

Job Description

Job Title	Income Generation Manager
Service/Department	Marketing and Fundraising
Salary Band and scale range	£37,000 - £40,000
Hours	37.5
Base	Head Office, Mersea Road
Responsible to	Chief Executive
Accountable to	Chief Executive

Job Summary:

As part of the Senior management team this role has a key function in supporting the Charity to achieve ambitious growth to meet its strategic objectives by ensuring targets are developed and met for income generation.

The role holder will be responsible for increasing revenue and income for Mid and North East Essex Mind (MNEE), through all income streams including fundraising, grant funding, social media marketing, training and fee-paying services.

The Income Generation Manager will lead the Marketing and Fundraising team ensuring excellent donor experience by ensuring the delivery of high quality, responsive, efficient and effective service across all areas of income generation.

Developing, implementing and monitoring the income generation strategy will be critical. The post holder will provide a creative and dynamic external focus to identify and develop a range of income generation initiatives beyond the scope of existing fundraising activity. Building and utilising networks, developing long term relationships with high-net-worth individuals and forging new business opportunities will be integral to the role.

The role will be accountable for the span of income generation within the charity and will ensure a coordinated and collaborative approach across the range of stakeholders. It will provide leadership around income generation, making sure this is located within the strategic framework and day to day thinking of MNEE Mind.

Key Responsibilities:

1. Ensure a robust strategy in place which delivers against budget. This will include develop and monitoring financial performance, budgets, forecasts and KPI's.
2. Ownership of visual brand identity and communication of the MNEE proposition across all elements of the marketing mix.
3. Lead communication and engagement campaigns, leading the design and marketing events programme to develop high value strategic networks.
4. To provide strategic leadership to scope previously untapped funding opportunities by delivering and creating strategies to increase our income.
5. To use critical and creative thinking to challenge and stimulate new approaches to existing issues.
6. To provide reports and proposals, presentations and associated documents for internal and external audiences, including Trustees.

7. Ensure all risks are identified, communicated, and managed.
8. To work with relevant Managers to identify, test and develop new opportunities for added value services purposed to support our service users.
9. To create and develop analytics to report on and inform on the measures of success to further strengthen our commercial growth.
10. Responsible for ensuring all activities are aligned to the overall strategic direction of the Charity and in line with core values.
11. To manage external stakeholders, attend networking events and conferences on behalf of the Charity to ensure leading with market strategy and exploiting all partnership opportunities.
12. To lead the team by inspiring, engaging and influence them and external partners to embrace new approaches and ideas.
13. To lead and coach the team in areas of their responsibility to achieve targets set for the role, including legal compliance and mandatory training is completed.
14. The role holder will also sit as part of the finance committee for the charity.

Organisational values: *Post-holders should be able to demonstrate the following:*

Value

Phrase

Honest

Trust in our honesty

Empowering

Giving others strength

Non-judgemental

Treating all as equals

Respectful

Showing admiration for others

Supportive

Here when people need us

General:

- *The post holder will be required to participate in the assessment of risk and thereby contribute towards clinical and corporate governance agenda as appropriate.*
- *The post holder must maintain the confidentiality of information about clients and other services, in accordance with the charity's policy.*
- *The post will be subject to a regular annual staff appraisal.*
- *The post holder will be expected to keep themselves up to date on all matters relating to Mid and North Essex Mind's procedures and policy.*
- *The post holder must familiarise themselves with matters relating to health and safety management as they affect them personally and/or the charity, reporting any potential risks to life or property immediately in accordance with the charity's Health and Safety policy and procedures. They must use all equipment provided to undertake their role safely.*
- *Refrain from smoking in any area of the premises not designated a smoking area.*
- *Where you are a member of a professional body you are required to conform to the professional standards set by that body. You are required to ensure your registration is current and practice continuous professional development.*
- *The charity is committed to Equal Opportunities for all present and potential members of staff and clients. Therefore the charity expects all employees and volunteers to understand, support, and apply this policy through their working practice, which requires all individuals to be treated with respect, dignity, courtesy, fairness and consideration*
- *Co-operate with all staff in maintaining good relationships with outside agencies and the general public in order to uphold the charity's image and win increased support for its work*
- *Carry out any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by your direct Line Manager*

Person Specification

POST: Income Generation Manager

Category	Essential	Desirable
Education & Qualifications	<ul style="list-style-type: none"> At least 3 years' experience of fundraising in the Charity/Not for profit sector Degree level professional qualification in (business sales, fundraising, marketing & planning) Experience of liaising and negotiating with institutional funding bodies Good understanding of best practice in charitable fundraising 	<ul style="list-style-type: none"> Understanding of charitable/not-for-profit financial reporting systems
Experience	<ul style="list-style-type: none"> At least 2 years' experience of staff and team management 	<ul style="list-style-type: none"> Working knowledge of public and institutional fundraising processes.
Skills, Abilities & Knowledge	<ul style="list-style-type: none"> Effective fundraiser, with demonstrable positive track record in generating charitable income. Detailed understanding of financial and fundraising frameworks and developments, and the ability to respond effectively to changes in strategy and the regulatory environment. Strategic thinker, with the ability to hold an overview of organisational objectives, and design activity plans in line with these. Strong level of IT literacy. Able to operate databases, organise financial data and present information creatively using technology. Supportive manager, who facilitates collaboration and sense of shared purpose. Credible senior leader, who can engage successfully with senior stakeholders. Able to demonstrate a high level of political and economic awareness in a tough fundraising climate. 	<ul style="list-style-type: none"> Financially literate, able to confidently contribute towards financial strategy. Operationally proficient with evidence of ability to manage complex processes involving multiple stakeholders.
Personal Characteristics	<ul style="list-style-type: none"> Drive and enthusiasm to engage positively in team meetings and take opportunities for self-development Full driving license 	