

Job Description

Marketing and Development Officer – Darlington Mind Salary £28,860 per annum (FTE) – Up to 30 hours per week.

Darlington Mind is a registered charity promoting better mental health in our communities and providing services to adults, children and young people wanting support with their mental health. The charity has operated since 1979 and provides counselling and residential services plus a range of activity, creative and skills programs. Darlington Mind is embarking on an ambitious program of growth to improve mental health, wellbeing, resilience and recovery in our communities.

Job Purpose and Summary

The Marketing and Development Officer is a key position that provides the core capability for Darlington Mind's marketing, fundraising, events and relationship management requirements. The role is central to growing our supporter base and accelerating engagement with information and services that support good mental health. Reporting to the Strategic Development Manager, the role will create compelling marketing and fundraising strategies, campaigns and events that will raise the brand profile, grow fundraising income and attract new partners and supporters. Stewardship of donors and supporters for long-term partnership is also part of the role.

Job Duties and Responsibilities

1. Create and curate content for digital marketing campaigns to support the strategic objectives of the Charity.
2. Devise and deliver marketing campaigns that: raise awareness of mental health issues, promote good mental health, promote our services and drive service enquiries and self-referrals.
3. Devise and deliver campaigns that promote and inspire engagement and fundraising support in the community, and generate leads for sponsorship, training delivery, and charity of the year or similar.
4. Support volunteer recruitment and fundraising through marketing and communications activities.
5. Prepare press releases and secure media coverage to promote Darlington Mind objectives, policy positions and/or events.
6. Develop and manage a pipeline of events and campaigns for community fundraising, inclusive of events by Darlington Mind and those within the community, and identify prospects for key supporters of those events.
7. Deliver creative communications to generate new leads for donor and commercial income. Identify and build relationships with new prospects for community fundraising; convert fundraising and support leads into effective fundraising activities and events.

8. Work closely with the SDM and CEO to maximise networking opportunities and outcomes.
9. Stewardship of existing donors and community fundraisers.
10. Act as lead for organization of external Darlington Mind events.
11. Craft consistent, engaging, on-brand narrative across all external messaging.
12. Support the Strategic Development Manager in planning future marketing and fundraising activity, collaborating across the organization as required.
13. Devise and implement a social media strategy to ensure our content reaches and engages new audiences. Analyse web data and build campaigns to drive traffic to the website and increase conversion rates. Plan and deliver digital marketing campaigns and activities including organic social, paid digital, email marketing, web content and SEO that raise brand awareness and generate income.
14. Develop and implement strategies for community feedback and insights including with existing clients; involve clients and their stories in our marketing and events.
15. Develop and implement relationship management policies, systems and procedures and support these across the organization.
16. Maintain relationship management and community fundraising information via an appropriate CRM and report as required on performance and trends.
17. Drive brand awareness by creating engaging communications outputs that engage a variety of stakeholders and reach new audiences.
18. Grow the charity's social media presence with engaging content that increases following, and converts engaged users into supporters.
19. Day-to-day handling of the Charity's social media channels.
20. Provide data and insight for reports to the CEO on marketing and fundraising activity.
21. Maintain the community fundraising policies, materials and guide pack and provide support and advice to community fundraisers.
22. Support the CEO and SDM to create new and innovative funding proposals and supporting these with market data, evidence of need and other research products.
23. Create and maintain accurate costings for event and campaign activities.
24. Ensure all fundraising activities are legally compliant and conform to IoF guidance.

Other

25. Play an active role in the wider organisation, developing strong relationships with colleagues. Collaborating with others to promote positive mental health

outcomes for our clients and deliver effective events and campaigns.

26. Demonstrate a commitment to Darlington Mind's values and comply with Darlington Mind's policies and procedures.
27. Contributing to wider corporate activities, including deputising for colleagues where appropriate.
28. This post is subject to a basic DBS check.
29. This job description covers the main duties of the post but is not intended to provide an exhaustive list of tasks. The post holder is expected to undertake any other reasonable duties within the scope of the role as specified by the Strategic Development Manager.

Person Specification

Person Specification Criteria	Essential or Desirable?	Assessed by?
Experience		
Previous experience in a similar marketing/ comms/fundraising or development role.	E	Application Form/ Interview
Experience of producing and implementing marketing campaigns on time and within budget, ideally in the charitable sector	E	Application Form/ Interview
Experience of organizing and delivering successful fundraising and awareness events.	D	
Demonstrable experience of producing high quality marketing and publicity materials	E	Application Form/ Interview
Experience of new lead generation in a charity/fundraising context and successful stewardship of existing donors and partners	E	
Demonstrable experience of developing and maintaining relationships with partners and/or supporters that ultimately generate income	E	Application Form/ Interview
Demonstrable experience of managing a diverse workload and working to deadlines under pressure	E	Application Form/ Interview
Experience of handling social media accounts, media enquiries and writing press releases	D	Application Form/ Interview
Knowledge		
Knowledge of how to create engaging copy and content, tailored to different audiences	E	Application Form/ Interview
Good understanding of confidentiality and appropriate personal/professional boundaries	E	Application Form/ Interview
Good understanding of legal compliance of fundraising activity and IoF guidance	E	
Good understanding of UK GDPR legislation and how this applies when marketing to potential donors	D	
Skills and Abilities		
Excellent written and oral communication skills, networking/relationship building skills with all stakeholders including clients	E	Application Form/ Interview
Ability to write/produce high quality, engaging and impactful content for multiple media/social channels, including for local media outlets	E	Application Form/ Interview
Ability to adapt style for difference audiences and have strong attention to detail	E	Application Form/ Interview

Team player who can work cross-departmentally to harness staff knowledge to develop marketing communications that engage new and existing stakeholders	E	Application Form/ Interview
Write about our services and their impact on our clients including sensitively crafted case studies. Harness client and community feedback to support marketing.	E	Application Form/ Interview
Ability to work as a member of a team and support colleagues	E	Application Form/ Interview
Ability to prepare and present reports in a professional, concise and meaningful manner	E	Application Form/ Interview
High level of computer literacy including Microsoft Office, creative/online tools and CRM database	E	Application Form/ Interview
Proactive approach, great with people, self-confident, dynamic and self-starting	E	Application Form/ Interview
Other		
Commitment to Darlington Mind's organisational values and behaviours; a passion for improving mental health in communities.	E	Application Form/ Interview
Willingness to undertake training and a commitment to continuous personal development	E	Application Form/ Interview
Willingness to work flexibly and able to travel across Darlington Mind's geographical area (which includes South and West Co Durham, Hambleton&Richmondshire) where necessary	E	Application Form/ Interview

Employee Signature	
Manager Signature	
Date	