



 **Mind** Rochdale and District

Job Vacancy
Fundraising and
Marketing
Manager

Application deadline:

31st January 2025

Interviews:

7th February 2025

Welcome

from our CEO

Rochdale & District Mind is a leading local mental health charity dedicated to supporting individuals facing mental health challenges across Heywood, Middleton, Rochdale, Bury, and N.E. Lancashire. Our team consists of over 70 dedicated colleagues, staff and volunteers who provide a wide variety of services and activities, including counselling, therapeutic group workshops, advocacy, crisis support, dementia support, two wellbeing cafés, as well as other wellbeing activities such as sports sessions. To ensure our services are effective and rooted in the needs of the community, we involve people who use our services in shaping our offer. Our focus is on promoting recovery and wellbeing, empowering individuals to lead meaningful lives.

Why Join Us?

At Rochdale & District Mind, your work directly impacts the lives of those we serve. Every role, from frontline support to administrative functions, is crucial to our mission. We foster a collaborative and inclusive workplace where every team member is valued. We believe in diverse perspectives and are committed to a culture of respect and belonging.

We are dedicated to staff development through ongoing training, mentorship, and advancement opportunities. You'll find us an organisation that embraces innovation and continuously seeks to enhance our services.

In recent years, Rochdale & District Mind has experienced significant growth, with both our annual turnover and staff numbers doubling. While our financial health is robust, we recognise the importance of continuing to diversify our income streams for long-term sustainability.

Thank you for your interest in the **Fundraising and Marketing Manager** role. If you are passionate about mental health and want to make a positive impact, we hope this role matches your skills and interests.

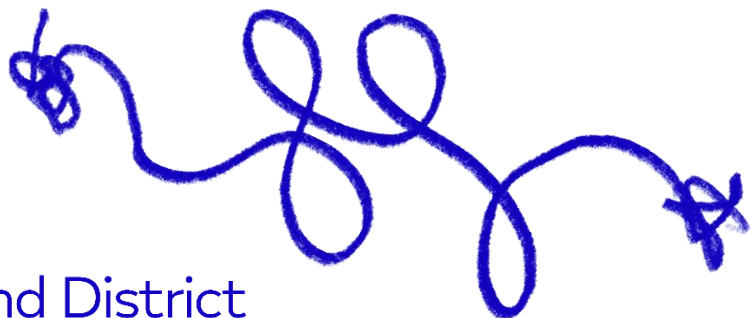
We would love to hear from you!

Warm wishes,

Philip Bramson

Chief Executive Officer

 **mind** Rochdale and District



Our Vision, Mission and Values

Our Mission

We exist to ensure that people do not face mental health issues alone and can lead their lives free from stigma and discrimination.

Our Vision

We provide information and support to empower anyone experiencing mental health issues to improve and maintain their wellbeing. We campaign to improve services, raise awareness, and promote understanding. We promote and protect good mental health and wellbeing for everyone in Heywood, Middleton and Rochdale, Bury and N.E. Lancashire. We will not give up until everyone experiencing a mental health issue gets both support and respect.

Our Values

Our values reflect those of Mind nationally and inform all aspects of our work and support:

Open: We reach out to anyone who needs us

Together: We're stronger in partnerships

Responsive: We listen, we act

Independent: We speak out fearlessly

Unstoppable: We never give up



Equity, Diversity and Inclusion (EDI)

At Rochdale & District Mind, we are dedicated to fostering an inclusive, vibrant culture where our diverse service users receive the best possible care, and our colleagues thrive.

We are proud of the representation of Rochdale's diverse communities among our colleagues and are ambitious to better reflect the communities we serve at all levels of the organisation.

We embed EDI in everything we do, from our observation of Diwali and Ramadan to our celebration of Pride and Black History Month, as well provision of a prayer and peace room, and chairing the Diverse Communities Emotional Wellbeing Forum.

Recognising our work with Black, Asian, and Minority Ethnic communities, we tackle health inequalities through proactive engagement and community-informed programs like our menopause, women's group, and dementia services.

With 21% of our service users being non-white British, we value diversity for the innovation it brings. Our local community includes 27% Black, Asian, and Minority Ethnic people, 50% male, 50% female, 19% with disabilities, and 10% from the LGBTQIA+ community.

We believe a diverse team and a culture of listening and acting on diverse perspectives are crucial for effective leadership and decision-making.

