

**Job Title**: Fundraising Manager

**Responsible to**: Chief Executive Officer (CEO)

**Location**: Tower Hamlets ( 2-3 days in the office)

**Contract Type**: Permanent

**Salary**: £40K

**Hours:** full (37.5 hours) or part time

**Closing date**: 17 July at midday

**Interviews**: 21 July ( in person E3 4DA)

# Job Purpose

This pivotal role is responsible for designing and delivering innovative community and corporate fundraising programmes that support MindTHNR’s new strategy. The Fundraising Manager will cultivate partnerships across the organisation and wider community, raising vital funds to deliver high-impact mental health services that empower individuals to lead happier, healthier lives.

# The Role

The Fundraising Manager will lead on developing and maintaining relationships across local communities—schools, businesses, faith groups, and other networks—to build sustainable income streams. The postholder will lead annual fundraising campaigns, grow community engagement year-round, and contribute strategically to long-term fundraising goals.

# Main Responsibilities

## Fundraising Strategy Management

* Contribute to the development and delivery of MindTHNR’s fundraising strategy, encompassing trusts, foundations, statutory income, community fundraising, and corporate partnerships.
* Identify and evaluate new income generation opportunities that align with the organisation’s strategic priorities.

## Community Fundraising

* Develop and implement a year-round community fundraising strategy.
* Launch and lead a programme of innovative, inclusive community fundraising initiatives.
* Act as the primary point of contact for local supporters, offering guidance and engagement.
* Represent the charity at events, delivering inspiring messages to foster support.
* Create fundraising toolkits.
* Recruit, train, and manage volunteer fundraisers.
* Utilise digital platforms and social media, to amplify fundraising campaigns.
* Develop a portfolio of profitable, replicable fundraising products.

## Corporate Fundraising

* Research and develop partnerships with local businesses.
* Secure sponsorships and develop cause-related marketing aligned with MindTHNR’s values.
* Write compelling proposals and presentations to secure new corporate supporters.
* Steward corporate partnerships for long-term engagement and growth.

## Collaboration and Strategy

* Work closely with the CEO and leadership team to align fundraising plans with organisational goals.
* Identify and act on opportunities for expanding community and corporate fundraising impact.
* Monitor trends in giving and adapt strategies to stay relevant and effective.
* Champion the integration of fundraising with public awareness and service user engagement.

## Supporter Stewardship and Communications

* Ensure timely donor acknowledgements, impact reporting, and ongoing engagement.
* Collaborate on inspiring content to highlight the impact of donations.
* Support social media engagement strategies to enhance public visibility.
* Maintain accurate supporter records and manage follow-up engagement.
* Support website updates related to fundraising activities.

## Data and Reporting

* Track and report income and expenditure across all fundraising streams.
* Ensure compliance with relevant regulations including GDPR, Gift Aid, and Fundraising Code of Practice.
* Maintain high ethical standards in all fundraising activity.

# Person Specification

**Please ensure how you meet all the requirements of the person specification in your supporting statement**

## Essential Skills and Experience

* Minimum of two years’ proven experience in community and corporate fundraising.
* Demonstrable success raising at least £150k+ annually through diverse fundraising initiatives.
* Experience of leading community fundraising campaigns and events.
* Strong record of building and managing relationships with donors, supporters, and local organisations.
* Experience with volunteer recruitment, training, and stewardship.
* Ability to develop tools, resources, and communications that engage and inspire diverse audiences.
* Up-to-date knowledge of fundraising regulation, ethical standards, and data protection practices.
* Experience in planning and reporting on fundraising activity.
* Proficient use of digital tools and platforms (e.g., social media, email marketing, CRM systems).

## Desirable Skills and Experience

* Experience in securing grants from trusts and foundations.
* Understanding of mental health and the voluntary sector.
* Experience using design tools such as Canva.

## Key Competencies

* Communication: Excellent written and verbal communication skills, with the ability to adapt messaging to various audiences.
* Relationship Management: Skilled in networking, influencing, and engaging a wide range of stakeholders.
* Organisational Skills: Proven ability to manage multiple projects, relationships, and deadlines independently.
* Initiative: Strong motivation and drive to achieve fundraising targets and explore new opportunities.
* Flexibility: In all aspects and a ability to work occasional evenings.
* Collaboration: A positive, team-focused approach and readiness to work across departments to achieve organisational aims.