

## Fundraising and Events Manager

<b>Job Title:</b>	Fundraising and Events Manager
<b>Salary:</b>	£35,000 (pro rata)
<b>Working pattern:</b>	22.5 hours per week Some evening and weekend working will be required to support events
<b>Contract:</b>	12 months fixed term contract
<b>Working base:</b>	Home based, with regular meetings at our Harrogate office and on-site attendance at events across the district
<b>Reports to:</b>	Head of Workplace Wellbeing

### About Mind in Harrogate District

Mind in Harrogate District is an independent local mental health charity and a proud member of the Mind Federation. We work alongside our community to improve mental health, reduce stigma and ensure people can access timely, compassionate support close to home.

We are developing our fundraising capacity and are looking for a Fundraising and Events Manager to lead and deliver our fundraising and events activity, helping us grow sustainable income to support our services.

### Purpose of the role

This is a new role with a blend of strategic input and hands-on delivery.

You will lead on community fundraising, events, individual giving, regular giving and fundraising campaigns, establishing an effective events calendar and building strong supporter relationships.

You will be supported on overall direction, priorities and target-setting, but this role requires someone who is confident in owning delivery and turning plans into action.

An agreed income target will form part of this role. Targets will be realistic, reviewed regularly and shaped collaboratively, recognising that much of our fundraising activity is at an early stage of development.

This role is well suited to an experienced charity fundraiser who enjoys autonomy, variety and building activity in a small, values-led organisation.

### Key responsibilities

#### Fundraising strategy and delivery:

- Work collaboratively with the Head of Workplace Wellbeing to shape fundraising priorities, plans and income targets.
- Take full responsibility for delivery, translating strategy into practical action.
- Lead on community fundraising, supporting individuals, schools, groups and local organisations to fundraise.
- Develop and grow individual giving and regular giving, with a strong focus on supporter experience, stewardship and retention.
- Plan and deliver fundraising campaigns that raise income, awareness and community engagement.
- Support colleagues with corporate fundraising activity, without holding overall responsibility for corporate income.

- Work towards an agreed income target, using insight and learning to continuously improve performance.

**Events:**

- Establish, lead and deliver an annual events calendar, including:
  - Community fundraising events
  - Challenge events
  - Our participation in larger third-party or community events
- Maximise income from existing events while identifying opportunities to strengthen and grow them.
- Lead end-to-end event delivery, including planning, coordination, supporter experience and follow-up.
- Attend and support events across the district, including some evenings and weekends.

**Supporter stewardship and journeys:**

- Lead on supporter stewardship, ensuring fundraisers and donors have a positive, engaging experience.
- Develop and improve supporter journeys across community fundraising, events and individual giving.
- Ensure supporters receive timely thanks, updates and impact communications, working with marketing colleagues where appropriate.
- Use supporter insight and feedback to improve engagement, retention and long-term support.

**Marketing, promotion and storytelling:**

- Act as the fundraising lead when working with external marketing providers, ensuring fundraising activity and events are clearly briefed, advertised and promoted.
- Work collaboratively with marketing colleagues by:
  - Providing clear information, content and timelines
  - Ensuring fundraising activity is well supported and visible
- Work with marketing to develop simple impact stories and case studies that help supporters understand:
  - What their fundraising enables
  - The difference their support makes to local people
- This role is not responsible for creating marketing assets, design or copywriting, which will be delivered by marketing colleagues or external providers.

**Monitoring, reporting and administration:**

- Track fundraising and events income and monitor progress against targets.
- Produce monthly fundraising income reports for the Board, highlighting performance, learning and opportunities.
- Maintain accurate records using appropriate systems and ensure data is managed in line with GDPR and organisational policies.

**Person Specification****Essential**

- Charity fundraising experience, with a strong understanding of community fundraising and/or events.
- Experience of planning and delivering fundraising activity end-to-end.
- Experience of supporter stewardship and an understanding of supporter journeys.
- Ability to balance strategy and hands-on delivery in a small organisation.

- Strong organisational skills and the ability to manage competing priorities.
- Confident, warm communicator with a relationship-focused approach.
- Self-motivated and comfortable working independently.
- Commitment to the values of Mind and improving mental health in the community.

#### **Desirable**

- Experience of individual giving, regular giving or supporter retention.
- Knowledge of fundraising and CRM tools, including:
  - Beacon
  - Mailchimp
  - JustGiving
- Experience of working with external marketing or communications providers.
- Knowledge of the Harrogate District or experience working in a local charity.
- Experience working in a small or growing organisation.
- Lived experience of mental health challenges (welcomed and valued).

#### **What we offer**

- Flexible, part-time working
- A home-based role with meaningful local connection
- A supportive and collaborative working relationship
- The opportunity to shape and grow fundraising for a local mental health charity
- Work that makes a genuine difference to people's lives