

# **Corporate and Events Fundraiser**

Job Description and Person  
Specification

# Corporate and Events Fundraiser – Business Development

<b>Hours</b>	Full Time (37 hours per week)
<b>Salary</b>	£28,164 per annum
<b>Contract</b>	Permanent
<b>Location</b>	Clarence House, Horsforth, Leeds, LS18 4LB with occasional travel across Leeds and surrounding areas - Hybrid Working Option is available for this post.
<b>Annual Leave</b>	28 days a year plus 8 Statutory holidays, rising to 31 days after 3 years
<b>Pension</b>	3% employer contribution, 5% employee contribution, enhanced by salary exchange
<b>Probationary Period</b>	6 months
<b>Reporting to</b>	Business Development Director
<b>DBS Check Level</b>	Standard

# Introduction

The post holder will make up a pivotal role in the Fundraising team, which is part of the Leeds Mind Business Development function. The post holder will work alongside fellow fundraisers, who cover the community, legacy and bid writing areas of our fundraising operation.

Leeds Mind is the city's leading mental health charity. We have faith and optimism in our clients and so the services we deliver are built around their needs. We support the people of Leeds to discover their own resources to 'recover' from periods of poor mental health, and to live life independently with their mental health condition.

**Our values of being Open, Supportive, Brave, Connected and resourceful are pivotal to the work we do.**

## Purpose of the role

To manage all corporate fundraising activity for Leeds Mind and develop new corporate fundraising initiatives, maximising fundraising from this audience.

To manage all Leeds Mind fundraising events, in partnership with the Community and Events Fundraiser.

## Main Tasks and Responsibilities

### Corporate

- Maximise the charity's income through the development of new and existing corporate partnerships.
- Develop and implement a corporate fundraising strategy to meet annual income generation targets.
- Manage existing corporate partners and supporters to maintain relationships and encourage ongoing commitment.
- Develop and nurture existing corporate partnerships to deliver a greater and more diverse income.
- Proactively research and source new contacts and develop new corporate relationships across Leeds.

- Create written proposals and pitches for new corporate support.
- Responsibility for written and verbal communication with corporate donors.
- Use social media and marketing and PR techniques to maximise profile of corporate partnerships.

## **Events**

Alongside the Community and Events Fundraiser:

- Lead on the organisation and delivery of Leeds Mind fundraising events.
- Produce and deliver on a yearly events calendar appealing to our supporters.
- Develop scalable campaigns to support participation in our fundraising campaigns.
- Maintain our relationship with mass participation event organisers we are already working with and develop new ones.
- Manage the recruitment of volunteers for/at our events.
- Use Xero accounting system to raise Invoices as required for our Events.
- Use Xero to process purchase orders and bills as required for our Events.
- Support the Community and Events Fundraiser at events when required.

## **Other**

- Develop and implement a stewardship programme and be a key part of taking the Leeds Mind donor care programme to being well-known for valuing its supporters.
- Maintain up to date records on donor database, ensuring all supporter activity is effectively recorded.
- Promote and advertise the fundraising activities of Leeds Mind through multiple streams, with particular focus on social media, broadcast and online marketing.
- Secure sponsorship for Leeds Mind events and campaigns.
- Manage the fundraising inboxes and direct enquiries.
- Process cheques and cash donations.

## Organisation

- Participate in 1:1s, performance and development, including Leeds Mind compulsory training programme
- Attend and participate in service/team meetings
- Work within the framework of Leeds Mind's policies and procedures
- Promote the values, behaviours and ethos of Leeds Mind
- Respond and report on safeguarding concerns in line with the Leeds Mind safeguarding policy and procedure
- Undertake any other reasonable duties as and when required

# Person Specification

	Essential	Desirable
<b>Knowledge/Qualifications</b>	<ul style="list-style-type: none"> <li>● GSCE English and Maths (or equivalent) at grade C/4 or above</li> <li>● Full driving licence</li> </ul>	<ul style="list-style-type: none"> <li>● A Levels</li> <li>● Degree</li> <li>● Fundraising related qualification</li> </ul>
<b>Skills/Ability</b>	<ul style="list-style-type: none"> <li>● Excellent written, oral communication and presentation skills</li> <li>● Excellent research skills</li> <li>● Excellent organisational skills and ability to manage a complex workload to meet deadlines</li> <li>● Able to meet stretching income targets</li> <li>● IT literate and ability to manage online and social media marketing</li> <li>● Able to network with people at varying levels of seniority</li> <li>● Able to compile persuasive partnership applications and presentations to both new and existing supporters</li> <li>● Able to form strong relationships with stakeholders</li> <li>● Able to work as a member of a busy team, often needing to support in other areas as required</li> <li>● Able to lead in an area of work, engaging and enthusing colleagues</li> </ul>	<ul style="list-style-type: none"> <li>● Highly proficient in social media and online marketing</li> <li>● Use WordPress</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>● Corporate and events fundraising for a third sector organisation</li> <li>● Working with a donor database</li> <li>● Working toward specific income generation targets</li> </ul>	<ul style="list-style-type: none"> <li>● Using Donorfy CRM</li> <li>● Working within both the commercial and not for profit sector</li> <li>● Third sector landscape across Leeds</li> <li>● Mass participation events, event organisers and venues</li> </ul>

	<ul style="list-style-type: none"> <li>• Managing corporate relationships</li> <li>• Organising and delivering events</li> <li>• Developing new business and events contacts</li> <li>• Fundraising Code of Practice</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting and supervising volunteers</li> </ul>
<b>Behavioural and Values</b>	<ul style="list-style-type: none"> <li>• Passion to work within this sector, and affinity with the cause of Leeds Mind.</li> <li>• Solution-focused approach to work.</li> <li>• Lives our values every day – Kindness, Hope, Empowerment, Respect, Inclusion, Support.</li> <li>• Motivated, confident and resilient.</li> <li>• Open to change and able to work flexibly in line with the needs of the service/organisation.</li> <li>• Commitment to working in partnership with service users, management, and staff.</li> <li>• Demonstrate a commitment to equality and diversity in the workplace.</li> <li>• Commitment to safeguarding clients and others you may come into contact with as part of your role.</li> <li>• Flexibility with working hours (Time Off In Lieu system operates)</li> </ul>	<ul style="list-style-type: none"> <li>• Lived experience of mental health difficulties.</li> </ul>