All team members are expected to demonstrate respect, openness, and constructive challenge.



What Rochdale and District Minds' clients say...



I've realised that I'm not alone and I have somewhere to go that can help. I've learned to try and face things rather than run away.



I feel I understand more of what has happened to me, and my anxiety and how to break my goals down into bite-sized portions.



Such a friendly place where I can really be myself.



Apply and join us in shaping our future



This is an exciting time to join Rochdale & District Mind.

We've recently welcomed a new CEO, Finance Manager, and Treasurer, and are now recruiting for three new management roles: Assistant Head of Operations, Fundraising and Marketing Manager, and HR Manager. These roles are part of our Board of Trustees' investment to strengthen our infrastructure and position us for growth in a locality experiencing deprivation and significant challenges to mental wellbeing. This investment represents an aspect part of our wider plans for 2025-26:

Organisational Sustainability We aim to remain financially viable by diversifying our income streams and focusing on independent sources. This will enhance our responsiveness in a fast-changing environment. We will grow our fundraising and marketing capacity, invest in our people, systems, and assets, and expand our reach through partnerships. We've committed significant additional spending on new roles and enhanced support for staff, including a £10k budget to improve our digital systems for better service delivery and impact measurement.

Raising Funds, Influencing Change, Transforming

Lives We plan to increase unrestricted income by diversifying fundraising efforts and expanding awareness of the Rochdale and District Mind brand. This includes improving our website, offering more support options for corporates and individuals, and seeking charity of the year sponsors. We aim to generate £60k of unrestricted income in 2025-26, with plans to increase this in subsequent years. We will develop an integrated marketing approach, refresh our digital media, and celebrate our impact. Our communications plan will promote all services, heighten awareness of local challenges, ensure community awareness of mental wellbeing and the support available.

Partnership Working: Stronger Together We will continue partnering with National Mind and Mind in Greater Manchester, fostering shared learning, cooperation, and expansion. We will strengthen our local networks and seek new partnership opportunities, including grassroots and small organisations, to benefit our community's mental health and emotional wellbeing.

Investing in Our People and Infrastructure We will invest in our head office in Rochdale, particularly by upgrading public-facing areas. We will promote the wellbeing of our workforce and further develop our positive organisational culture and morale. This includes conducting a job evaluation review to ensure fairness, identifying training needs, and providing opportunities for professional growth. We will also celebrate and connect through additional Team Away Days and regularly seek colleague feedback through other routes. We will review our flexible working policy to help staff balance personal and organisational needs.

Looking to the Future Over 2025 we intend to develop our future strategy from 2026 onwards. Over the year we will engage with colleagues who use our services, as well as community partners, and local decision-makers to better understand community needs and where we can have the greatest impact. We will provide diverse opportunities for colleagues and service users to contribute to shaping our plans.

Join Us, Make a Difference! These initiatives and investments show that Rochdale and District Mind is a charity with a bold vision for the future. We are committed to making a meaningful impact on our community's mental health and emotional wellbeing. If you are passionate about mental health and want to be part of a dynamic, forward-thinking organisation, we encourage you to apply and join us in our mission. We will value the unique perspectives, knowledge and experience you will bring. Join us, make us different! We will be stronger together.



Job Description

Job Title:	Fundraising and Marketing Manager
Salary:	£35,500- 39,000 (FTE)
Immediate Supervisor:	Head of Business Development and Enablement
Immediate reports:	Fundraising Coordinator and Marketing Coordinator
Hours of Duty:	35 hours per week in accordance with service requirement.
Location:	Rochdale
Staff Benefits:	<p>25 Days Annual Leave (pro rata), rising with extended service to 32 days per year, plus statutory bank holidays pro rata</p> <p>Auto-enrolment Pension scheme with 3% contribution from the organisation</p> <p>Within reason, we offer Hybrid and Flexible working arrangements to help balance work and personal commitments.</p> <p>We offer ongoing training and development opportunities</p> <p>We are committed to providing wellbeing opportunities in support of staff, including an Employee Assistance Programme.</p>
Any Special Conditions of Service:	<p>All service delivery will model the belief that we all have the potential to make positive change and to lead meaningful and purposeful lives.</p> <p>All staff will contribute to the ongoing development of an ambitious and inspirational culture and provide hope, empowerment and choices that support individuals to thrive and reach their full potential.</p> <p>This role is subject to an Enhanced with Barring List Disclosure and Barring Service (DBS) Check. A previous conviction does not necessarily preclude employment.</p>

If you require further information or support regarding criminal record disclosures, please visit www.nacro.org.uk or www.unlock.org.uk

Responsibilities

The Fundraising and Brand Building Manager is a new post at Rochdale and District Mind (RDM), and the postholder will have exciting opportunities to make the role their own. RDM has recently committed to investment in expanding its fundraising and marketing team, whose two other members the Fundraising and Brand Building Manager will be responsible for line managing.

