

## **Job Description**

Post: Head of Fundraising and Communications

Salary: £45,000 - £50,000 depending on experience

Reports to: Chief Executive

Reports in: Fundraiser and Researcher; Marketing and Communications Officer

### **CHT**

CHT is a mental health charity that provides seven rehabilitative residential communities in London and Sussex for people experiencing severe mental health difficulties, and training in the field of relational practice in mental health.

Poor mental health is a national crisis. Those with the severest of mental health difficulties experience a high risk of suicide and self-harm, a lack of independence, and a loss of hope. Though many are still young adults, most of our residents have spent years in psychiatric hospitals before coming to CHT; medication alone is not the answer. For 30 years, CHT has provided a unique approach with a distinct clinical model. We work with individuals with a history of multiple or prolonged hospital admissions, providing an alternative, longer-term solution that enables the majority of our residents to move on to lower support, with many taking up education, training or employment while still with us – a stark contrast to psychiatric hospital.

CHT have developed an innovative training course – the ‘Diploma in Relational Practice in Mental Health’, Ofqual-accredited to Level 7 – for our staff which provides them with the skills needed to really make a difference, which we are about to open to external agencies, starting with a pilot with the NHS. CHT also provides training on Personality Disorders, Psychologically Informed Environments and other mental health related topics to local authorities and housing associations.

### **Purpose of role**

As part of our five-year strategic plan two years ago CHT commissioned a part-time consultant to develop our fundraising and communications capacity from scratch. We now feel that the time is right to build on the work done so far and to step up a gear and appoint our own full-time Head of Fundraising and Communications who will lead on the further growth of our fundraising capacity and fully develop our marketing. This is a new post for someone creative and innovative who wants to step up in their career and help CHT step up in our fundraising and communications capabilities. We are a growth-oriented charity both in terms of personal learning and development and in terms of our role in the mental health sector, and we are looking for an individual who brings established fundraising and communications skills and who is looking for an opportunity for personal

and professional growth.

The purpose of the Head of Fundraising and Communications role is to lead on implementing the Board of Trustees' strategic objectives in increasing our fundraising capacity and income; developing our marketing capacity and reputation management so that we enjoy high levels of referrals and a higher sector profile both as a provider of services and as a training organisation; and to line manage CHT's small existing fundraising and communications team.

### **Key Tasks**

#### **Fundraising**

- Develop and deliver CHT's fundraising strategy in line with annual income targets, with bespoke approaches for individual, legacy, corporate support and expanded trust and foundation support.
- Build and steward strong relationships with funders and donors, which grow and diversify over time.
- Set clear fundraising targets with aspiration for growth.
- Bring engagement expertise to all income generating activity, maximising each opportunity to raise the charity's profile.
- Ensure all fundraising activity is in line with the required legislative frameworks and complies with best practice.
- Work with the CEO and Senior Management team to identify and create excellent fundraising opportunities.
- Oversee the database of funders and donors and ensure contact is up to date.

#### **Marketing and Communications**

- Develop the Communications & Engagement strategy across all aspects of communications, through stakeholder mapping, development and delivery of messaging, digital content, traditional media, social media, and publications to deliver the charity's overarching strategic priorities.
- Create and deliver effective communications campaigns, assisted by the Senior Team, to drive growth, engagement, profile and credibility with key targets, and specifically health and social care commissioners, senior NHS mental health clinicians, and integrated care systems' leaders.
- Oversee tailored communication for all CHT audiences, including content strategy and production in all formats; scope campaign/advocacy positions as part of CHT's broader thought leadership goals.
- Act as CHT's 'brand guardian', and, with the CEO and the Senior Team, set and manage the organisation's tone of voice and visual identity.

- Regularly review and optimise corporate communications including brand presence in all forums and formats, including pitch decks, presentations, annual reporting, print and online promotional materials.
- Develop and manage seasonal and year-round marketing campaigns using full channel mix, successfully taking CHT to sector- and public-facing market to increase supporter base, deepen loyalty and increase fundraising and referrals.
- Identify and secure media and speaking opportunities, developing and promoting the organisation's message.
- Develop and implement stakeholder engagement plans to correlate with the charity's activity, in particular campaigns, 'always on' communications and fundraising.
- Develop and oversee media relations and protocols for media engagement.
- Oversee the production of all publicity materials, such as the annual report and programme materials and develop a content (/storytelling) strategy and delivery structure for these 'owned' channels, including supporter-based communications.
- Identify opportunities for growth, open doors for new contracts, and increase awareness of our programmes.
- Support the Lived Experience Coordinator in overseeing the charity's duty of care to participants who share their stories, ensuring we approach this with due care and sensitivity, working with the Safeguarding Lead to ensure sufficient safeguards are in place.
- Ensure regular reporting of social and traditional media analytics.

**Leadership:**

- Work in collaboration with the CEO, the Senior team and the Trustees to support the strategic development of fundraising and communications in CHT.
- Line manage the Communications and Marketing Officer and the Fundraising and Research Assistant.
- Develop this small fundraising and marketing team and build the business case for its expansion.
- Collaborate closely with the Chief Finance Officer and CEO to provide accurate and timely reports.
- Work closely with all colleagues to ensure brand, key messaging and tone of voice are used correctly and consistently across all communications.
- Liaison with Board Members around fundraising and marketing strategies.

**General:**

- Undertake any other duties as directed by the CEO which may be required.

- Work in line with CHT's Equality and Diversity and Safeguarding policies and procedures.
- Attend regular supervision and other meetings as required.
- Take a pro-active stance to continuous professional development, and undertake training as agreed with the CEO.
- We would expect the person to be able to work from our London office, as well as occasionally visit our communities and sometimes our partners; some flexibility may be required to attend events and meetings outside of normal working hours.

### **Person Specification**

#### **Skills and knowledge**

- Significant experience of impactful charitable fundraising from a diverse range of income streams.
- Significant experience of communications and marketing campaigns, PR and engaging with a wide range of contacts.
- Exceptional verbal and written communication skills with the ability to write copy in a creative and engaging way, for a range of different audiences, including mental health commissioners and, with support, clinical specialists.
- Bring expertise of 'owned' channels including social media channels, email (ideally with CRM strategy experience), multimedia and web content (including SEO).
- Ability to build excellent collaborative working relationships across a wide range of people including colleagues, external partners and funders.
- Ability to prioritise workloads, project manage and deliver to deadlines, often with competing priorities.
- A knowledge of the mental health sector and of psychologically informed and trauma informed practice is desirable but not essential.

#### **Qualities/Attributes**

- A commitment to the vision, purpose, and values of CHT, and to the rehabilitation of people who experience severe mental distress
- Inspirational and collegiate leadership, people management and motivational skills.
- Positive, pro-active and dynamic, and resilient in the face of challenge.
- Highly organised and personally effective.
- Diplomatic, empathetic and tactful; able to build effective relationships.

- Good sense of humour.