

Job Description

Job Title	Community & Events Fundraiser
Service/Department	Income Generation & Engagement
Salary	£26,550 per annum
Hours	37.5
Base	Colchester/Hybrid
Responsible to	Head of Income Generation & Engagement

Job Summary:

Mid and North East Essex Mind are the leading local mental health charity and part of the national Mind federation. We are financially independent, and we are required to raise our own funds to deliver a range of mental health services for our communities.

To continue our important work, we are seeking a Community and Events Fundraiser to join our friendly and supportive team. Working collaboratively to achieve ambitious goals and play a pivotal role in the development and implementation of our community and events fundraising programme.

You will provide excellent stewardship to Mid & North East Essex Mind community fundraisers, challenge eventers and wider event participants, to drive income, retention, and supporter loyalty.

This role is a fantastic opportunity for someone with fundraising or event management experience or for someone wanting to move into a career in the charity and fundraising sector. We are open to applications from people with no fundraising or charity sector experience, but who have transferrable skills and experience to the role. Please ensure you clearly demonstrate in your supporting statement how your experience and skills fit with what we are seeking below.

With excellent organisation skills and the ability to build great relationships with internal and external stakeholders, this is a varied and busy role ideal for someone who can work at a fast pace and has a passion to support our charity purpose to offer hope and support for good mental health to ensure that no one feels alone.

Key Responsibilities:

- Working with the Head of Income Generation & Engagement to produce, implement and maintain our community fundraising strategy ensuring a pipeline of community and events fundraising income.
- Provide excellent stewardship and on-going support and motivation to individuals and targeted community groups who have the potential to fundraise for us.
- Lead on the existing fundraising events programme including special events, mass participation, challenge, and third-party events.
- Ensure that event participants are supported with fundraising and are assisted to raise as much money as possible.
- Project manage events to the highest standard ensuring best return on investment, whilst monitoring costs and maximising income.
- You will identify challenge opportunities from runs to cycle events to skydives and implement a rolling calendar of challenge events ensuring these are sourced and effectively promoted on the charity website and with promotional materials.

- Research and identify new event opportunities, working with other team members as necessary.
- Work alongside the Marketing & Communications Manager to ensure that appropriate literature, fundraising materials etc. are provided at events.
- Remain alert for opportunities to secure event sponsorship. Work with Fundraising colleagues to develop sponsorship proposals as required.
- Work alongside the Marketing Manager to ensure that the Events and Challenges programme is integrated into a pro-active PR and media programme.
- Grow income for charity services including our Mental Health Training programme to support our charitable requirement to improve the knowledge and wellbeing within the communities we operate.
- Updating community and event income and relationships through our CRM system E Tapestry to support our income tracking processes and data management.
- Produce quarterly board reports that detail performance and updates on community and events activities.
- Lead on team projects that support our team goals, helping to contribute to the development of team resources in support of our aim of delivering greater income.
- You will represent Mid and North East Essex Mind at internal and external meetings/events including delivering presentations on our organisation.

Organisational values: *Post-holders should be able to 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: Community and Events Fundraiser

Category	Essential	Desirable
Education & Qualifications	• Good level of education (including GCSE in English & Maths) to enable effective verbal and written communications.	• Project management • Event Management
Experience	• Working in sales- target driven environment • Strong project management of delivering organisational owned events, including dealing with 3rd party suppliers or providers and the logistical delivery. • Excellent relationship management skills, working collaboratively with multiple stakeholders and different teams. • Ability to represent the organisation confidently with external stakeholders. • Experience of dealing with and managing confidential and sensitive information	• Charity sector
Skills, Abilities & Knowledge	• Good understanding of the Mid and North East Essex geography / community groups • Organisation • Excellent “story telling” skills, both written and verbal. • Negotiation • Resourceful • Public speaking • Communication – across at all audience levels • Microsoft 365 – Outlook, PowerPoint, Excel	
Personal Characteristics	• Empathetic and understanding • Reliable and flexible • Excellent interpersonal and communication skills • Resilience- recovers well from setbacks • Ambitious with a desire to achieve results • Self- motivated • Creative thinker- can think “outside the box” • Great team player • Car Driver	