

## Job Description

Post	Community and Events Fundraising Lead
Grade	4 (£28,753 - £ 30,753)
Location	Hybrid (home based, from Bradford District and Craven Mind's office, Kenburgh House, 28 Manor Row, Bradford, BD1 4QU, with requirement to travel within Bradford District and Craven)
Responsible to	Head of Income Generation

### About us

Bradford District and Craven Mind (BDC Mind) is a registered charity with a clear purpose to promote positive mental wellbeing and empower and help people experiencing mental health problems to manage and work towards recovery and fulfilment. We do this through:

- Building community and individual resilience for better mental wellbeing
- Providing early intervention advice and support
- Supporting people in crisis
- Empowering and helping people to recover and sustain improved wellbeing.

### Our Values

Everything we do at BDC Mind is underpinned by our values:

- **Caring Always** - Be kind and compassionate. Listening to and valuing people.
- **Working Together** – Working together for a shared purpose. Working together to make the biggest positive difference.
- **Supporting Everyone** – Understanding, celebrating uniqueness and respecting all; reaching out, engaging and helping people feel safe.
- **Enabling All** – Making things possible. Giving hope and resources to make positive change.
- **Improving Continually** – Making the biggest positive difference. Listening and being creative to make the biggest positive difference.

### Purpose of the post

As the Community and Events Fundraising Lead, you will be responsible for developing and delivering a range of community and event-based fundraising initiatives. Your role will involve engaging supporters, building strong relationships within the community, and maximising income through creative and impactful fundraising activities.

## Key duties

### Community Fundraising

- Work with the Head of Income Generation to develop and implement strategies to support the growth of our organisation from community fundraising activities.
- Own the delivery of the community fundraising strategy which results in a growth of income from our grassroots activities with individuals and associations across our region.
- Act as a key point of contact for community fundraisers, providing guidance, resources, and support to help them achieve their goals.

### Events Management

- Develop an annual calendar of participation events and appeals, working with the wider Marketing and Communications Team to ensure effective promotion, engagement and results.
- Plan, organise (including venue booking, supplier liaison, and risk management) and deliver fundraising events (including both in-person and virtual formats), ensuring they are delivered on time, within budget, and meet income targets.
- Recruit, train, manage event volunteers to ensure successful delivery of events and show them a high standard of care and support to retain them.

### Relationship Building

- Cultivate and manage relationships with supporters, ensuring excellent stewardship and engagement.
- Identify and develop opportunities to grow the charity's supporter base (including working collaboratively with other teams to integrate community and event fundraising with other areas of the organisation).
- Act as an ambassador and represent Mind in Bradford at external functions, events, giving talks and presentations as required.

### Marketing and Promotion

- Work with the communications team to create compelling promotional materials and social media campaigns to raise awareness of fundraising initiatives and events, ensuring consistent branding and messaging across all activities to appeal to different target groups.

### Monitoring and Reporting

- Evidence progress towards in-year and longer term goals by building a robust fundraising pipeline across multiple income streams, monitoring and evaluating the success of community and event fundraising activities, producing regular reports and data analysis.
- Set and manage income and expenditure for all fundraising initiatives, ensuring cost-effectiveness and profitability.
- Keep accurate records of donor interactions, income, and expenditure on the charity's database.

## Organisational

- Ensure that in all aspects of the role you embody the aims, objectives, and core values of BDC Mind.
- Champion the BDC Mind ‘Code of Conduct’ to ensure that it is well communicated, understood and implemented at all times by staff, volunteers and service members.
- Ensure that the relevant colleagues have a competent understanding of, and comply with, all BDC Mind’s policies and procedures.
- Take responsibility, with colleagues, for ensuring that all Health and Safety, Safeguarding, Information Governance and Equality & Diversity requirements are met and all other Company policies are complied with.
- Undertake any other reasonable duties or tasks deemed necessary by the senior management team.

## Person Specification

BDC Mind is committed to promoting mental health awareness, reducing stigma, and improving the quality of life for people with mental health challenges. We value diversity, inclusion and lived experiences when recruiting our staff and volunteers.

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Proven track record of successful income generation/business development activity, including successful fundraising activity on behalf of an organisation.</li><li>• Full driving licence and own vehicle.</li></ul>	<ul style="list-style-type: none"><li>• Strong academic background in English Language.</li><li>• Fundraising, Events Management or Marketing qualification.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Experience of developing and successfully launching new community and/or events products.</li><li>• Proven experience of delivering income growth in an events and/or community fundraising setting (preferably both) and evidencing progress towards agreed income targets.</li><li>• Experience of providing exemplary supporter stewardship to strengthen and cultivate relationships with fundraisers.</li></ul>	<ul style="list-style-type: none"><li>• Working in the charity sector.</li><li>• Experience of volunteers management.</li></ul>

<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>• Strong interpersonal and communication skills, with the ability to build and maintain relationships with a wide range of stakeholders.</li> <li>• Creative and innovative approach to developing fundraising initiatives.</li> <li>• Excellent organisational and project management skills, with the ability to prioritise and meet deadlines.</li> <li>• Strong analytical skills and ability to think strategically.</li> <li>• Manage budgets/campaigns/initiatives and evidence progress towards agreed income targets.</li> </ul>	<ul style="list-style-type: none"> <li>• Confident using social media and digital platforms for promotional purposes.</li> <li>• Ability to manage volunteers</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of fundraising regulations and code of practice.</li> <li>• Proficient in Microsoft Office and fundraising databases or CRM systems.</li> <li>• Proven knowledge of online fundraising tools</li> </ul>	<ul style="list-style-type: none"> <li>• Using the Beacon CRM system.</li> <li>• Knowledge of third sector services.</li> </ul>
<b>Attitude and personal attributes</b>	<ul style="list-style-type: none"> <li>• A flexible and proactive attitude, with the ability to work independently and as part of a team.</li> <li>• Entrepreneurial, results-driven, and able to meet deadlines under pressure.</li> <li>• Understanding of and enthusiasm for BDC Mind's delivery approach and mission and values.</li> <li>• Passion, motivation and resilience to raise money to support the mental health and wellbeing of our local people.</li> <li>• Demonstrate a commitment to equality, diversity and inclusion in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• Lived experience of mental health</li> </ul>