



Job title	Communications and Fundraising Lead
Responsible to	Head of Development
Geographical Reach	North Kent
Base	Dartford
Hours	20
Salary	£14,548 per anum
Contract	Permanent

Job Description

Purpose of Post

To co-ordinate the day-to-day operations of Communications and Fundraising for North Kent Mind, and to lead on strategy implementation and growth across both functions.

Structure of the Post

The Communications and Fundraising Lead is responsible to the Head of Development. The role is for 20 hours a week and the post holder must be flexible to work some evenings and weekends as necessary.

This is an in-person post: office based and out in the local community. The post holder shall be based at the North Kent Mind office in Dartford - historic listed Almshouses building. The office is friendly and vibrant, with many staff working on site. The building is open-plan in parts but naturally divided into smaller sections and rooms, with variable lighting; noise levels and foot traffic vary between areas.

For the calculation of travel expenses, The Almshouses, 20 West Hill, Dartford, DA1 2EP, 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.

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 Equity, Diversity and Inclusion, 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 CEO or Board of Trustees may, from time to time, reasonably delegate or assign.

B. Duties Specific to Post

- Lead the implementation and ongoing review of the Communications Strategy and Fundraising Strategy.
- Line manage the Communications & Fundraising Officer including facilitating monthly supervision sessions.
- Oversee and review a schedule for all internal and external communications including newsletters, bulletins, AGM documentation and internal staff updates.
- Lead organisational branding including consistency across buildings, signage, printed materials and staff-created documents.
- Oversee production of service leaflets, promotional materials, and merchandise.
- Work closely with the Website Designer for content governance, ensuring accuracy, accessibility and alignment with branding.
- Coordinate advance planning and oversight of events including fundraising, awareness, campaigns and strategic organisational events, ensuring our attendance.
- Develop and grow corporate partnerships, sponsors and major donors.
- Lead on stewardship of donors, members, and corporate supporters including cultivation and retention.
- Oversee legacy fundraising including growing and nurturing relationships with solicitors, funeral directors and implementing staff training.
- Oversee CRM and tracking systems, ensuring accurate and timely recording of all communications and fundraising data.
- Support external communications, press releases, social media content and sensitive messaging.
- Coordinate North Kent Mind's Annual General Meeting including venue arrangements, invites, publicity, presentations, and stakeholder engagement; including the production of the Annual Report including design, content, and data.
- Lead cross-departmental planning for campaigns and awareness days/weeks aligned to strategic priorities.
- Attend monthly meetings with the Finance Team to review fundraising income.
- Monitor KPIs across communications and fundraising including income, engagement analytics and membership growth; and attend monthly performance reviews with the Head of Development.
- Represent North Kent Mind at external events, meetings and media opportunities.
- Overseeing the storage, distribution, and production of promotional materials and merchandising, ensuring they are regularly audited and ordered when required, in line with budgets.
- Promote and communicate fundraising activities and outcomes to internal and external stakeholders.

- Attend Communications sub-groups as required for projects.
- Ensure communication materials are in line with branding, accessible and age appropriate to the audience.
- Engage in co-production for communications and fundraising purposes.
- Engage with department managers regularly to ensure information is up to date on services, and that all elements of the charity receive promotion and marketing as appropriate.
- Oversee social media feeds, including responding to comments and online engagement, managing responses to negative and positive feedback comments if appropriate.
- Ensure all elements of the charity receive promotion and marketing as required, including targeted marketing for our Social Enterprise models.
- Manage, engage, and utilise volunteer support within communications.
- Leading liaison and engagement with national Mind to get support and ideas.
- 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.
- Proofread and check accuracy in materials ensuring attention to detail.
- Support the development and implementation of digital communication systems, including a staff digital hub.
- Responsible for stewardship of members and subscribers, nurturing new ones, and maintaining a database and CRM of them.
- To reach any targets set by the Head of Development, CEO, or Board of Trustees
- To ensure all building are 'on brand' in terms of appearance and signage.



Communications & Fundraising Lead

PERSON SPECIFICATION

Criteria	Essential	Desirable
Experience of leading marketing, communications and fundraising within the charity sector		✓
Experience in line managing or supervising staff		✓
Proven track record of working on successful marketing and promotional campaigns both on and offline	✓	
Experience of 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 and systems, including CRM's, and systems for reporting and monitoring.	✓	
Basic understanding of, and empathy with, mental health issues.	✓	
Ability to promote, adhere to, and implement branding guidelines	✓	
Able to work within the policies and procedures of North Kent Mind.	✓	
Experience overseeing events from planning to delivery	✓	
Experience supporting media relations		✓
Experience leading campaigns, strategic communications, or income generation initiatives.		✓
Able to work positively as a member of a team and attend staff meetings and events.	✓	
Good communication skills with a warm, calm, approachable manner, patience.	✓	
Confident attending and representing the organisation, and engaging with others, at networking and promotional events, and represent the charity at events	✓	
Good public speaker		✓
Good presentation skills	✓	
Excellent proof-reading skills.	✓	
Excellent time-keeping skills.	✓	
Experience in community fundraising	✓	
Experience developing corporate partnerships and fundraising relationships.		✓

Ability to coordinate multiple complex projects simultaneously	✓	
Ability to analyse data, KPIs and trends to inform decision-making	✓	
Experience of working in line with budgets		✓
Able to act on own initiative.	✓	
Flexible approach to work.	✓	
Proficient in Office365 systems	✓	
Excellent organisational skills	✓	
Flexible to work evenings/weekends for events.	✓	
Ability to drive with access to a vehicle		✓