

Job Description

Job Title	Senior Fundraiser
Service/Department	Income Generation and Engagement
Salary	£30,900 FTE
Hours	37.5 Full Time – we are open to consider requests for reduced hours
Base	Colchester / Hybrid with frequent travel across Mid and North East Essex
Responsible to	Fundraising Manager

Job Summary:

The Senior Fundraiser will be responsible for securing, developing and managing a portfolio of strategic partnerships. You will be responsible for identifying, and nurturing relationships with a range of existing and new potential partners, including businesses, organisations and high-net-worth individuals.

This role will focus on cultivating these partnerships driving fundraising efforts through a mix of activities including event and challenges, staff and membership engagement programmes. Your efforts will directly contribute to the financial sustainability of the charity, enabling us to expand our services and reach more people in need.

The post holder will have excellent communication and relationship building skills. Key to achieving this will be embedding a deep understanding of Mid and North East Essex Mind's impact.

You will play a leading role in promoting and selling our mental health training products to support the delivery of income targets and to support better mental health amongst our corporate partners and their employees.

Key Responsibilities:

- To meet/exceed agreed income targets for Fundraising and Training
- Cultivate and maintain strong, long-term relationships with partners, ensuring exceptional stewardship.
- Work with the Fundraising Manager to produce, implement and maintain partnerships strategy to ensure a pipeline of income.
- Research potential partnership opportunities and prepare well-written structured persuasive cases for support.
- Work with the Fundraising Manager to identify corporate sponsorship opportunities for partners including charity headline events and charity services.
- Confidently pitch and write proposals to potential partners, tailoring style and approach according to their CSR responsibilities and organisational values.
- Work with the Fundraising Manager and Community and Events Fundraiser to design and deliver an engaging Events and Challenges programme
- Take an active lead to promote to our partners and secure team sign-ups to Events and Challenges

- Provide a “one stop shop” for our partners to provide ongoing support including access to our charity resources and services to provide improved wellbeing and mental health services for our partners and their employees and/or members
- To play a leading role and pro-active approach in promoting and selling our mental health training services to support our stretching income targets and to support one of our charitable aims of increasing awareness and improved mental health within our communities.
- To identify opportunities for additional non- monetary support from partners including volunteering, meeting room space, advertising, raffle prizes and services that provide a cost saving to the charity.
- Work closely and collaboratively with the wider Fundraising, Marketing team to deliver professional and on brand communications to partners.
- Maintaining accurate partnership records and income through our CRM system to support our income tracking processes and data management.
- To ensure that all internal policies relating to our Fundraising practices and ethical means of generating income are followed.
- To represent Mid and North East Essex Mind at internal and external meetings, and networking events including delivering presentations on our organisation.
- Working within professional boundaries and adhering to policies and procedures. Perform other duties that are within the scope, spirit and purpose of the job and as requested by the Fundraising Manager, Head of Income Generation and Engagement and the CEO.

Organisational values: *Post-holders must demonstrate the following:*

Value	Phrase
Listening	We listen to the needs of our wider community and each other – actively engaging, learning and sharing every day
Co-Producing	We believe that the people affected by a service are best placed to help design it and reach collective outcomes together
Trusted	We build trust in our communities by consistently delivering high quality services and being honest in everything we do
Inclusive	We develop inclusive services and support that respect the diversity and dignity of everyone in our communities
Innovative	We explore new ideas and ways of working to build a culture that embraces innovation, excellence and creative solutions
Supportive	We foster a culture of empathy, respect and open communication to support our communities and each other

Person Specification
POST: Senior Fundraiser

Category	Essential	Desirable
Education & Qualifications	1. Good level of education (including GCSE in English & Maths) to enable effective verbal and written communications	Professional fundraising qualification
Experience of	2. Experience of working to and commitment to achieving financial targets. 3. Experience and knowledge of Fundraising or applicable commercial background 4. New business development. 5. The ability to create and deliver compelling proposals. 6. Strong communication and storytelling skills to motivate and influence commercial partners. 7. Excellent relationship management skills, working collaboratively with multiple internal and external stakeholders. 8. Budget management 9. Use of CRM 10. Excellent organisational skills and time-management 11. Negotiation skills. 12. Strong analytical skills 13. Experience of dealing with and managing confidential and sensitive information 14. Experience in completing prospect research and creating a pipeline of prospects through to cultivation, ask, and stewardship for businesses.	Charity experience Knowledge of the corporate landscape in Mid and North East Essex
Skills, Abilities & Knowledge	15. Ability to spot and explore opportunities creatively working within perimeters 16. Excellent organisational and planning skills 17. Strong presentation, influencing, coaching and communication skills, in both oral and written forms. 18. Highly effective at prioritisation, able to manage multiple projects. 19. Able to analyse and evaluate data 20. Ability to motivate staff and influence key stakeholders and partners	
Personal Characteristics	21. Creative 22. Empathetic 23. Strong listening skills 24. Self-confident 25. Courageous 26. Honest 27. Tactful and diplomatic 28. Car Driver	