



Fundraising – Fundraising & Communications Assistant – Job Description, Person Specification & Competencies

Name of Employee	
Date of Issue	
Department/Location	Communications and Fundraising Team
Reporting Line	Fundraising & Communications Manager
Grade / Hrs / Duration	Grade 1 – full-time, permanent
DBS – Level Required	Basic
Location/s	Worthing hub and occasional work at other West Sussex Mind locations

Job Summary

West Sussex Mind supports people with their mental health, provides specialist training and campaigns to improve services and promote understanding. As an independent charity, we need to communicate effectively with all our stakeholders and continue raising our profile and raising funds.

This role is an assistant to support our Fundraising Team and our Communications Officer in our community fundraising and communications activities.

Key responsibilities include:

- Building strong and lasting relationships with supporters, colleagues, and volunteers encouraging them to manage their own fundraising activities raising funds for West Sussex Mind.
- Acting as part of the fundraising team, ensure that our fundraising is in line with our policies and meets our legal requirements
- Providing a wide variety of support at fundraising events, including working alongside and supervising volunteers
- Supporting with networking opportunities, attending as a representative of West Sussex Mind to promote our work and our offer
- Assisting with maintaining pages and information on West Sussex Mind websites, including developing and updating pages to promote fundraising events

- Maintaining accurate records on fundraising databases including Enthuse which is an events database currently being used
- Creating written and visual content to support our communications messages and fundraising appeals,
- Creating suitably adapted thank you letters based on the template relating to donations and fundraising,
- Creating written and visual social media content for Facebook, Instagram and LinkedIn with consideration to EDI
- Designing posters and leaflets and organising printed materials where required
- Sending out quarterly fundraising newsletter on Mailchimp and feedback on statistics
- Supporting the Fundraising and Communications Manager and team with other tasks, as required.

Scope & Accountabilities

This role works under the guidance of and overall management of the Fundraising & Communications Manager. Occasional supervision of volunteers may be required.

Priorities and objectives will be agreed regularly with manager. The post-holder will be expected to have some work flexibility across the week

Key Tasks

1. To support our existing relationships with individuals, businesses and schools, flagging any issues
2. To maintain and regularly update accurate records of fundraising activities and donations, ensuring appropriate and meaningful acknowledgement and recognition of organisations and individuals who support us, while fully complying with GDPR and data protection requirements
3. To support individual fundraisers and organisations with their fundraising activities, supplying them with West Sussex Mind t shirts, collection boxes, leaflets etc. that they may need for their fundraising activities
4. To support the team when sending out appeals / requests to schools, individuals, businesses and organisations by mail / email
5. To support and oversee fundraising and communications volunteers at events or in the office
6. To be part of the fundraising team and to be aware of and feed in ideas / join discussions around other potential areas for raising funds and income generation

7. Work collaboratively with colleagues within the Fundraising and Communications team
8. To support the Fundraising and Communications Manager and team with fundraising events including some weekend and evening work (time is given back via toil following company policy)
9. To assist with marketing and communications activities that enhance fundraising efforts and promote the charity's wider work, including representing and raising awareness of West Sussex Mind at events and community engagements
10. To undertake all administrative tasks relating to the duties above, including the development of events on Enthuse, ensuring all details are accurate, escalating any GDPR issues in a timely manner
11. To ensure equality, diversity and inclusion is a key consideration within the role
12. To adhere to the policies and procedures of West Sussex Mind
13. To help maintain pages and information on West Sussex Mind websites, including the creation of new pages and to research and create quality social media content
14. Develop stories that celebrate and acknowledge the achievements of people and organisations that choose to fundraise for West Sussex Mind
15. To update any printed materials such as leaflets, posters and banners and organise for their printing, as required
16. To source royalty-free images for use in content creation
17. To support video creation and editing work and to upload videos onto YouTube when required
18. To be aware of and follow all Health and Safety regulations, particularly related to work surroundings
19. To undertake any other tasks and duties as required as requested by the manager, Chief Executive Officer or other manager which are reasonable as per level of role

Person Specification - The specific skills, knowledge and abilities required of an individual to be able to effectively perform the role.

Essential Experience/Qualifications

- Ability to communicate effectively and influentially with a range of stakeholders verbally and in writing
- Ability to network, form positive and beneficial relationships with a wide range of organisations and individuals from a variety of backgrounds
- Confidence to speak publicly at an event or in a business setting as a representative of West Sussex Mind
- Strong organisational skills and the ability to manage time, prioritise and plan effectively.
- Excellent record keeping with strong IT skills, in particular in Microsoft Excel, Outlook and Word including ability to use online design programmes – currently in use are Canva and Adobe Creative Suite
- Willingness to work some early mornings, evenings or weekend hours.
- Commitment and interest in working for a mental health charity.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Knowledge and understanding of social media including Instagram, Facebook and LinkedIn
- High level of personal effectiveness – well organised, motivated and able to learn, willing to seek advice appropriately and accept supervision and training as required, to take responsibility for their own personal development
- Ability to work independently

Preferred Experience/Qualifications

- Experience of writing, marketing, public relations
- Alternative equivalent capabilities in writing
- Knowledge of Adobe Creative Suite
- Some knowledge around mental health and recovery approaches in mental health work would be useful.

Professional & Technical Knowledge, Skills and Abilities

--

I have read and understood the Job Description, Person Specification and Competencies/Indicators required for my role and agree to fulfil the requirements of this role.

Signed: Staff member		Date:	
Signed: Line Manager		Date:	