# Job Specification

**Job Title** **Fundraising and Communications Officer**

**Reports to Fundraising and Communications Manager**

This is an exciting role based in the Business Development Team, supporting the Fundraising and Communications Manager with income generation and communications for the charity.

Bath Mind are a hard-working and welcoming local charity, with around 100 staff members across its wide set of office and service-based teams. Based in central Bath, we have two offices and several service locations across Bath and North East Somerset. This post holder will be working both from home and our Westgate Street main office.

**Overall Responsibilities**

1. To support the Fundraising and Communications Manager (F&CM) to achieve voluntary income targets in line with our fundraising strategy.
2. To work with the F&CM to raise the profile of Bath Mind, utilising the organisation’s social media channels and communication tools.
3. To provide administrative support for training courses to employers and the community.
4. To provide support for both face-to-face and digital fundraising events and campaigns.
5. To work with the wider Business Development Team and the Director of Business Development to develop our brand and income opportunities.
6. Comply with Bath Mind’s policies and procedures.

**Team-wide Responsibilities**

1. To adopt a team approach and be a proactive team member.
2. To be non-judgemental and empathetic.
3. To adhere to the policy of confidentiality and sharing of information.
4. To be non-discriminatory.
5. To promote positive perceptions of Bath Mind at all times.
6. To liaise with users of Bath Mind services as required.
7. To maintain positive working relationships with other employees and volunteers of Bath Mind.
8. To attend supervision, appraisal and team meetings.
9. To attend training and relevant courses for induction and professional development

**Specific Responsibilities – Fundraising and Training**

* Support the development and implementation of an annual programme of fundraising campaigns.
* Support and attend fundraising events. These may take place in the evening and weekends.
* Manage and respond to fundraising enquiries – on the phone and by email.
* Produce and send thank yous and impact data to funders/donors.
* Maintain and update database, mailing list and ensure income is recorded accurately.
* Process invoices for mental health training bookings
* Deal with administrative aspects of mental health training events, such as venue hire, refreshments, equipment, booking forms and finances.
* Support Bath Mind trainers and attend courses where appropriate/required.
* Support the F&CM with training administration as required.
* Perform any other tasks which are reasonable requests that may be made by the F&CM.

**Specific Responsibilities – Communications**

* Support the F&CM with running the charity’s social media channels, including content creation, scheduling and monitoring engagement.
* Support with designing and writing content for marketing materials.
* Support the team in creating a range of content, including copy and simple graphics for digital mailouts and social media.
* Provide insight and administrative support with website maintenance and upkeep.
* Assist in the wider brand management of the organisation.

**Hours of work**

1. 30 hours per week across Monday – Thursday
2. Occasional early evening and weekend work may be required
3. 25 days holiday per year (pro rata) + Public and Bank Holidays
4. Flexi-time arrangements

**Salary Package**

Permanent Position

£21,450 p/a pro rata - £11 an hour

Workplace Pension Scheme

**Additional Information**

Bath Mind’s Business Development Team are currently both working from home and based in the office. The post holder will work with the F&CM to allow flexibility on working from home as well as the office, based in Bath.

**Person Specification**

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| **Essential Criteria** | **Desirable Criteria** |
| Voluntary or paid experience in fundraising for a charitable cause | Interest or experience in supporting the development of our website and digital presence |
| Ability to listen and communicate non-judgementally | Voluntary or paid experience working within a small-medium sized charity |
| Excellent communication skills – both written and oral with experiencing writing for different audiences | Understanding of mental health issues |
| Competent in the use of spreadsheets and databases (as a charity we use Lamplight) | Ability to listen and communicate non-judgementally |
| Voluntary or paid experience in content creation for social media channels | Experience of organising training and/or events |
| Personal and professional organisation skills | Experience using Canva |
| Ability to work unsupervised | Experience using Mailchimp |
| Clear understanding of confidentiality requirements |  |
| Effective team member |  |
| Clear understanding of equal opportunities |  |
| Ability to maintain professional boundaries |  |