

Job Title	Communications & Fundraising Officer
Directorate	Development and Engagement Services
Responsible to	Head of Development and Engagement
Accountable to	CEO
Location	Dartford
Hours	Part Time 20 Hours
Salary	£13.50 per hour
Contract	Permanent

Structure of Post

The Communications & Fundraising Officer is supervised by the Senior Communications & Fundraising Officer.

For the calculation of travel expenses, Dartford shall be considered the employee's base. Travel between home and another working venue may only be claimed where it is in excess of the normal distance between home and base. All time spent travelling between work venues is counted as time worked.

This is a part-time, in-person role based in Dartford and in the local community, requiring flexibility to work some evenings and weekends as necessary. The post holder will work closely with the Senior Communications and Fundraising Officer while providing day-to-day support across communications and fundraising activity.

Purpose of Role

The Communications & Fundraising Officer supports day-to-day delivery of communications and fundraising activity for North Kent Mind, supporting brand consistency, stakeholder engagement and income generation.

The role operates within agreed organisational frameworks, policies and procedures, under the direction of the Senior Communications and Fundraising Officer, while exercising professional judgement and ownership in day-to-day delivery.

All employees contribute to the development and continuous improvement of North Kent Mind through partnership working, service development activities, feedback, evaluation and the promotion of positive mental health and wellbeing. Each role contributes to a consistent, high-quality service offer aligned to organisational standards, contractual requirements and agreed priorities.

Key Responsibilities

Core Duties

- Liaise and work closely with the Senior Communications and Fundraising Officer.
- Support implementation of the organisational Communications and Fundraising strategies.
- Support performance across communications and fundraising, including revenue generated, membership activity, campaign reach, engagement and other agreed KPIs.
- Liaise with North Kent Mind's Medway Therapeutic Alliance Children and Young Persons Service and facilitate all associated Communications requirements.
- Maintain accurate records of fundraising income, communications activity, events, membership activity, consents, media engagement and supporter data.

Fundraising

- Support and deliver fundraising activity across community, corporate, legacy, event and trust fundraising channels.
- Build and steward relationships with donors, supporters, local groups, businesses, solicitors, funeral directors and community partners.
- Maintain accurate fundraising records, donor information, CRM data and collecting tin records in line with organisational requirements.
- Use ethical fundraising practice and appropriate digital tools, technology and social media to strengthen income generation and supporter engagement.
- Support the delivery of fundraising events and campaigns, ensuring clear objectives, promotion, follow-up and evaluation.

Communications

- Support communications activity across internal, external, digital, print and community channels to promote North Kent Mind's services, impact and fundraising activity.
- Develop, schedule and review content for social media, newsletters, campaigns, awareness days, website updates and promotional materials.
- Work with service users, volunteers, staff and partners to co-produce accessible communications and fundraising materials where appropriate.
- Ensure communications are accurate, engaging, accessible, age appropriate and consistent with organisational and brand guidance.
- Facilitate promotional and fundraising materials, merchandise, consent records, image and story permissions, and a library of films, podcasts and photographs.
- Support media engagement by coordinating press releases, local media contact, media records and appropriate guidance for staff interaction with media enquiries.
- Respond or coordinate responses to enquiries, comments and feedback across social media, email and other channels, signposting appropriately where needed.

- Attend external networking, awareness and promotional events in a communications, fundraising and marketing capacity, as required.
- Support planning and production for organisational events and publications, including the AGM and Annual Report.
- Undertake daily comms tasks such as tickets, social media posts, and newsletters.

General Responsibilities

The post holder is required to:

- Comply with all organisational policies and procedures, including Safeguarding, GDPR, Confidentiality, Equity, Diversity and Inclusion, and Health and Safety.
- Promote a safe environment for service users, staff and others, identifying and responding appropriately to safeguarding concerns.
- Attend mandatory training, participate in supervision and appraisal, and maintain continuous professional development relevant to the role.
- Maintain professional boundaries, confidentiality, accuracy and attention to detail in all communications, records and materials.
- Contribute to a positive, inclusive and professional working environment aligned with North Kent Mind's values.
- Deliver functions in an inclusive, accessible and responsive way, including consideration of disabled and neurodiverse people's needs.
- Support organisational learning, continuous improvement and effective partnership working across services, projects and stakeholders.
- Work closely with the Finance Manager and relevant colleagues to ensure fundraising records, reporting and financial processes are accurate and timely.
- Undertake any other duties reasonably required by the organisation, commensurate with the level of the role.

Additional Requirements

The post holder is required to:

- Work flexibly across relevant locations, environments and delivery settings, including face-to-face, telephone, virtual and digital platforms.
- Travel and occasional evening or weekend work may be required to fulfil the responsibilities of the role, with reasonable adjustments considered where appropriate.
- Represent North Kent Mind professionally at meetings, events, partnership activities and awareness initiatives where required.
- Build effective professional relationships with service users, colleagues, partners, supporters and stakeholders.
- Complete required pre-employment checks, clearances, certifications and specialist training relevant to the position.
- Work in a flexible, adaptable and solution-focused manner, responding positively to changing priorities and operational requirements.

Person Specification

Category	Criteria	Essential	Desirable
Education & Qualifications	Demonstrate a good level of literacy and numeracy skills to meet the requirements of the role	✓	
	Willingness to undertake relevant training and continued professional development	✓	
	Qualification or training relevant to role		✓
Knowledge & Experience	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 managing content across online and social media channels	✓	
	Proven creativity and design ability	✓	
	Ability to use design tools and digital platforms effectively	✓	
	Ability to promote, adhere to, and implement branding guidelines	✓	
	Experience supporting media relations	✓	
	Basic understanding of and empathy with mental health issues.	✓	
	Ability to communicate clearly and effectively with a wide range of audiences	✓	
	Ability to build professional, trusting relationships with stakeholders, including service users, colleagues and partner organisations	✓	
Communication & Interpersonal Skills	Ability to adapt communication styles to meet a range of needs.	✓	
	Ability to work collaboratively with a range of stakeholders.	✓	
	Experience supporting events from planning through delivery	✓	
	Ability to manage workload, prioritise tasks and meet deadlines	✓	
Organisation & IT Skills			

	Ability to maintain accurate records and complete administrative tasks	✓	
	Ability to collect and record outcome measures, feedback and service monitoring information	✓	
	Strong IT skills, including the use of Microsoft Office and digital systems for recording and communication	✓	
	Experience in community fundraising	✓	
	Experience in corporate fundraising		✓
	Proficient in Office365 systems	✓	
	Excellent proof-reading skills.	✓	
Working Approach & Behaviours	Ability to work independently and as part of a team	✓	
	Ability to maintain professional boundaries and act with integrity and discretion	✓	
	Commitment to continuous improvement and learning	✓	
	Awareness of current issues, best practice and developments relating to role		✓
	Non-judgemental, empowering and inclusive approach	✓	
	Ability to work within North Kent Mind policies and procedures North Kent Mind.	✓	
	Confidence representing the organisation and engaging with others at networking, awareness and promotional events	✓	
	Ability to speak confidently in public and deliver clear presentations	✓	
Flexibility & Practical Requirements	Willingness and ability to travel as required, with reasonable adjustments considered where appropriate	✓	
	Ability to work across a range of settings	✓	
	Willingness to work flexibly, including some evenings and occasional weekends	✓	
	Ability to drive with access to a vehicle	✓	