

**ROLE DESCRIPTION**

**MIKEYSLINE**

**Post:** Fundraising Manager

**Salary:** £30,000 per annum

**Primary Location:** 19 Academy Street, Inverness

**Hours:** 37.5 hours per week (these will need to be flexible from time to time as will involve some evening and weekend work)

**BACKGROUND INFORMATION**

Mikeysline is a charity based in the Highlands, established in 2015 to provide support to those who are experiencing emotional distress, suicidal thoughts or generally struggling with their mental health. We also focus on raising awareness about mental health and suicide prevention to break down the stigma that can surround them.  We run three core services – our text-based support, which includes SMS, Facebook Messenger, Webchat, WhatsApp and Twitter. Face to face support at our Hives, in Inverness, Alness, Tain and Nairn. We also provide an additional young person’s service through our Hives, in local communities and in schools.

This is a key role for Mikeysline, helping us to raise vital funds for our charity to support our ongoing development and expansion of services in Highland and Moray.

**MAIN PURPOSE OF THE JOB**

In this post, you will report to the Chief Executive Officer (CEO) and work closely with the CEO, Office Manager and Development Manager. You will also work with our support workers and volunteers on certain projects. Externally, you will develop good working relationships with a variety of businesses, forming partnerships and with individuals keen to support the work of Mikeysline.

This is an excellent opportunity for an individual who has a commitment to Mikeysline’s cause. You in turn will excel in your communications, leadership and networking skills, have previous media and events management experience as well as the ability to build and maintain relationships. You will also have creativity, imagination and an entrepreneurial attitude towards fundraising. You will have previous experience of working with or within the third sector.

The post holder’s office base will be at our Hive in Academy Street, Inverness, but travel to other areas within Highland and Moray will be required. As such, a driving licence or commitment to obtaining one within an agreed timescale is required. Flexibility in this role will be essential as needs arise. The postholder will also be able to work flexibly where this will work in everyone’s best interests.

The post holder may directly supervise/oversee workload/tasks to volunteer fundraisers within the team if appropriate and guide volunteers involved in assisting us at particular fundraising/awareness raising events.

**MAIN TASKS OF THE JOB**

Broadly, the main duties of this post are (but are not limited to):

**Lead on, co-ordinate and deliver on the fundraising strategy and fundraising plan for Mikeysline**

* With the CEO’s guidance and support, to take a lead on developing the fundraising plan to deliver on the Board’s strategy and to develop new and imaginative fundraising events, opportunities and activities to achieve this. To action accordingly.
* This will include developing and implementing a strategy for individual and corporate supporter recruitment, the literature and promotions for it and developing and maintaining relationships with new and existing supporters.
* Raise awareness of Mikeysline and its work at local and where appropriate national levels, i.e. giving talks to groups, at events, seeking photo opportunities with the media in close liaison with the Chief Executive Officer and developing relationships and partnerships with organisations.
* Motivate and facilitate supporters to maximise the funds they raise and inspire new supporters to raise monies.
* Oversee corporate fundraising, including employee giving and matched giving from employers and develop and co-ordinate any web-based fundraising activities.
* Report on all fundraising activities and plans for the Board’s Fundraising bi-monthly sub-group and to take a lead with other staff and volunteers in the fundraising working group to take agreed actions forward.
* To lead on all social media communications in relations to fundraising activities and partnerships developed and work with other key postholders to increase our reach on our social media platforms.
* Manager and update databases to record donor contact and preference information and maintain these in line with GDPR.
* Carry our risk analysis and balance time-cost ratios to ensure the charity focuses on the fundraising activities that are most appropriate and will have the highest chance of success.
* Hold responsibility for ensuring that Mikeysline complies with charity law and the codes of conduct and best practice in relation to fundraising practices.
* To review opportunities for income generation through the selling of branded merchandise and other goods and to help source as appropriate.

**Events management**

* Develop new and imaginative fundraising activities, many of which will involve organising events and events management as well as managing any existing events. To take a lead on the planning and successful delivery of these events, including securing sponsorship, prizes etc.
* To work with others in the team to maximise all the opportunities for success in any Mikeysline fundraising events.
* To work closely with the Office Manager in relation to events being organised by others on behalf of Mikeysline and to take a lead on any publicity/support required with these. To pull in other volunteers/staff members to ensure that the organisations/individuals fundraising on our behalf receive the right support and acknowledgement.
* To maximise opportunities for press coverage of any events to continue to raise the profile of the work of Mikeysline, the work we do and the fundraising support we receive.

**Awareness Raising and Networking**

* To ensure the success of our ongoing fundraising activities, this post will as with other management posts in Mikeysline, have a key role in raising awareness of our work, including through delivering presentations, representing Mikeysline at meetings and events as appropriate and in liaising with potential supporters and donors.
* To support the CEO in identifying further marketing and income generating activities, i.e. through the development of merchandise, review of promotional material etc.
* To attend networking events on behalf of Mikeysline, attending one of the BNI networks as the lead person and providing cover at the other on an ad hoc basis on behalf of the CEO.

**Supervision and personal development**

You will attend monthly supervision, which will also provide an opportunity to identify areas of personal development and enable relevant training to be identified. You will also attend the monthly team meeting with the wider staff team and will participate in an annual appraisal and six-monthly review.

**KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE POST**

* Commitment to Mikeysline’s cause, mental health and suicide prevention in general.
* Proven experience of fundraising or events and media work at a senior level.
* A proactive attitude, drive and enthusiasm to carry out projects to conclusion.
* The ability to influence others using excellent communication skills.
* The capability to work under pressure and meet deadlines.
* The ability to meet financial targets.
* Good organisation and project management skills.
* The ability to motivate others and work as part of a team.
* Ability and confidence to build relationships with businesses, individuals and corporate services.
* Previous fundraising/and or events management experience.
* Interest in raising awareness of services through using social media and campaign promotions.
* Ability to work with minimal supervision and to tight deadlines.
* Confident and ability to deliver high quality presentation and in public speaking.
* Familiar with social media platforms and in writing content.
* Current valid driving licence/or commitment to securing within an agreed timescale.
* Significant interest in working in the field of and promoting the cause of mental health and suicide prevention.
* Good knowledge of computer skills, ability to maintain statistical and other basic information and draft content for promotions.
* Flexibility and ability to work in a fast pace environment.
* Willingness to get involved with work at all levels as and when required and to support the day to day running of the company’s base.

The above is not an exhaustive list of areas of responsibility/duties within the role. You will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

**How to Apply**

Please complete an application form to demonstrate how you meet the above criteria for this post. Successful candidates will also require 2 satisfactory references and a successful Enhanced PVG for both Adults and Children services and will be subject to a six- month probationary period.

Job Description updated: May 2022