Mental Health Foundation
Job Description

Fundraising Executive
April 2019
Dear Applicant

We are a leading UK charity in the field of mental health. For 70 years we have been the source of fresh thinking about mental health and wellbeing. We have always drawn on the expertise of professionals and academics and led the way in recognising the knowledge and insights of people with lived experience of these issues. We were one of the first organisations to talk about public mental health and to promote its importance.

The Foundation runs focused research and delivery programmes, aimed at identifying solutions to share more widely. We base our work on evidence. Where evidence is lacking, we research, pilot and evaluate fresh approaches. We are discerning and passionate at the same time in our quest for answers and impact.

Thanks to the support of our donors, funders and benefactors, we are independent. This gives us the freedom to speak truth to power. We are prepared to take a stand on issues that may be unrecognised or unpopular, wherever we know that the case for change is strong.

We believe in the fundamental right to effective healthcare and support for people experiencing mental ill health or learning disability and, in their right, to be heard and treated without discrimination or stigma in all aspects of their lives.

We provide reliable clear information that helps everyone to understand how to support their own mental and emotional well-being; to help the people they care about to do the same; and to take steps as active citizens to ensure that their community and our society achieves well-being.

Please see the attached information pack for more details and visit our website at www.mentalhealth.org.uk. Once you have had the opportunity to find out more about us, I hope you will be inspired to join us.

I look forward to receiving your application.

With best wishes,

Mark Rowland
Chief Executive
About the Mental Health Foundation

Throughout the last 70 years we have pioneered new ways of looking at mental health and how to improve the lives of people experiencing mental illness.

Our Vision

Our vision is for a world where good mental health is for all.

Our Mission

Our mission is to help people understand, protect and sustain their mental health.

Our Values

Our values are set out in terms of our broad social values, which underpin our mission, and our business values that govern the way in which we aim to work. Our core values are:

- Knowledgeable
- Passionate
- Practical
- Courageous
- Innovative

How does the Mental Health Foundation work?

- We research the best ways of tackling mental health problems.
- We turn our research into simple, positive, practical approaches that anyone can take.
- We work with mental health professionals to improve the way people are treated and cared for.
- We campaign to change the way that mental health is viewed in our communities and society through high profile media campaigns and lobbying Government for change.
- We develop simple ways for everyone to look after their own mental health and prevent mental health problems.
- We reach millions of people across the UK each year with our information.

The Mental Health Foundation incorporates the Foundation for People with Learning Disabilities.
Employment benefits

Pension (non-contributory)

The Mental Health Foundation considers it is important to encourage people to save for their retirement and as such provides staff with a 5% contribution as part of auto-enrolment from three months service. After successful completion of a probation period this contribution increases to 10% non-contributory.

Employee assistance programme

At times staff members may face and need help with a variety of issues throughout their lives and as part of the commitment to staff members the Foundation provides an independent and confidential counselling and information telephone service. Support is available on a range of issues including legal, financial, emotional, health and work-related concerns.

Wellbeing days

Staff may take up to three days per annum for their personal mental health needs.

Annual leave

Staff receive 25 days annual leave plus bank holidays, rising to 27 days after five years’ service.

Christmas leave

Staff will receive an additional three days leave at Christmas when the office closes between Christmas Day and re-opens after New Year’s Day. This is in addition to the annual leave entitlement.

Life assurance scheme

Staff will receive death-in-service life cover at four times their annual salary.

Childcare vouchers

This is a flexible way to meet the costs of your childcare. These vouchers are non-taxable and exempt from National Insurance contributions, therefore present a saving for employees.
Flexible working/work-life balance

The right to request flexible working is available to all employees. There are several different flexible working arrangements available throughout the organisation, which can be arranged by mutual consent.

Also, available following a qualifying period…

Family friendly leave

Enhanced maternity pay is in place of six weeks full pay, 20 weeks half pay + SMP, and 26 weeks at SMP only.

Season ticket loan

Interest free loans are available to purchase season tickets for the journey between home and work.