Core responsibilities

The role will follow a new, flexible fundraising strategy recently approved by the Board of Trustees, which the Fundraising and Brand Building Manager will have opportunities to shape as time goes on. This post offers an exciting chance to oversee all streams of fundraising, to lead on some of these streams, and to strategically develop and implement a new marketing strategy.

- To line manage a small fundraising and marketing team, including the Community Fundraising and Events Coordinator and the Marketing Officer.
- To oversee the continued development of existing income streams at Rochdale and District Mind, including community fundraising and trusts and foundations.
- To initiate and establish the foundations of new streams of income at RDM, including corporate fundraising, events fundraising and individual giving.
- To lead on the strategic development and implementation of a marketing strategy, to ensure effective engagement with all target audiences, and the promotion and protection of a strong charity brand.

Further details on duties and key responsibilities

General fundraising

- To achieve income targets across all streams of fundraising revenue.
- To lead on the execution and iterative development of RDM's fundraising strategy, including line management of two team members.
- To work with RDM staff and external partners to maximise fundraising income, including proactively identifying new fundraising prospects.

- To research and to keep on top of fundraising opportunities, maintaining and managing a calendar of such opportunities, identifying lead times and potential issues.
- To develop a range of fundraising products and partnership propositions over time with the support of the fundraising team, to appeal to a range of demographics.
- To represent RDM with supporters and potential supporters of all sizes.
- To create and steward lasting relationships with supporters across income streams, enthusing and inspiring them to keep them engaged.
- To oversee the effective documentation of all profiles and fundraising activities of charity donors, using a CRM and other tools.
- To present regular fundraising reports to the CEO and the Board of Trustees.
- To undertake other duties as agreed with the CEO.

Specific fundraising streams

- To manage directly larger corporate relationships, and oversee the Community Fundraising Coordinator's stewardship of smaller corporate relationships.
- To develop a value proposition and suite of funding activities to involve corporate supporters: Charity of the Year, payroll giving, employee fundraising/volunteering etc.
- To develop and implement a strategy for generating regular individual donors.
- To manage the development of a small portfolio of fundraising events, overseeing the Community Fundraising Coordinator's work to deliver these.
- To oversee the continued development of community fundraising by the Community Fundraising Coordinator, maintaining a strong presence in the local area.
- To participate in writing high-quality grant applications to charitable trusts and statutory bodies as required, and to liaise with existing grantmakers.
- To oversee the development and organisation of effective fundraising campaigns.

Marketing

- To lead on the development and implementation of the marketing strategy, to raise awareness of the charity and its aims among all demographics in the local area and beyond, including: service

users/families, community supporters, other Local Minds, National Mind, fundraisers, prospective funders, and Trustees.

- To lead on the management of the Rochdale and District Mind brand, advising internal and external stakeholders so as to promote and protect this brand.
- To review all existing marketing and website materials and assets.
- To identify priority audiences for marketing and campaigns.
- To create and implement a digital engagement strategy and content strategy for production of future content, so each piece contributes towards strategic objectives.
- To oversee the work of the Marketing Coordinator to ensure a consistent and effective stream of tailored content on all social media platforms and the website.
- To lead on planning content and social media campaigns, to generate strategic briefs that can then be implemented by the Marketing Coordinator.
- To have responsibility for monitoring effective audience engagement across all channels, including organisation of SEO, paid content etc.
- To ensure that the voice of RDM service users is strong within all supporter and client-facing elements of the work.

Finance

- To manage the fundraising and marketing budget, with the RDM Finance Manager.
- To work with the Finance Manager to ensure correct recording of all financial details of the fundraising operations, including coding of income.

