

# Job Title: Fundraising and Communications Officer

**Reports to:** Head of Income Generation

**Key Relationships:** Senior Leadership Team, External Funders, Volunteers

**Location:**

SKM Centre

22–26 Dover Road

Folkestone

CT20 1JQ

**Travel Required:** Own car required; travelling around the local area is required.

**Position:** Permanent

**Salary Range:** from £27,000 per annum pro rata depending on skills and experience

**Hours of Work:** 35 hours per week

**Holidays:** 28 days per annum pro rata which includes statutory bank holidays

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## Job Summary

The Fundraising Officer (FO) supports the Head of Income Generation (Head of Income) to plan and deliver South Kent Mind's strategic aims and drive the continued growth of our charitable income. As an independent mental health charity, we rely on fundraised income to deliver our range of mental wellbeing services, supporting people across our local community who are experiencing mental health challenges.

Reporting to the Head of Income, the FO is primarily responsible for supporting the expansion of our community fundraising streams, as well as developing and delivering new income opportunities through locally focused events and targeted fundraising programmes.

The FO will also support the development of corporate funding by maintaining and strengthening existing relationships with local businesses, while building new partnerships, seeking sponsorship opportunities, encouraging employee fundraising initiatives, and creating mutually beneficial collaborations aligned with shared values and community impact.

The FO will play a key role in developing and enhancing South Kent Mind's digital presence, helping to expand our reach and engagement across online platforms. This will include creating and delivering a range of compelling and creative content to raise awareness of the charity, promote mental health support and advocacy, and showcase our services, fundraising campaigns and events. The postholder will be encouraged to bring fresh ideas and a strong understanding of social media trends, ensuring our digital

communications are engaging, consistent, and aligned with our values, ultimately driving increased support, participation and income generation.

We are entering an exciting new phase of growth at South Kent Mind, and you will have the opportunity to input into new campaigns, projects, and events. This is a unique opportunity to make a lasting impact, helping to shape our future and drive forward our mission to ensure no one in South Kent has to face a mental health challenge alone.

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## Key Responsibilities

- To work closely with the Head of Income Generation to plan, develop and deliver a successful portfolio of fundraising activities and events, ensuring they meet or exceed agreed participant numbers, average income per participant, and overall return on investment.
- To support the end-to-end delivery of local fundraising events, including logistics, volunteer recruitment, liaison with venues and suppliers, risk assessments, promotion, and participant stewardship.
- To contribute to the development of new fundraising ideas, campaigns and income streams, bringing creativity and initiative to support the growth of community fundraising activity.
- To develop and implement plans to increase participation in fundraising activities, whilst retaining and building strong relationships with existing supporters, and conducting thorough post-event evaluation to inform future activity.
- To support the development of corporate fundraising by maintaining and strengthening relationships with existing partners, identifying and approaching new business opportunities, and assisting in the delivery of sponsorships, partnerships and employee fundraising initiatives.
- To provide high-quality stewardship of supporters, fundraisers and partners, ensuring strong engagement, repeat support, and maximised income opportunities in line with fundraising best practice.
- To support the planning and delivery of digital communications and marketing activity, including contributing to the management of the website, social media channels, newsletters and other content, ensuring consistent and engaging messaging.
- To create and deliver engaging digital content to raise awareness of South Kent Mind, promote mental health support and advocacy, and drive engagement with services, campaigns and fundraising events.
- To monitor and evaluate the performance of fundraising and digital activity, using insights to inform improvements and future planning.

- To communicate effectively and regularly with supporters, fundraisers, volunteers and other stakeholders, ensuring a positive and professional experience.
  - To represent South Kent Mind at community events and external activities, building the profile of the charity and identifying opportunities for collaboration and income generation.
  - To build and maintain strong relationships within the South Kent community, promoting opportunities for local people and organisations to support the charity.
  - To support the recruitment, coordination and engagement of volunteers across fundraising and wider organisational activities.
  - To plan and deliver volunteer-led activities and events, and to contribute to the development of new and innovative volunteering opportunities.
  - To work collaboratively across teams to support the effective delivery and promotion of services, campaigns and fundraising initiatives.
  - To undertake additional projects and responsibilities, as required, to support the wider income function and organisational priorities.
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## Additional Information

The above description is not intended to be exhaustive, rather to be indicative of the main requirements and responsibilities of the post. It may be amended from time to time and usually after consultation with the post holder. Any changes will be agreed in conjunction with the line manager.

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## Person Specification

### Experience and Training

- Experience of working within communities and supporting people directly — **Desirable** (Application and Interview)
- Experience of recruiting, managing, and working with volunteers — **Desirable** (Application and Interview)
- Experience of planning events and staging activities — **Desirable** (Application and Interview)
- Demonstrable experience of developing and implementing strategic communication and fundraising plans — **Desirable** (Application)
- Experience of showing initiative and developing innovative solutions — **Essential** (Interview)
- Strong research and analysis skills — **Desirable** (Application)
- Strong IT skills — **Essential** (Application)

## Education and Knowledge

- Degree or equivalent ability to learn — **Essential** (Application)
- Qualification in a community development field or equivalent — **Desirable** (Application and Interview)
- Knowledge and understanding of the wider voluntary and community sector, particularly South Kent — **Desirable** (Application and Interview)
- Knowledge and understanding of community engagement — **Desirable** (Application and Interview)
- Knowledge and understanding of volunteering and community action — **Desirable** (Application and Interview)
- Knowledge and understanding of fundraising — **Desirable** (Application and Interview)

## Competency

- Strong communication skills, both written and verbal — **Essential** (Application and Interview)
- Good presentation skills — **Essential** (Interview)
- Good project management skills — **Desirable** (Application and Interview)
- Passionate about supporting your local community — **Essential** (Application and Interview)
- Driven to reach objectives and meet deadlines — **Essential** (Interview)
- Able to make critical decisions — **Desirable** (Interview)
- Good time management and planning — **Essential** (Interview)
- Willing to work flexibly and be available outside of regular working hours — **Essential** (Interview)
- Full driving licence and access to a personal vehicle — **Essential** (Application)