Cycle to work scheme

The Cycle to Work scheme is a UK Government tax exemption initiative introduced to promote healthier journeys to work and to reduce environmental pollution. Employees will be able to purchase a bike of a value of up to £1,111 tax free.
How to apply

To apply please send your completed application form and an equal opportunities monitoring form by 12pm Tuesday 30th April to: vacancies@mentalhealth.org.uk

Please note application forms need to be fully completed. CVs should not be submitted and will not be accepted for shortlisting.

The selection process:

Shortlisted candidates will be invited to interview on Tuesday 7th May.

Please note that this role is subject to a DBS check and suitable references.

Location

The interview will be held at the Mental Health Foundation offices in London:

**Mental Health Foundation**  
**Colechurch House**  
**1 London Bridge Walk**  
**London**  
**SE1 2SX**

*See over the page for a map to our location*
**How to find us**

The office is located on a walkway called London Bridge Walk. Look out for Evans Cycles on Duke Street Hill and London Bridge Walk is above this.

**Underground**

London Bridge (Northern and Jubilee lines) - This station is directly opposite the office building. It's approximately a two minute walk from the main underground exit. Please note when exiting the tube, follow signs for Duke Hill exit as opposed to Borough High Street exit.

Monument (Circle and District Lines) - This station is on the north side of the river Thames. Our office is on the south side of the river so you will need to cross over London Bridge to reach us. It is approximately a 10 minute walk.

**Train**

London Bridge: This station is directly opposite our office. It is approximately a two minute walk.

**Bus**

Buses that stop at London Bridge Main terminal: 149, 521, 43, 141, 47, 17, 343, 381, 48, RV1, 21, 35, 40, 133, C10, 15.

Buses that stop on Tooley Street: 343, 381, 47, N381, N47, RV1.

Buses that stop on Borough High Street: 35, 40, 47, 133, RV1, 17, 48, 343, 381, 43, 141, 521, 149, 344, 15.
Job Description

Job title: Fundraising Executive
Reporting to: Director of Fundraising and Communications
Responsible for: n/a
Department/Team: Fundraising and Communications - Individual Giving
Job location: London SE1 2SX
Hours: 35 per week
Salary: £24,000 – 27,000
Contract length: Permanent

Our work helps people across the UK to understand, protect and sustain their mental wellbeing, no matter what life throws at them. Prevention is at the heart of what we do, because the best way to deal with a crisis is to prevent it from happening in the first place. In particular, we help people to access information about steps they can take to reduce the risks of experiencing mental health problems, increase their resilience and feel empowered to take action when problems are at an early stage. We have a long history of working directly with people including families, children and young people, those in later life, and those who are at high risk of developing mental health problems, such as people with learning disabilities.

Main Purpose of Job

The Fundraising Executive is a central role within the Fundraising Team, acting as the first point of contact for supporter enquiries, information and customer care within the team. In addition, this role will be supporting the Database Officer with database maintenance and data imports.

The post holder will:

- Ensure that supporter records and income are accurately processed and recorded on The Raiser’s Edge Database and that all donors receive the information they require in an appropriate, friendly and timely manner.
- Create and maintain efficient processes for managing donor information and income. Working with Database Officer to import and reconcile online payment, direct debits, postal gifts and donor data.
- Liaise with external suppliers to ensure supporter data and income is received and managed in a secure, timely and efficient manner. To support administration of appeals, newsletters and campaigns.
- Work with colleagues across the organisation to deliver a positive and effective supporter experience of the Mental Health Foundation.
- Provide administrative support to the Fundraising Team, Database Officer and the Director of Fundraising and Communications.
Principal Tasks and Responsibilities

