



Fundraising Lead – Job Description, Person Specification & Competencies

Name of Employee	
Date of Issue	
Department/Location	Fundraising & Communications
Reporting Line	Fundraising and Communications Manager
Grade / Hrs / Duration	Grade 3 /Hours worked 22.5 - 37.5 hours per week
DBS – Level Required	
Location/s	
Job Summary	
<p>This role is available as grade 3 Fundraising Lead</p> <p>This role is to generate income and funds for West Sussex Mind, in line with our fundraising strategy. The post-holder will support / develop and lead on community fundraising activities through individuals, schools, community groups and businesses to help us to achieve the targets we have set. Key responsibilities include:</p> <ul style="list-style-type: none"> • Implement a programme of fundraising initiatives, activities, and events to maximise fundraising from our community, including schools, individuals, local businesses, and community groups. • Proactively recruit, grow, and nurture supporters, empowering them to manage their own fundraising activities. • Build strong and lasting relationships with supporters, colleagues, and volunteers. • Research potential business and community supporters delivering engaging approaches to secure support for West Sussex Mind • Ensure that our fundraising is in line with our policies and meets our legal requirements • Support the Fundraising and Communications Manager and fundraising team with other tasks, as required. • Seek networking opportunities, attending as a representative of West Sussex Mind to promote our work and our offer 	
Scope & Accountabilities	
<p>The role may manage volunteers.</p>	

The role may have some line management responsibility for staff and / or volunteers. Priorities and objectives will be agreed regularly with manager. The post-holder will be expected to have some work flexibility across the week.

This role reports to the Fundraising and Communications Manager.

Key Tasks

1. Maintain and develop our existing relationships with individuals, businesses and schools.
2. To lead a donor development plan to increase fundraising and donations from individuals.
3. To lead the development of relationships and network with a wide range of organisations, community groups, businesses and individuals, promoting the work of West Sussex Mind and encouraging their support through fundraising and donations.
4. To maintain and update accurate records relating to fundraising and donations to ensure there is good acknowledgement and recognition of organisations and individuals that support us.
5. To support individual fundraisers and organisations with their fundraising activities, supplying them with what they need for their fundraising activities.
6. To regularly send out appeals/requests to schools, individuals, businesses and organisations.
7. To represent West Sussex Mind at events, businesses and organisations including doing presentations about the work of WS Mind where required.
8. When talking to organisations, be able to talk confidently about our training offer and support services that could help them improve people's well-being and reduce mental health stigma.
9. To support and oversee fundraising volunteers.
10. To be part of the fundraising team and to be aware of and contribute as appropriate around other potential areas for raising funds and income generation.
11. Work collaboratively with colleagues, including our other Fundraising Leads, within the Fundraising and Communications team.
12. Liaise with colleagues across the organisation to identify opportunities for businesses, schools and community groups to support us.
13. To support the Trusts and Foundations Fundraiser with bids for grants.
14. To support the Fundraising and Communications Manager and team with major fundraising events and with marketing and communications activities that relate to fundraising, including relating to the website and social media.
15. To undertake all administrative tasks relating to the duties above.
16. To ensure equality, diversity and inclusion is a key consideration within the role.
17. To be aware of health and safety regulations, particularly related to work surroundings, and working with our Health & Safety Officer ensure risk assessments are in place for our fundraising events.
18. To adhere to the policies and procedures of West Sussex Mind.

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

- Evidence of previous training or learning (formal or informal) which relates to fundraising, organising and promoting events or marketing.
- 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.
- Confidence to speak publicly at an event on 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, Word.
- A strong team player, able to work across the organisation and contribute effectively to West Sussex Mind's mission.
- Persuasive writing skills.
- Willingness to work some early mornings, evenings or weekend hours.
- Commitment and interest in working for a mental health charity.
- Highly motivated. Willingness to seek advice appropriately, to accept supervision and training as required.
- Demonstrable commitment to inclusive working, ensuring equality and valuing diversity.
- Ability to travel around West Sussex.

Preferred Experience/Qualifications

- Any formal qualifications relating to fundraising.

Professional & Technical Knowledge, Skills and Abilities

- Fundraising experience, particularly in relation to the supporter/donor journey
- Links to businesses, organisations and community groups within West Sussex.
- Experience of working in partnership with other organisations.
- Experience of supervising volunteers.
- Experience of using and interrogating CRM database.

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:	