



Income Generation and Communications Manager

Salary	£19,200 pro rata 21 hrs (32,000 FTE)
Hours & Location	Part-time 21 hours Brighton Office - with opportunity for Hybrid working
Reports to	Charity Director
Criminal Record Disclosure Required (DBS)	None

MindOut Core Purpose

To improve the wellbeing of LGBTQ+ people who experience mental health challenges, reducing mental health stigma and promoting a positive mental health culture.

Purpose of the role

This role sits in Income Generation Team at MindOut. As a charity, this role is pivotal in securing sustainable income and generating the funds MindOut need to ensure we are here to support the mental health of the LGBTQ community, a need that is greater now than ever. Working with the Charity Director, the Board and wider organisation, you will drive our Income Generation and Communications work to both support fundraising activities and to communicate the amazing achievements and impact of the wider work of the organisation.

This role offers an opportunity to be part of a unique charity working to improve the lives of LGBTQ people around mental health.

Role description

You will have the skills, experience, sensitivity and personal confidence to support all the activities of the charity but will have specific responsibility to:

Main Tasks

- Take ownership of MindOut's income generation work, with the Charity Director, leading on developing new and existing relationships with trusts, individual donors, corporate partnerships and community fundraisers
- Create and implement MindOut's Marketing and Communications Plan with a specific focus on income generation
- Implement effective donor engagement systems for our regular givers, fundraisers and high value individuals, maximising their donations and acknowledging their fundraising efforts
- Take ownership of our donor management platform (Donorfy), keeping this up to date and accurate to ensure effective donor management and reporting with our finance department
- Lead on all the income generation platforms, ensuring these are up to date and promoted accordingly. Capturing income through these platforms on our donor management system for effective recognition
- Contribute to the monthly management accounts commentary and the quarterly forecast and budgeting process
- Organise and deliver on a number of events, which either generate income, promote our work or engage with the community, including ensuring these are suitably resourced by employees and/or volunteers
- Lead on new opportunities to fundraise, including implementing and promoting Gift Aid, Give as you earn and other initiatives, to maximise and diversify our income streams

- Support the identification and development of new relationships by undertaking due diligence and prospect research to support the engagement of organisations that align with our own values and ethics
- Engage, develop and support a network of community fundraisers ensuring that they feel part of the MindOut community
- Volunteer management of all income generation volunteers
- Be responsible for key strategic input to fundraising, marketing and communications objectives and take a leadership role in their implementation
- Work to agreed income targets via tailored fundraising proposals through to actualisation and broadly help the organisation maximise all fundraising opportunities
- Ensure that the values of MindOut and all policies and procedures are adhered to and championed

General Responsibilities

1. Attend as appropriate meetings with the Charity Director, staff team and MindOut executive and sub committees
2. Prepare regular reports as required by the Charity Director, MindOut committees or project funders
3. Ensure knowledge of, and compliance with, all laws, regulations and codes of practice relating to fundraising, and to ensure adherence to all MindOut's and professional policies and procedures.
4. Carry out other such tasks as appropriate which may be reasonably expected
5. Carry out all responsibilities with regard to MindOut's Equality, Diversity and Anti-discrimination Policy and all other policies
6. To participate in relevant training and self-development

This is an outline job description designed to give an overview of the responsibilities of the role. We expect the post holder will work flexibly, responding to organisational need and changes as they occur. This job description will be reviewed periodically with the post holder to take account of changing demands. You will also contribute to the wider corporate and organisation needs of MindOut, such as supporting our fundraising efforts.

Policies and Procedures

In addition to your professional code of conduct, you must familiarise yourself with and adhere to MindOut's policies and procedures. If you manage staff and/or volunteers it is your responsibility to ensure that your team are made aware of and understand the policies and procedures relevant to their role and are compliant with compulsory training requirements.

Information Governance and Confidentiality

Working or Volunteering with MindOut often involves access to personal information relating to people we support, employees, volunteers, freelancer workers, students and supporters. This information is confidential and must not be disclosed to anybody, other than when acting in an official capacity. Non authorised use, access of records or disclosure of personal or confidential information is a dismissible offence, and in the case of computerised information could result in prosecution for an offence or action for civil damages under the Data Protection Act 1998 (2018).

Safeguarding and Mental Capacity Act

All of MindOut's workforce (paid and unpaid) have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Health and Safety at Work Act

You have personal responsibility to take care of your own health and safety and that of others who may be affected by your actions at work. Ensure you observe the Health and Safety procedures, and carry out your duties as instructed.

Conduct

As an employee, volunteer, student or freelance worker, you are an ambassadors for MindOut, responsible for promoting, maintaining and upholding the reputation of MindOut at all times, in line with our values.

PERSON SPECIFICATION

Outlined below are the experience, skills, knowledge and competencies required to carry out the tasks described within the job description. Please ensure that you use examples to demonstrate that you meet each individual criterion in your application.

		Assessment Process	Essential/Desirable
	Experience		
1	Understanding and broad experience of LGBTQ identities and intersectionality	A & I	E
2	Significant experience in a fundraising role (5+ years) or ability to demonstrate equivalent transferable skills (desirably in the charitable sector)	A & I	E
3	Significant experience in creating successful and engaging fundraising campaigns, initiatives and events	A & I	E
4	Excellent experience of unlocking opportunities from new, and nurturing existing customer and stakeholder relationships across all sectors	A & I	E
5	Resilience and ability to work calmly under pressure and deliver results to a high standard	A & I	E
6	Experience of creating communication pieces that align with an organisations Values, and engage people	A & I	E
7	Experience of writing compelling content about a subject matter, to support social media engagement and grow the reach of the charity	A & I	E
8	Experience of managing and engaging volunteers and community fundraisers effectively		
	Skills		
9	Results-driven with proven success at bid-writing and exceeding financial targets	A & I	E
10	Demonstrable experience of managing a diverse range of campaigns and income streams	A & I	E
11	Excellent communication, presentation, facilitation and interpersonal skills	A & I	E
12	Ability to evaluate the effectiveness and quality of income generation methodologies	A & I	E
13	Written and oral communication skills to prepare and deliver reports	A & I	D
14	Ability to work flexibly as part of a team and using initiative	A & I	E
15	Strategy planning and/or project management skills.	A & I	D
16	Excellent organisational skills, ability to think strategically, meet deadlines and review priorities	A & I	E
	Knowledge		
17	Excellent grasp of making funding requests and of what makes a compelling ask, namely to Trusts, Foundations and Major Donors.	A & I	E
18	Good working knowledge of legal, regulatory, and best practice guidelines and codes of practice around fundraising (Fundraising Regulators Code of Practice).	A & I	D
19	Knowledge of and demonstrable commitment to affirmative and inclusive practice.	A & I	E
20	Knowledge of issues facing charitable sector, specifically LGBTQ+ matters of interest	A & I	D