



## **Job Description: Income Generation Manager**

<b>Hours:</b>	Full time – 37 hours per week. The post requires flexible working and will include some evening and weekend work.
<b>Salary:</b>	£36,146 per annum
<b>Reports to:</b>	Chief Executive
<b>Location:</b>	The role will work flexibly at home and in the office. The base for the role is Derbyshire Mind's office in Derby. There will be travel across Derbyshire and attendance at events will be required.
<b>Direct Reports:</b>	Marketing and Fundraising Co-ordinator
<b>Confidentiality:</b>	In the course of the work, the post holder may have knowledge of, or access to information, which is confidential. It is essential that this confidentiality is respected at all times and that all work is carried out within the context of Derbyshire Mind's Confidentiality Policy.

### **Job Purpose**

The Income Generation Manager is responsible for the overall management, development and delivery of the Income Generation function for Derbyshire Mind. They are also the lead manager responsible for marketing and external communications, including the website. They lead a programme of work to identify and maximise income generation opportunities, to support long term financial sustainability for the organisation. They also line manage the Marketing and Fundraising Co-ordinator.

The Income Generation Manager works as a member of the Senior Management Team (SMT) to provide effective leadership and management of the organisation in line with our strategy and values.

### **Main Duties and Responsibilities**

- 1) To proactively identify and seek out new fundraising, business development and income generation opportunities, in Derbyshire, regionally and nationally.

- 2) To agree short, medium and long term income generation targets with the Chief Executive, and to deliver a programme of work to ensure that the targets are met.
- 3) To work with and support the Marketing and Fundraising Co-ordinator to maximise community fundraising opportunities, to grow Derbyshire Mind's community fundraising programme and further develop our community fundraising strategy.
- 4) To identify prospective trusts, foundations and other grant giving bodies whose aims, objectives and values are aligned with Derbyshire Mind.
- 5) To apply to a range of trusts, foundations and grant giving bodies, ensuring that applications are closely aligned to the objectives of the funder, and to Derbyshire Mind's strategy and values.
- 6) To lead and grow Derbyshire Mind's corporate fundraising programme, identifying and developing a range of new and different corporate partnerships and supporters, and tracking progress.
- 7) To write tender bids for new contracts and services, working closely with the Business and Operations Manager to develop service models, and the Finance Manager to develop budgets and costings.
- 8) To develop and write a successful National Lottery Community Fund bid.
- 9) To develop and maximise opportunities for individuals to donate regularly to Derbyshire Mind.
- 10) To be the lead manager for marketing and external communications, including social media, ensuring alignment with Derbyshire Mind's strategy and values.
- 11) To develop and maintain Derbyshire Mind's website, managing the relationship with providers and co-ordinating staff across the organisation to keep the website up to date.
- 12) To keep comprehensive records of all income generation and fundraising activities, and report to funders and stakeholders as required.
- 13) To develop systems and processes to provide income generation and marketing and external communications data and reports for the SMT and Board.
- 14) To lead the development of Derbyshire Mind's Customer Relationship Management (CRM) systems, in line with the income generation strategy.
- 15) To manage and support the development of the Marketing and Fundraising Co-ordinator, through supervision, coaching and delegation as appropriate.

- 16) To work with the Finance Manager to set budgets for income generation and marketing and external communications activities, and to manage these budgets on a day-to-day basis.
- 17) To work with the Chief Executive and Income Generation Strategy Group to develop an income generation strategy for Derbyshire Mind.
- 18) To attend the Income Generation Strategy Group, and to take notes of the meetings. To produce the agendas, organise the meetings, and provide reports, papers and information ahead of the meetings as required.
- 19) To attend Board meetings as and when required.
- 20) To be an active member of the SMT and to undertake such tasks as deemed necessary to support the Chief Executive and SMT colleagues for the benefit of the organisation.

### **Personal Development**

1. To maintain an up-to-date knowledge and expertise in respect of key legislation and policy relevant to fundraising, marketing and communications and contract tendering.
2. To undertake training as required or considered appropriate for the post.
3. To actively participate in regular supervision sessions and team meetings, including SMT meetings.
4. To participate in Individual Performance Review and personal development plans and to undertake training and development as identified.

### **General**

1. To work in line with Derbyshire Mind values, policies, procedures, codes and guidance, including in relation to health and safety, confidentiality, safeguarding, data protection and EDI.
2. To actively promote the aims and principles of Derbyshire Mind and take part in any Derbyshire Mind activities as directed.
3. To maintain the confidentiality of any information gained during employment with Derbyshire Mind at all times.
4. The post holder will be required to travel to sites across Derbyshire.
5. The post requires flexible working including some evening and weekend work when required. This includes attendance at evening committee meetings and board meetings, and some weekend events.

This job description may be subject to joint review from time to time between the post holder and Derbyshire Mind.

## Person Specification: Income Generation Manager

Key Criteria	Essential / Desirable criteria	Assessed at: A: Application I: interview
<b>Qualifications/ Education</b>		
Professional qualification in fundraising	Desirable	A
<b>Experience / knowledge</b>		
Experience of working in an income generation or fundraising role within a charitable/voluntary organisation	<b>Essential</b>	A
Experience of writing bids and grant applications	<b>Essential</b>	A
Experience of developing relationships with trusts, foundations and/or grant-giving bodies	<b>Essential</b>	A
Experience of managing staff and/or volunteers	<b>Essential</b>	A
Experience of working with CRM databases	<b>Essential</b>	A
Proven track record of securing new income and meeting income generation targets	<b>Essential</b>	A & I
Knowledge of all major fundraising techniques	<b>Essential</b>	A & I
Knowledge of key legislation, ethics and best practice in relation to fundraising	<b>Essential</b>	A & I
Working knowledge of marketing and external communications, including websites and social media	<b>Essential</b>	A & I
Knowledge of and empathy for the issues facing people with mental health problems.	Desirable	I
<b>Skills &amp; Abilities</b>		
Advanced IT skills, including in the use of Microsoft Office	<b>Essential</b>	A
Excellent writing skills, numeracy and literacy, with strong attention to detail	<b>Essential</b>	A
Compelling and confident verbal communication skills, able to deliver presentations and proposals	<b>Essential</b>	I
Strong interpersonal skills - able to form positive, professional relationships with internal and external staff, volunteers and stakeholders, at all levels.	<b>Essential</b>	I
Ability to manage own workload and operate with minimum supervision, remaining calm under pressure	<b>Essential</b>	I
Ability to work collaboratively as part of a team	<b>Essential</b>	I
Ability to manage professional boundaries, deal with sensitive information and maintain strict confidentiality both in and out of the workplace	<b>Essential</b>	I
<b>Attitude and approach</b>		
Flexible in approach and willing to work some evenings and weekends when required	<b>Essential</b>	A
Strong advocate for the principles of Equality, Diversity and Inclusion	<b>Essential</b>	A & I
Adaptable and able to work in the ever-changing context of a charitable organisation	<b>Essential</b>	I
Self-motivated, enthusiastic and committed	<b>Essential</b>	I

Commitment to working within the framework of Derbyshire Mind policies and procedures	<b>Essential</b>	I
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<b>Other Job requirements</b>		
Means of transport to regularly attend our Derby office and sites across Derbyshire when required, to fulfil the requirements of the role.	<b>Essential</b>	A