent move to expand the business development function to include training and commercial services alongside community fundraising. Therefore, this post will also be involved in the development of the broader income generating activity.

**Key duties**

* Develop a fundraising calendar to maximise income from community fundraising and corporate supporters/ sponsors (on and off-line)
* Develop mass participation events and appeals, working with the wider communications team to ensure effective promotion and engagement
* Implement ongoing campaigns to recruit and retain fundraising volunteers to support the community fundraising plan – conducting training and high standards of care and support
* Maintain a research programme to identify and approach potential stakeholders
* Maintain accurate income and expenditure records for each event to ensure events are organised cost effectively and to target
* Work with the PR and Communications Team to develop fundraising materials and associated promotional plans suitable for the different target groups
* To ensure all contact and donations are up to date on the charity’s database
* To work with the Business Development Director to drive forward the training offer to corporate partners, local businesses, and organisations
* Act as an ambassador and represent Mind in Bradford at external functions, events, giving talks and presentations as required
* Ensure compliance with charity law and fundraising standards
* Be responsible for reporting on fundraising activities and progress
* Assist in production/ collation of information for bids and reports as required

**Organisational**

* Be familiar with the Mind in Bradford ‘Code of Conduct’ and to ensure that it is followed at all times both by staff, volunteers and clients
* Participate in supervision and internal staff development and training
* Ensure understanding of and compliance with all Mind in Bradford policies and procedures
* Complete mandatory training related to the role
* Work in alignment with the aims, objectives, and core values of Mind in Bradford
* Undertake any other duties or tasks deemed necessary as determined by   
  the Business Development Director

It is Mind in Bradford’s policy to make reasonable adjustments to enable workers with disabilities to undertake the above.

**Our organisation**

Mind in Bradford is a registered charity with a clear purpose to promote mental wellbeing and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment. We do this through:

* Building community and individual resilience for better mental wellbeing
* Providing early intervention advice and support
* Supporting people in crisis
* Empowering and helping people to recover and sustain improved wellbeing.

Mind in Bradford is currently heavily reliant on contracts and grants to maintain vital services. As an organisation the Business Development function has been established to identify opportunities to diversify income streams and capitalise on the current awareness around mental health.

**Our values**

Our team is committed to five values which underpin everything we do:

**Partnership -** We work in collaboration with national Mind colleagues, commissioners, and fellow service providers to make the biggest positive difference to the largest amount of people possible.

**Inclusivity** - We reach out to and welcome the diverse communities we serve, providing a hopeful, helpful, caring and safe environment for all who need it.

**Empowerment** - We value and respect each individual, empowering, encouraging and helping those who use our services to regain greater control over their lives.

**Excellence -** We evidence and understand the outcomes and benefits we deliver, and continuously look to improve and innovate with input from those who use, commission and review our services.

**Responsibility** - Raising money responsibly, spending it wisely, and taking responsibility for maximizing the positive impact we make.

**Person Specification**

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| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS** | * Degree level education or equivalent | * Fundraising related qualification |
| **EXPERIENCE** | * Experience in an events, fundraising and/ or business development role * Experience of working with a donor database * Experience of delivering against income generation targets set by management * Experience of developing and maintaining professional relationships | * Experience of using internal CRM systems * Experience working within both the commercial and not for profit sector * Experience of managing corporate relationships * Experience of volunteer management |
| **SKILLS** | * IT literate and a basic ability * Ability to organize events/ campaigns for income generating purposes * Ability to build relationships with people at varying levels * Excellent written, oral communication and presentation skills * Excellent research skills * Ability to research new funding opportunities * Ability to manage multiple priorities * Excellent organisational skills and ability to manage a complex workload to meet deadlines | * Ability to manage online and social media marketing |
| **KNOWLEDGE** | * Knowledge of different types of income generation/fundraising opportunities and activity |  |
| **ATTITUDE AND PERSONAL ATTRIBUTES** | * Understanding and commitment to the Aims and Objectives of Mind in Bradford * Ability to work as a member of a busy and developing team   Ability and willingness to work out of hours events | * Lived experience of mental health * Knowledge and understanding of mental health sector |