Responsibilities:

1. Be responsible for own safety and welfare in accordance with the Health and Safety Policies of the organisation for service users and volunteers, under the direction of your line manager.
2. To undertake training and other learning opportunities as required and take a shared responsibility for personal development.

3. To work within our policies and procedures for maintaining safeguarding principles whilst working with service users, volunteers and staff, with support from your line manager and the Designated Safeguarding Lead.
4. To maintain an up to date work plan and to regularly meet with line manager for supervisions, appraisals and reviews as necessary
5. To undertake any duties and responsibilities of an equivalent nature, as may be determined by the CEO from time to time in agreement with the post holder and after consultation.

General principles for all Rochdale and District Mind staff

1. To promote the empowerment of people who experience mental health and emotional wellbeing issues and to help them speak out.
2. To support the active participation of mental health and emotional wellbeing service users in the services they receive.
3. To practice anti-discriminatory behaviour and to adhere to Rochdale and District Mind's objectives and policies in the delivery of all its services.

Person Specification

Note to Applicants:

The Essential Criteria are the qualifications, experience, skills or knowledge you must show you have to be considered for the job.

The Desirable Criteria are used to help decide between candidates who meet ALL the Essential Criteria.

The How Identified column shows how we will obtain the necessary information about you.

If the **How Identified** column says the Application Form next to an **Essential Criteria** or a **Desirable Criteria**, you must include in your application enough information to show how you meet these criteria. You should include examples from your paid or voluntary work.

Qualifications and Experience

Essential Criteria	How Identified	Desirable Criteria	How Identified
A minimum of five years' experience within the charity fundraising sector, with a track record of meeting and exceeding fundraising targets.	Application form, interview	Experience of managing a small fundraising team.	Application form, Interview
Experience of heading up an organisation's fundraising function.	Application form, interview	Experience of implementing a new Customer Relationship Management system.	Application form, Interview
Specialist experience in at least one area of fundraising, preferably two or more. Experience in corporate fundraising will be a particular advantage.	Application form, interview	Solid commercial instincts, and experience of using these successfully within an organisational context.	Application form, Interview
Experience of developing income streams from a low base level, potentially including the inauguration of entirely new income streams.	Application form, interview	Fundraising Diploma or professional experience (although this will not be considered superior to practical experience in the field).	Application form, Interview

Skills and Abilities

Essential Criteria	How Identified	Desirable Criteria	How Identified
Excellent organisational skills, with the ability to manage a diverse portfolio of prospects and existing donors, across several different streams of income.	Application form, interview		
Strategic thinking and experience of using this within a charity context.	Application form, interview		
Ability to build lasting and effective relationships with a wide range of people and organisations, exercising judgment, empathy and negotiation skills.	Application form, interview		
Excellent communication and relational skills with a variety of audiences.	Application form, interview		
A self-starter with initiative, able to create and to make things happen.	Application form, interview		
Excellent research skills to identify appropriate targets and new opportunities.	Application form, interview		
Very good analytical skills, to absorb and synthesise new information quickly.	Application form, interview		
Strong financial skills, to keep track of and manage fundraising budget.	Application form, interview		

Benefits



Pension Scheme

Auto-enrolment with 3% contribution from the organisation



25 Days Annual Leave

Rising with extended service to 32 days per year, plus statutory bank holidays pro rata



Training

Ongoing training and development opportunities

Flexible Working

We aim to support you where possible with flexible working arrangements



Disability Confident Employer

Rochdale and District Mind are proud to be a Disability Confident Employer

Employee Assistance Programme

We are committed to providing wellbeing opportunities in support of staff



Mind Quality Mark

Assurance that Rochdale and District Mind is well governed, legally compliant, sustainable and trusted to deliver high quality mental health services



How to apply

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in the role, and why with Rochdale & District Mind?
- How can you contribute to Rochdale & District Mind?
- Please highlight relevant experience and demonstrate how your skills match the specific requirements of the role as set out in the role description.

For more information about this role or to request a call please email Hayley Price at hayleyprice@rochdalemind.org.uk

We want you to have every opportunity to demonstrate your skills, ability, and potential. Please contact us if you require any assistance or adjustments so that we can help with making the application process work for you.

The closing date for applications is

31st January 2025

and our candidate assessment schedule is as follows:

Formal competency-based interviews with CEO, Head of Business Development and Enablement and other colleagues from RDM and the Mind network on 7th February 2025

Rochdale and District Mind

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