

Information Pack

Community Fundraiser

Closing date: 14th June

Interview date: 24th June

To discuss the post informally,
please contact:

Dan Warren,
Director of Development
on 01482 240200



Job Description

JOB TITLE: Community Fundraiser

LOCATION: The post holder will be based at our office in Grimsby but will be required to work at various sites and travel within the Hull, East Riding and North East Lincolnshire areas.

SALARY: £24,000 per annum

HOURS: 37 per week, to be worked flexible to meet the needs of the Charity and the Fundraising team

REPORTS TO: Director of Development

OVERALL PURPOSE OF THE JOB

To help establish North East Lincolnshire Mind as the charity of choice (especially for mental health), acting as a 'brand ambassador' to raise awareness.

ROLE RESPONSIBILITIES

Fundraising

1. Ensure individual financial target is achieved that helps support the overall fundraising income target
2. Engage community supporters to inspire them to participate in fundraising activities
3. Provide support, advice and resources to supporters to ensure that they have the resources to maximise their fundraising for North East Lincolnshire Mind
4. Deliver presentations, attend meetings and events as part of the external engagement plan
5. Ensure that all fundraising activities are well promoted by working with Marketing and Communications team
6. Working with our volunteer team to ensure that, if required, fundraising activities have volunteer support
7. When appropriate or needed to support with corporate fundraising activity and/ or fundraising colleague in Hull and East Yorkshire

Supporter Experience

8. Contribute to the fundraising team's supporter experience plan by providing excellent stewardship
9. Deliver timely and personalised 'thank yous' for all community donations
10. Plan and deliver appropriate supporter journeys to exceed the expectations of the supporter and to build long term relationships
11. Follow up on all actions discussed during supporter meetings
12. Engage with and maintain appropriate regular communication with all supporters

Database (Donorfy)

13. Maintain up to date and accurate records of donations and income
14. Maintain up to date and accurate records of relevant communications with supporters
15. Maintain up to date and accurate records of contacts, opportunities and relationships
16. Ensure utilisation of database to support and enhance supporter experience
17. Ensure utilisation of database to help inform accurate reporting and forecasting

Administration

18. Work with fundraising colleagues and the wider organisation to gather and collate

information to enhance our case for support, reports, case studies and stories

19. Produce reports and other information for Director of Development, Senior Leadership Team and trustees.

20. Follow up on all requests in a timely manner

Finance

21. Work with fundraising colleagues to contribute to budget preparations and forecasting

22. Work with fundraising administration and finance to ensure that all donations are acknowledged, entered onto systems correctly and processed in a timely manner

Other

23. Ensure that all fundraising activity complies with charity law, GDPR and the Fundraising Regulator

Notes

This job description is not intended to be exhaustive in every respect but rather to define the fundamental purpose, responsibilities and dimensions of the role.

It is the nature of the work of Hull and East Yorkshire Mind that tasks and responsibilities are, in many circumstances, unpredictable and varied. All staff are, therefore, expected to work in a flexible way when the occasion arises and when tasks not specifically covered in their job description have to be undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and they will normally be compatible with the regular type of work. If the additional responsibility or task becomes a regular or frequent part of the member of staff's job, it will be included in the job description in consultation with the member of staff.

Person Specification

Please try to give us as much evidence as possible to show where you meet the requirements of the role. This can include experience from outside of paid work such as volunteering or caring responsibilities.

Job Title: Community Fundraiser		Reviewed: June 2021	
Area	Criteria	Essential	Desirable
Key knowledge	Good understanding of the principles of a range of fundraising activities including community, events and corporate activities	✓	
	Good understanding of charity law, policy and the regulatory environment within which charities operate	✓	
	Knowledge of the Fundraising Regulator code of practice	✓	
	Of the issues that people with mental health problems may face		✓
Relevant experience	Community fundraising experience	✓	
	Of recruiting, supporting and motivating supporters and/ or volunteers	✓	
	Proven track record of meeting fundraising targets	✓	
	Of promoting events or activities	✓	
	Experience of working with the media		✓
Key competencies	A commitment to the values of Hull and East Yorkshire Mind	✓	
	Is able to understand what Hull and East Yorkshire Mind does, the environment in which it operates and communicate that message to potential funders.	✓	
	Able to plan and prioritise own workload to ensure targets are met which includes anticipating changing needs and adapting accordingly	✓	
	Builds effective working relationships with a diverse range of individuals and groups	✓	
	Ability to represent the charity well to a variety of audiences, and persuade them to support Hull and East Yorkshire Mind.	✓	
	Able to anticipate and adapt flexibly to changing requirements whilst maintaining a focus on key priorities and staying resilient under pressure	✓	
	Able to make sound decisions by processing and collating information from a variety of sources and gain 'buy in' from internal and external stakeholders	✓	
	Able to suggest solutions, identify problems and initiate action to progress a task	✓	
	Able to allocate financial and people resources efficiently to maximise fundraising	✓	
	Able to monitor fundraising targets to identify areas of risk and take action to ensure targets are met.	✓	
Works with a view to the future, planning fundraising activities to reach overarching objectives.	✓		
Additional requirements	Possession of a full current driving license with access to, and use of, a motor vehicle for work purposes and prepared to travel across the region.	✓	
	Competent in the use of IT programmes (eg Microsoft Outlook, Word, Excel) with the ability to learn new systems	✓	
	Enthusiastic with a high degree of personal motivation	✓	
	Ability to work flexibly to support fundraising activities, eg weekends and evenings as well as Monday-Friday	✓	

Overview of Hull and East Yorkshire Mind

Hull and East Yorkshire Mind has been supporting people with mental health problems across Hull and East Yorkshire for over four decades.

