



Job title	Communications and Fundraising Officer
Responsible to	Central Services Manager
Geographical Reach	North Kent
Base	Dartford
Hours	Full Time
Salary	£25,466
Contract	Permanent

Job Description

Purpose of Post

Support Communications and Fundraising for North Kent Mind internally and externally.

Structure of the Post

For the calculation of travel expenses, the North Kent Mind Offices in Dartford shall be considered the base throughout, and travel between home and another working venue can only be claimed insofar as it is in excess of the distance between home and base. All time in travel between venues is counted as time worked.

The officer must be flexible to work some evenings and weekends as necessary. The post also includes predominantly in-person working, office, out in the local community, and some remote working.

A: DUTIES OF THE POST: GENERAL

These duties apply to all North Kent Mind Staff, whichever service they work for:

1. To work within a framework which:
 - i. Abides by all the policies of North Kent Mind, including Equal Opportunities, Confidentiality and Health and Safety.
 - ii. Promotes Social Inclusion, Empowerment, Wellbeing, and the Recovery Model
 - iii. Respects, encourages and builds on individual clients' coping strategies, skills and autonomy, and is in keeping with the Codes of Practice for Social Care Workers as defined by the General Social Care Workers
 - iv. Maintains good liaison with any other outside agencies as is necessary.
 - v. Promotes good joint working, links and cross-referral with all North Kent Mind colleagues.
 - vi. Adheres to the principles of the Social Care Standards as defined by the GCSI.
2. To participate in supervision and appraisal
3. To attend staff meetings and team meetings
4. To attend training/meetings and some annual events as required
5. To undertake any other duties which the Deputy CEO, CEO or Board of Trustees may, from time to time, reasonably delegate or assign.

B. Duties Specific to Post

- Work closely with our Finance Manager regarding fundraising activities
- Maintain a database of; revenue generated, tracking and monitoring of all fundraising and communications events and activities.
- Promote and communicate fundraising activities and outcomes.
- Ensure all elements of the charity receive promotion and marketing as required.

- Oversee social media feeds. With regular posts to, encourage, and foster engagement with our services, and promote mental health awareness and fundraising. Responding to posts in a timely manner signposting potential clients as needed.
- Responsible for the North Kent Mind website, ensuring up to date information, engaging design, branding adherence, and accessibility.
- Design and maintain promotional and fundraising merchandise and information materials. Ensuring availability of materials in multiple formats, other languages, braille, and other formats when requested.
- Overseeing storage, distribution, and production of promotional materials and merchandising.
- Manage responses to negative and positive feedback comments if appropriate.
- Keep a calendar of key events for promotion and linking communications and fundraising with these.
- Ensure attendance at external networking and awareness events as required, in a communication, fundraising and marketing capacity.
- Manage, engage, and utilise volunteer support within communications and fundraising.
- Collate a library of films, podcasts, and photos to promote the organisation.
- Responsible for designing and publishing the Annual Report.
- Liaising and engagement with national Mind to get support and ideas.
- Support an internal vision for communications and fundraising consistency within the organisation.
- Ensure implementation of an organisational communications strategy and fundraising strategy.
- To lead on 'branding' with North Kent Mind to ensure a consistent approach within the organisation and supporting staff in the design of key documents.
- Capture key 'service user stories and outcomes' for sharing as required.
- Managing and ensuring consents are obtained for sharing images and stories.
- Working with local media, guiding media interaction, and facilitating press releases, as required. Keeping a library/record of media engagement.
- Overseeing regular internal staff and volunteer communication bulletins.
- Overseeing an external communications and fundraising bulletin.
- Ensure support for marketing/advertising and promotion of our training services offer.
- Proofread and check accuracy in materials ensuring attention to detail.
- Support the development and implementation of digital communication systems, including a staff digital hub.
- Influence and develop the scope of communications and fundraising.
- Compile and supply monthly reports of achievements and outcomes.
- Raise funds, in the community, with philanthropic trusts, and via corporate donors.
- Responsible for stewardship of existing donors, nurturing new donors, and maintaining a donors database and CRM.
- Innovatively engage new methodologies to raise funds for our organization
- Leverage technology and social media to improve fundraising activities.
- Oversee planning, execution, and coordination of fundraising events.
- Analyse the performance of fundraising activities for effectiveness and costs.
- Collaborate with other organizations and groups within the community to build partnerships and enhance fundraising activities
- To reach any targets set by the Board of Trustees
- To be aware of and follow ethical fundraising practices
- Legacy promotion, including contacting solicitors and funeral directors.
- Manage the whereabouts of fundraising collecting tins and their collection.

- Input into a database of; revenue generated, all fundraising and communications events and activities.
- Line management of the Website and design Project Worker, this includes regular supervision.



Communications and Fundraising Officer

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience of working in marketing and communications within the charity sector		✓
Proven track record of working on successful marketing and promotional campaigns both on and offline	✓	
Experience of and managing content on websites and social media channels	✓	
Proven creativity and design ability	✓	
Experience in social media	✓	
Experience of using a wide range of software packages	✓	
Basic understanding of and empathy with mental health issues. - desirable		✓
Ability to promote, adhere to, and implement branding guidelines	✓	
Able to work within the policies and procedures of North Kent Mind.	✓	
Able to work positively as a member of a team and attend staff meetings and events.	✓	
Good communication and organisational skills with a warm, calm, approachable manner, patience.	✓	
Good public speaker		✓
Good presentation skills	✓	
Able to ask for help or support if needed	✓	
Excellent proof-reading skills.	✓	
Excellent time-keeping skills.	✓	
Experience in community fundraising	✓	
Experience in corporate fundraising		✓
Able to act on own initiative.	✓	
Flexible approach to work.	✓	
IT literate	✓	
Excellent team working skills	✓	
Excellent organisational skills	✓	