



Fundraising Lead

Summer 2025

Havant and East Hampshire Mind
Havant Wellbeing Centre
Dunsbury Way
Havant
PO9 5BG

www.easthantsmind.org

Fundraising Lead

Dear Applicant,

Thank you for your enquiry about the above post.

This pack contains the job advertisement, job description and person specification.

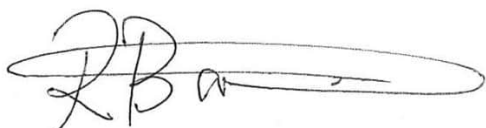
For more information about the role and our services, please see our website at www.easthantsmind.org or to discuss the role contact Mike Craft Head of Community and Communications (mike.craft@easthantsmind.org).

To apply, please submit your application which should outline why you are suitable for the role. Clearly state your address, e-mail address, telephone number and whether you have a driving license and access to a vehicle.

Please return applications to HR at HR@easthantsmind.org

- Closing date for receipt of applications is Monday 21st July
- Shortlisted candidates will be contacted by Friday 25th July
- Interviews will be held on Tuesday 5th August 2025

Yours sincerely



Ross Borman
Director of Business Development

The benefits of working with Havant and East Hants Mind

Make a real difference to local people

We're a local Hampshire charity and we're here to make a positive difference to lives and communities. You'll work with a passionate, knowledgeable and dedicated team with a big heart.

Holiday Entitlement

- 33 days annual leave inclusive of bank holidays, with an extra day per year to maximum of 38 days per year, pro rata for part time employees.
- We also offer your Birthday and a winter wellbeing day as two additional days off each year.

Flexible Working

Many of our roles can be offered as flexible and hybrid to promote a healthy work life balance, enquire about role flexibility when applying.

Employee Assistance Programme

Access to our trusted Employee Assistance Programme, with Mindful Employer+ providing free wellbeing support over the phone for debt and financial management, legal and tax advice, family care and wellbeing support.

Learning and Development

We have a dedicated learning and development budget that supports the training of our staff. This covers both current role requirements and future development needs identified through appraisals and supervisions.

Opportunity to Get Involved and Shape Our Organisation

Join working groups across the organisation and share your experiences, passions and contribute to our policies and strategies.

Bring Your Whole Self to Work

Become part of a friendly, welcoming and understanding team where you can truly bring your whole self to work, mental health challenges included.

Pension

If eligible you'll be auto enrolled into our pension scheme, and our contribution is based on 3% of your salary.



Fundraising Lead

Are you passionate about raising funds and awareness to support local free to access wellbeing and crisis services?

Can you engage our local and online community, including workplaces, community groups to raise funds and support events and activities?

Could you generate new leads and exciting opportunities for future fundraising campaigns?

Could you drive our corporate partnerships and fuel impactful growth?

Would you enjoy meeting people, supporting a diverse range of fundraising activities and hosting important wellbeing conversations?

If the answer to all of these is yes, we want to hear from you.

This is a great opportunity for someone who has a background in fundraising and would like to make a difference in their local community. Or someone looking to transfer their existing skillset to a new field.

We are looking for a passionate, creative and committed individual who wants help improve access to mental health provision across Hampshire, by leading our fundraising income generation.

If you would like to know more about the service before making your application, please contact Mike Craft for an informal chat (mike.craft@easthantsmind.org).



Job Description

Job title:	Fundraising Lead
Salary grade:	£28,840 FTE (actual salary £17,537)
Contract length:	12 months FTC, the role may turn permanent after this time.
Contracted hours:	22.5hrs per week
Working base:	Hybrid working, with expected min 1 day a week in office
Reports to:	Head of Community & Communications
Responsible for:	Fundraisers, Charity Partnerships
Flexibility required:	Regular evenings and weekends required to support fundraising events and promotional activity.
Checks made:	Enhanced DBS and 2 satisfactory references

Purpose of Post

The Fundraising Lead will lead the deliverance of our fundraising strategy across all income streams; individual giving, corporate, community fundraising (individuals and organisations), legacy, trusts, and grants; with a particular focus on corporate partnerships, fundraising and sponsorship. Delivering fundraising activities and stewardship of fundraisers/ supporters for HEH Mind as detailed in the fundraising strategy.

As an integral member of the Community Team, the Fundraising Lead will help us drive and accelerate community fundraising, income growth, and deliver unrivalled supporter experience.

Accountability

You will be line managed by the Head of Community & Communications for Havant and East Hants Mind but will manage your own workload, prioritising tasks and working on your own initiative in line with the Fundraising Strategy.

Key Responsibilities

Strategic development

- Support the Head of Community & Communications in developing HEH Mind's fundraising plan, ensuring a reach that will support our strategic ambitions and maximising income across a diverse set of revenue streams.
- Monitor and evaluate organisational success in relation to these strategies.


Income generation

- Identify and develop opportunities and initiatives to expand existing revenue streams.
- Lead on the engagement of corporates through developing new partnerships, stewarding existing supporters and securing sponsorship for services, projects and fundraising initiatives.
- Lead on the development and stewardship of community fundraising relationships including, supporter-led events, fundraising from schools, groups and clubs.
- Continue to establish a robust fundraising events calendar to engage a diverse range of supporters.
- Manage all aspects of individual giving including appeals, regular giving and crowdfunding campaigns.
- Working closely with the Community Team, identify and implement opportunities for digital fundraising and online giving.

