About Us:

Conwy Mind is a dedicated mental health charity committed to providing life-changing support to individuals facing mental health challenges. We are passionate about raising awareness, breaking down stigma, and making mental health care accessible to all in our community.

### Fundraising and Community Engagement Officer x 2 to cover Conwy, Gwynedd and Ynys Mon (1 x Welsh Essential)

Salary Grade/ Rate: £28,000

Location: Unit 5325, North Wales Business Park, Abergele, Conwy, LL22 9HR Hours: 35hrs to be worked flexibly

Annual Leave: 35 days pro rata (including bank holidays)

Responsible to: CEO Contract: Permanent

### Role Overview:

This role will deliver a range of fundraising activities, creating great supporter experiences for our participants ensuring our supporters are at the heart of everything we do.

You will project manage fundraising activity and volunteer journeys from beginning to end, delivering them on time and in line with annual plans and budget. You will analyse and produce evaluation reports reporting against budget, interpreting these results to inform the future planning of fundraising activities.

You will possess strong verbal communication skills and the ability to effectively communicate with our supporters across a range of channels including mail, e-mail, telephone, face-to-face, and online.

### Key Responsibilities:

 Fundraising plan in accordance with the Fundraising strategy.

 Expand our team of volunteers and establish Local Fundraising Groups to raise funds in their community.

 Maintain a robust monitoring and recording system to capture achievements and activities, identifying trends for future planning.

 Hold regular meetings with volunteer groups to reward and thank them, deliver any training and promote a team ethos.

 Support current supporters to continue with their fundraising for us, attending their events.

 Increase the number of organisations, groups and individuals who can hold fundraising events by visiting and giving presentations.

 Promote awareness of Conwy Mind and the services we provide.

 Implement Legacy and In Memoriam donations programme by holding events across the Region

 Develop corporate relationships building Charity of the Year opportunities.

## Skills:

 Excellent communication skills using all methods of contact including face to face, email, phone and online

 Strong range of IT skills including Microsoft packages, online research and social media platforms to promote events and success stories

 Good aptitude for collating information using spreadsheets  Ability to recruit, manage and support a team of volunteers  Innovative approach to fundraising and associated events  Motivated to achieve stretching objectives

 Flexible team player.

 Exceptional presentation skills using a range of styles to engage with all aspects of the role.

## Experience:

 Significant experience of the Voluntary sector and volunteering  Experience of working with, ideally, managing volunteers  Demonstrable experience of Fundraising

 Able to evidence a range of presentation styles relevant to the audience

## Qualifications:

 A levels, or equivalent qualifications  Any relevant Fundraising qualifications  Ideally conversational Welsh qualification

**Additional** Requirements**:**

 Adhere to all Conwy Mind’s policies with particular reference to confidentiality, cash handling, data protection and health and safety.

 To comply with the data protection regulations, ensuring all information on volunteers and supporters remains confidential.

 To be responsible for personal learning and development, to support the learning and development of others and the whole organisation.

 Keep abreast of new charity sector developments such as new events and fundraising ideas.  Attend all mandatory staff training and ensuring you are up to date.

 To work in a manner that facilitates inclusion.

 To administer and organise own work to ensure that it is accurate and meets reporting requirements.

### Person Specification

The specific skills, knowledge and abilities required of an individual to be able to effectively perform the role.

Essential:

 Experience if managing community activities and a proven track record of meeting and exceeding targets across a wide range of channels and products.

 Experience and proven track record of managing volunteers to undertake fundraising activities.

 A strong project manager with experience of devising and managing marketing and stewardship strategies to achieve targets.

 Experience if using an innovation process to identify and implement new activities or improve existing ones.

 Experience of using appropriate IT suite and level of programs associated with the role including databases, digital platforms, and financial systems.

 Excellent knowledge and understanding of Fundraising legislation, principles and practices and regulation requirements across community events.

 Exceptional presentation skills using a range of styles to engage with all aspects of the role.  Excellent project management skills, including managing multiple projects simultaneously.

 Ability to plan, priorities and organise workload to achieve set deadlines.

 Strong interpersonal skills to build authentic and effective relationships with supporters and local organisations.

 Excellent communication skills, including the ability to deal with people at all levels on the telephone, face-to-face and in written communication.

 A strong influencer who is able to encourage participants to exceed fundraising targets.

 A resourceful team member who can work collaboratively across the organisation and with internal and external stakeholders to deliver excellent fundraising activities.

 Ability to interpret and analyse data both during and after a campaign to help inform future strategies.

 Value diversity and treat others with respect, showing sensitivity towards differences, promoting and encouraging diversity.

 Willingness and ability to travel throughout North Wales and to work evenings and weekends.

Desirable:

 Passion for Conwy Mind’s values and work

 Direct or indirect experience of mental health problems  Relevant Fundraising Qualification

 A levels, or equivalent qualification

##### Contact details for initial conversation:

recruitment@conwymind.org.uk

##### Completed application forms to be emailed to:

recruitment@conwymind.org.uk

##### Closing date for Applications:

**5pm, 13th December 2024**

##### Interview Dates:

**15th & 16th January 2025** – Interviews will be carried out face-to-face at Unit 5325, North Wales Business Park, Abergele, Conwy, LL22 8LJ

**Scope of job description**

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

### Our Application Process

We embrace diversity and understand that being an inclusive organisation, recognising different perspectives, will enable us to provide excellent services. We are committed to ensuring all our employees are treated fairly and equitably at work and promoting equality in physical and mental health for all.

Book a phone conversation with us before you apply, and we will talk you through the role, how your skills and experience might fit our job description and person specification and talk you through how to complete the application form.

Once you have submitted your application form, we will compare your application to what we are

looking for with our person specification, and if they’re a good fit we’ll contact you for an interview.