



## **Job Description**

### **Communications, Partnerships and Fundraising Lead**

#### **Main purpose of the job:**

- Increase public awareness of mental health and wellbeing and promote South Kent Mind's activities to address these issues in from Deal to New Romney working across social media, website and traditional media channels.
- Lead on the delivery of digital fundraising at South Kent Mind, including campaigns and fundraising events including digital communications with supporters and event participants.
- Develop contacts and establish relationships with corporate and community leaders and with media members, and influencers.
- Manage presence at Mental Health events across South Kent and the wider county where appropriate.
- Expand the number of community groups supporting South Kent Mind.
- Deliver a calendar of events to raise funds and the profile of the charity.

#### **Key Responsibilities**

- Ensure South Kent Mind's reputation as a leading Mental Health organisation is maintained and enhanced
- Provide a regular source of expert advice and support to the Chief Executive regarding South Kent Mind's media and communications activities
- Develop and deliver digital fundraising for all events
- Create a regular supply of content for social media, website and press to meet the purpose of the role
- Develop and promote fundraising activities, ensuring that community events and South Kent Mind events are well publicised on social media, physical media such as posters and flyers, and in the local and national press
- Manage timely responses to public queries via social media, email and telephone
- Ensure all South Kent Mind staff and Trustees are well informed on current activities so that they can be effective ambassadors for South Kent Mind
- Be the lead on digital fundraising and digital fundraising communications to develop this area further and increase this as an income stream.
- Be the main point of contact for PR enquiries.

- Develop South Kent Mind's social media strategy, with a view to increasing public engagement with South Kent Mind via social media channels
- Manage supporter or participant data effectively and according to regulations
- Work with colleagues in the service side of the charity, grow the bank of impactful stories to be used across the range of communications channels as and when required
- Collaborate effectively to proactively support critical activities including mental health services and fundraising activities

### **Delivery**

- Represent and be an ambassador for South Kent Mind.
- Flexibility to carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position.
- Ensure that the information on South Kent Mind's website is accurate and fully updated so that it is always available for monitoring and reporting purposes.

### **Stakeholder Management**

- Develop and maintain good professional working relationships with all agencies that work in partnership with South Kent MIND

### **GDPR & Data Protection**

- Ensure all South Kent Mind data is kept according to South Kent Mind's GDPR and Data Protection policies in line with national legislation.

### **Confidentiality**

- Treat personal, private or sensitive information about individuals, organisations and/or clients or staff with confidentiality.

### **What we expect from you**

- Demonstrated knowledge and proficiency with communications technologies
- Understanding of graphic design, layout, and publishing
- Working knowledge of digital graphics production
- Familiarity with social media platforms and social media marketing
- Experience with search engine marketing, Google Analytics, and Google AdWords
- Copywriting and copy-editing abilities
- Excellent verbal communication and presentation skills
- Experience in community fundraising (preferred but not essential)
- Experience in corporate fundraising (preferred but not essential)
- Basic understanding of and empathy with mental health issues.
- Able to work within the policies and procedures of South Kent Mind.
- Able to work positively as a member of a team and attend staff meetings and events.

**What you can expect from us:**

- We will ensure that you are fully supported to carry out your role and that you have every opportunity to develop the role and your skills over time.
- We will provide ongoing support, training and supervision.
- We will ensure you are fully familiar with our policies.