Processes and systems

- Update and manage donor information on the Fundraising Tracker system, identifying trends, patterns and potential income generating opportunities.
- Research funding opportunities relevant to HEH Mind.
- Setting clear objectives and targets to deliver high performance levels.
- Manage a portfolio of existing fundraising supporters across all income streams, providing exceptional supporter care, maximising funds, building relationships, motivating, stewarding and nurturing all donors, in line with HEH Mind's fundraising strategy and the Fundraising code of Practice.
- Ensure that essential information of a sensitive or personal nature is not disclosed to or discussed with inappropriate persons.

Stewardship and relationship building

- Design and implement supporter journeys to improve engagement and maximise donor loyalty.
 - Take responsibility for the development and maintenance of effective relationships with funders, donors, partners and supporters.
 - Raise local awareness and fundraising support of HEH Mind and its work within the county, through proactive work with community groups, organisations, educational institutions, and key local contacts. Giving talks to groups, seeking photo opportunities with the media and attending business networking events.
 - Help to recruit, manage, retain, and develop a Community Fundraising Steering Group to inform our Fundraising strategy and communications.
 - Recruit, train and supervise fundraising volunteers
 - Inspire, motivate and develop the HEH Mind's staff and volunteer workforce and maximise their contribution to fundraising activities.
- 

Marketing and promotional activity

- Work with the Communications Lead to develop creative and innovative marketing materials e.g. case for support, to engage supporters and build high value sustainable relationships.
- Work with the Communications Lead to use social and traditional media effectively to create and deliver insightful and engaging fundraising communications and drive key messaging using local case studies, to raise brand awareness and target areas with greatest potential.

Regulations and governance

- Work to standards outlined by the Fundraising Regulator, HEH Mind's fundraising strategy, objectives and best practice.
- Ensure all fundraising and marketing activity meets GDPR and data compliance.


Reporting

- Ensure that all supporter information and data is stored using the Fundraising database and used in compliance with the latest guidelines at all times.
- Fulfil requirements of all HEH Mind systems relevant to fundraising including CRM, compliance and databases.
- Produce quarterly reports in line with KPI's outlined in our fundraising strategy; to inform our Trustees and Senior Leadership Team.
- Work with the finance officer monitor income generation streams and identify supporter profiles and progress.
- Ensure that all necessary risk assessments are completed and followed before, during and after any fundraising activity.

Colleagues (Team)

- You will be part of a small passionate Community Team.
- Add support or cover for colleagues in other community roles, with opportunities to learn and develop within your role.
- Attend biweekly Team meetings as required.

General

- Ensure compliance with legal, ethical values and regulatory requirements across fundraising activities.
 - Ensure all duties are carried out in line with our policies in a manner which promotes safety, equity, inclusion and diversity.
 - Maintain full accountability through supervision, working professionally and with integrity.
 - To work flexibly and where needed across HEH Mind Centres and Community locations, and partner venues.
 - To work outside of normal office hours (including evenings and weekends) where needed to attend supporter events as appropriate.
- 

- Undertake other duties as may be reasonably determined by the Head of Community & Communications.

Person Specification	Essential/ Desirable
Experience	
Experience of fundraising, including community and or corporate fundraising	E
Experience of fundraising marketing	E
Up to date knowledge of fundraising principals, practices (including Fundraising Code of Practice).	E
Experience delivering a fundraising project, campaign or event	E
Experience contributing to a fundraising strategy	D
Building and sustaining donor relations (including record keeping and monitoring)	D
Building and sustaining partner and supplier relations	D
Working towards deadlines, income targets and project aims within budget	E
Monitoring and regular reporting against targets	E
Working with external agencies and senior management towards achieving organisational goals	D
Experience of using digital marketing and social media for fundraising promotion	D
Voluntary sector experience and working with volunteers	D
Writing or supporting project/campaign reports and recommendations	D
Skills, abilities, understanding and knowledge	
Certificate in Fundraising (Chartered Institute of Fundraising)	D
Ability to engage, inspire and enthuse a range of supporters to raise funds and nurture relationships	E
Strong ability to prioritise and manage workload, working autonomously	E
Able to use social media and post management tools, to effectively attract and promote supporters.	D

Excellent communicator in formal and informal communications, both verbally and in writing, including delivery of presentations to a range of stakeholders.	E
Excellent level of literacy, communication, organisational, time management, attention to detail and problem-solving skills	E
Excellent IT skills (Publisher, Word, Excel, Teams, Mail Chimp)	E
Understanding of the wellbeing needs of people with mental health needs.	D
Valid driving licence and access to a car for work	E
Personal Circumstances	
Ability to work unsocial hours to support planned fundraising activity	E
Show flexibility and adaptability (linked in working environment, project needs, donor/ supporter needs).	E
Lived experience of mental ill health	D
Alignment with HEH Mind vision and values	E
An understanding of Equality, Diversity and Inclusion	E

Havant and East Hampshire Mind
Havant Wellbeing Centre
Dunsbury Way
Havant
Hampshire
PO9 5BG

www.easthantsmind.org