Supporter Administration

- Work with Finance and other teams to correctly and efficiently manage and reconcile incoming donation information, received daily by post, online portals, telephone etc., including cheques, CAF vouchers, online statements, credit card payments, and Gift Aid, enter and code them on Raiser’s Edge and thank within agreed timescales. Create new supporter records and send personalised welcome packs. Set up new regular gifts and inform the donation processor as required.
- Liaise with external suppliers to ensure supporter data and income is received and managed in a secure, timely and efficient manner. Investigate and follow up returned and incomplete supporter payments ensuring all data on the Raiser’s Edge is as accurate as possible.
- Respond to Direct Debit cancellation requests by updating the supporter record and contacting the processor to process the cancellation.
- Take the lead on ensuring that our supporters receive appropriate acknowledgement in a timely manner. Maintain standard letter templates ensuring they are up to date and fully functioning. Respond to postal, phone and email communications from supporters, to agreed timescales using both standard and bespoke correspondence.
- Update and maintain process documents, communicating relevant information to the team. Provide support for the production of appeals and supporter communications. This could include collating and editing copy; creating and sending monthly e-newsletter and liaising with external suppliers involved in the production of supporter communications. Provide administrative support to the Director of Fundraising and Communications; assisting with booking meetings, minute taking, and other tasks where required.

Supporter Care

- Manage and respond to supporter queries, record and update non-financial supporter information such as Gift Aid declarations, communication preferences, legacy pledges and other personal information in line with the Data Protection policy.
- Respond to queries from the general public about fundraising activities, work closely with other teams to ensure enquiries are dealt with quickly and effectively maximise fundraising opportunities.
- Manage the supporter inboxes and supporter phone line, responding to enquiries which have the potential to be of a sensitive nature or with vulnerable people.

Database duties

- Work with the Database Officer to import and reconcile online payments and donor data.
- Ensure that supporter data from external sources (for example RapiData, Facebook, Payroll agencies…) is imported in an efficient manner and to agreed timelines onto the Raiser’s Edge.
- Build queries in Raiser's Edge to provide data files for external agencies and our own internal stakeholders.
- Support the Database Officer on the day to day data cleansing and housekeeping tasks.
General

- Work across the Fundraising Team and assist in all areas of work. Co-ordinate and attend internal and external fundraising led meetings including room booking, rota and agenda.
- Work with colleagues in Communication team to update the fundraising webpages and share supporter messages on social media channels.
- Contribute to the general administrative running of the Fundraising team.
- Uphold and promote the MHF’s commitment to Mental Health, diversity and the benefits it brings and comply with MHF policies and procedures.
- Support the Individual Giving Team to deliver appeal and supporter newsletter this could include writing and editing copy, proof reading, and writing fulfilment letter copy

The job may involve working unsocial hours on some occasions. Time off in lieu will be taken by arrangement with the Manager.

*This job description is not contractual and is liable to change over time*
Person Specification

Experience, knowledge and understanding

Experience of using a database, preferably a relational database such as Raiser’s Edge  
An Awareness of Data Protection issues and the ability to work with confidential sensitive information  
An interest in Fundraising  
An understanding of basic principles of fundraising/marketing  
Demonstrable experience of office work and procedures  
Understanding of diversity and equal opportunity issues  
Experience of financial reconciliation  

Skills

Ability to manage a varied workload and work on own initiative to multiple tight deadlines  
Attention to detail and ability to think analytically  
Excellent communication skills both written and verbal  
Experience of writing and editing content for printed publications  
Personal and sensitive manner in dealing with the public, taking into consideration the possibility of handling distressed phone callers  
Core IT skills (able to use MS Office, Internet, Databases, teleconferences and Social Media  
Swift and accurate keyboard skills  

Personal Qualities

Ability to motivate oneself to complete repetitive tasks  
Team player and flexible approach to work  
Commitment to accuracy, efficiency and high standards of supporter service  
Pro-active approach
E = essential  D = desirable

Requirements of all roles at the Mental Health Foundation

Willingness to work flexibly to meet the reasonable needs of the foundation
Commitment to working in accordance with the foundation’s values
Prepared on occasions to work unsocial hours
Ability to self-manage a full and varied workload
Self-sufficient in use of information and communications technology

Competencies for working at the Mental Health Foundation

We expect all employees to be able to use these competences to a high level in their roles. During the recruitment process, at interview stage, we look for evidence of all these competencies.

Expertise, knowledge and analysis
Communication, influencing and promotion
Relationships and partnership working
Service focused
Business aware
Strategic thinking and decision making
Leadership
Adaptability and personal responsibility
Innovative and creative
Committed to personal development