We are an independent charity governed by a group of local trustees, affiliated to the Mind network made up of over 130 organisations across England and Wales. The network delivers services, campaigning and gives a voice to people with mental health problems, their families, carers and community. Hull and East Yorkshire Mind is also a housing association.

Our **VISION** is that we won't give up until everyone experiencing a mental health problem gets both support and respect.

Our **MISSION** is to work with partners to intervene as early as possible, providing advice and support to empower and give hope to anyone experiencing a mental health problem. We campaign locally to improve services and reduce stigma and discrimination. As an organisation, we pride ourselves on our values and beliefs:

WE BELIEVE:

- Everyone has mental health: there is no place for stigma.
- Everyone deserves the chance of a fulfilling life.
- Lived experience is powerful and can generate hope.
- Spaces where everyone can feel supported and safe, not judged but respected, are vital.
- Everyone brings something valuable to the work.
- We can effect change and will do everything in our power to improve lives.

WE VALUE:

- **Being Human** – connecting meaningfully with one another creating relationships which help people to flourish.
- **Mind and Heart** – using our intelligence, stories, skills and life experience to show that we care and to make a difference.
- **Being Brave** – even in the face of uncertainty staying positive and boldly developing new things.
- **Travelling Together** – side by side with others being kind and through empathy nurturing belonging.
- **Strong Foundations** – drawing on our history and learning to build reliable systems that work well without being over engineered

Our Model of Mental Health Care (REACH)

At Hull and East Yorkshire Mind we believe it's important to understand what good mental health care looks like. This is more than just understanding the services we deliver, it's about the important elements common across all of our work that help us to understand why we work in the way that we do.

Different organisations have different priorities. We have defined ours using a simple framework that includes Relationships, Environment, Activity, Compassion and Hope. We call this REACH.

Relationships

Trusting, caring relationships are a core foundation of our mental wellbeing. To believe we are cared about we need to feel a human connection. Too often public services focus on maintaining artificial boundaries between those delivering and receiving services to the detriment of both sides. We use some common sense with our professional boundaries; if somebody wants a hug we give them one and if somebody wants to hear about our holidays we share what's appropriate. We expect our team to genuinely care for the people they are working with and, if that's not possible, conversations to be had early on about where the problem lies.

Environment

For those visiting our offices and community groups through to people living in our housing, a poor environment encourages poor mental health. If people feel safe, secure and valued they are much more likely to stay well and recover faster. We need to make sure the physical spaces and 'atmosphere' are welcoming. Where possible we need shared spaces and avoid cutting ourselves off in the 'staff offices'. We expect everybody working in our housing to be conscious that these are peoples' homes we are working in and be conscious of how our behaviour impacts on the environment.

Activity

We know that physical activity is vital to our health and wellbeing and that this is often overlooked when considering mental health care. We also know that activity includes many forms of occupation and how important having a role in society is for most of us. Without it we too easily lose our sense of self and worth and any intervention that doesn't address this vital area will always be temporary. All of our services will encourage paid work where possible, voluntary work where not and mainstream learning where appropriate. Our groups, information line and activities will promote physical exercise and the benefits this bring to mental health.

Compassion

Sometimes we're just too hard on ourselves. We see media portrayals of what 'normal' is supposed to be and beat ourselves up because we don't think we meet the standard. We need to get much better at showing compassion, not just to others around us, but also to ourselves. Sometimes it's OK to be different. People using our services come with all sorts of stories and histories. We want our compassionate approach to run through everything we do, from how we answer the phones to replying to emails and one-to-one interactions. To work at Mind, whatever job you are doing, you have to be able to show you care for the people we are here for.

Hope

Without a genuine belief that things can improve we get stuck and lose motivation. We all need positive role models in our lives and they should be a core part of any service we want to deliver. This isn't always easy and when somebody is acutely unwell it can be difficult to find the hope in what might seem a hopeless situation. Our job is to find that hope and help others see it. We must never shy away from this no matter how difficult it might seem.

Summary of Terms and Conditions

1. Probationary Period of Service

All new staff will undergo a probationary period which will generally be the first six months.

2. Disclosure and Barring Service (DBS)

It is a condition of employment that all staff have a DBS Disclosure at the appropriate level which will be paid for by Hull and East Yorkshire Mind.

3. Hours of Work

As per your contract of employment. All hours to be worked on a flexible basis to meet the needs of clients and the organisation. Staff who work more than six hours per day will take an unpaid lunch break of not less than 30 minutes.

4. Pay

No automatic annual increments are payable except for any cost of living increase which may be awarded to all employees at the absolute discretion of the Executive Committee.

5. Annual Holidays and Holiday Pay

Annual holiday entitlement with pay is 25 working days for full time staff and on a pro rata basis for staff working part time. In addition paid leave will be granted for all bank holidays (on a pro rata basis for part time staff) in each year.

6. Payments During Sickness/Injury

Staff who are absent from work for reasons of sickness, or injury sustained whilst carrying out their duties for Mind, will receive Statutory Sick Pay only in their probationary period and up to four weeks full Company Sick Pay in a 12 month period thereafter.

7. Pension Scheme

Under the Government pension regulations all eligible staff will be automatically enrolled into the Company Pension Scheme currently provided by Aviva. Staff contributions will be in line with the minimum percentage of gross basic earnings set by the Government. The employer contribution will be 3% of gross basic earnings. Additionally staff who are either non eligible or not entitled, under the regulations, may join the scheme and the same contribution levels would apply.

8. Subsistence and Travelling Expenses

Subsistence and travelling expenses are paid at rates determined by North East Lincolnshire Mind and Hull and East Yorkshire Mind. Staff who work from home will have the first 10 miles deducted from their daily mileage claim.

9. Trade Union Membership

Employees have the right to join or not to join a Trade Union.