



## **Development officer (Community, Campaigns and Events)**

### **Job description and person specification**

<b>Reporting to</b>	Fundraising Manager
<b>Direct reports</b>	No direct reports
<b>Salary</b>	£24,226 and £25,969 FTE (pro-rata £13,350 - £14,739)
<b>Hours</b>	Part-time 21 hours/ per week
<b>Location</b>	Sevenoaks, although we operate flexible working in which staff can work from home for part of the week and some travel may be required on occasion.

#### **Purpose of the role**

West Kent Mind enriches lives through better mental health by offering support to get well, stay well and thrive. We are an ambitious, award-winning organisation.

Our services are provided free of charge or at low cost to make them accessible to our clients, and fundraising is essential to make sure West Kent Mind can continue responding to the needs of our community.

This new role will play a key part in income generation through developing and delivering community events and individual giving campaigns. This will include engaging our supporters and sustaining positive relationships across the local community.

The Development Officer will also provide advice and guidance to community fundraisers running their own events or participating in sponsored challenges.

#### **Key objectives**

- Assist in the planning and delivery of engaging fundraising events, both in-person and online, managing logistics, promotion, and supporter engagement.
- Develop and implement fundraising campaigns, including appeals, individual giving, online fundraising, and corporate initiatives.
- Build and maintain strong relationships with supporters, ensuring they feel valued and connected to West Kent Mind.
- Track and report on donations, campaign performance, and supporter engagement using our CRM system (we use Beacon).

- Contribute to the development of the organisation's fundraising strategy, ensuring income targets are met.

### **Person Specification:**

All experience may be paid or voluntary, full or part-time, in the UK or overseas.

### **Who you are**

- You have experience in delivering creative, engaging events that appeal to a wide audience.
- You are highly organised, with strong attention to detail and excellent administrative skills.
- You know how to inspire and motivate people to support a cause.
- You are a compelling communicator, confident in person, in writing, and online.
- You are comfortable using online platforms such as JustGiving and event booking tools.
- You are data-driven, using insights to refine strategies and demonstrate impact.
- You enjoy networking and relationship-building, particularly within the local community.
- You have knowledge of fundraising approaches and are keen to develop this further.
- You are a team player who can also work independently to manage multiple projects and meet deadlines.

This might be through previous fundraising roles, project/event management, communications, or voluntary experience.

### **What you will offer us:**

- Strong project management and coordination skills, ensuring delivery against targets and deadlines.
- Skilled in using data for reporting and improving supporter journeys.
- Proficient in CRM systems, together with the IT officer and Fundraising Manager in refining databases for better insights.
- Engaging and adept at building relationships with supporters and stakeholders.
- Knowledgeable about fundraising approaches and eager to explore new strategies.

- Creative thinker who identifies opportunities and collaborates to bring ideas to life.
- Effective at prioritising ideas and managing multiple projects simultaneously.
- Confident in networking and representing West Kent Mind professionally.
- Capable of managing the fundraising inbox efficiently.
- Able to engage and motivate volunteers and staff to achieve goals.
- Experienced in organising successful and enjoyable events.

## **Key responsibilities**

- Deliver fundraising campaigns, ensuring compliance with regulations and GDPR.
- Create compelling fundraising materials, including newsletters, campaign content, and social media posts.
- Monitor and evaluate campaign performance, reporting insights and recommendations.
- Manage regular donor communications, keeping supporters informed and engaged.
- Support the wider fundraising team in delivering high-quality events.
- Secure corporate sponsorships for fundraising events and maintain sponsor relationships.
- Act as the main point of contact for community fundraisers, providing guidance and encouragement.
- Develop and distribute fundraising toolkits and promotional materials.
- Represent West Kent Mind at events, networking opportunities, and community meetings.
- Work with the marketing team to promote fundraising opportunities across multiple channels.
- Identify new opportunities for participation in challenge events and supporter-led fundraising.
- Ensure timely, personalised supporter communications, acknowledging and thanking donors.
- Maintain accurate records in Beacon to track supporter engagement and income.
- Respond effectively to supporter enquiries and provide excellent donor stewardship.

## **Adopting our fundraising culture**

West Kent Mind operates and encourages a fundraising culture, this means that our staff, volunteers and trustees are all fundraising advocates and contribute to an

organisational fundraising ethos. We expect all colleagues to play their part in generating income, this could be anything from being pro-active working with colleagues to secure funding for your area of work, to writing a heartfelt thank you note to a donor, or putting together a testimonial from a beneficiary to demonstrate funding impact for a grant application. Securing income is vital to our survival and we expect everyone to embrace our ethos. We don't expect all our staff to be fundraising experts but we do expect you to fully adopt our fundraising culture with energy and passion, and to use your experience and skills to support colleagues to do the same.

## **Benefits**

We're a 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.

### **Holidays**

It's important to take time off. We give you 23 days a year, increasing by one day per year of service up to 30 days, plus bank holidays.

To refresh and recuperate before the start of a new year, we also give you an extra three days holiday between Christmas and New Year.

For part-timers this is all calculated pro-rata.

### **Learning**

We're committed to supporting our staff with learning and professional development, so we offer opportunities for coaching, training and mentoring. Everyone, regardless of role, is offered free Mental Health First Aid training.

### **Pension**

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

### **Employee Assistance Programme**

Everyone can access our Employee Assistance Programme. It's confidential and includes 24/7 telephone advice, counselling and a suite of online tools to help you stay happy and healthy.