



Fundraising & Engagement Manager (Maternity Cover)

Welcome

Hi there prospective candidate,

I'm really pleased you're exploring this role with us at Maudsley Charity.

We are a grant-making charity rooted in south London. Our vision is a world where everyone who experiences mental illness, without exception, has access to the right care and support for them.

We fund work led by South London and Maudsley NHS Foundation Trust, research teams at King's College London, and the voluntary and community sector to build a more equitable and effective mental health care system in south London. We share what we learn to promote change in other parts of the UK.

The Charity has gone through significant change in the last five years and we're at a vital stage in our development as we move into the second year of our five-year strategic plan. Fundraising for the charity predominantly revolves around three areas, and this role would join us at an exciting time to build on the foundations we've been putting in place over the last few years to help us transition to a fundraising organisation. You'll play a vital role in developing our fundraising success: promoting fundraising to Trust staff and service users and stewarding their support; establishing the beginnings of our legacy marketing programme to promote and steward gifts in wills; and developing philanthropy through working with our Kings Maudsley Partnership team to specifically support fundraising for children and young people's mental health.

The role is part of our wider Fundraising & Communications team and works closely with our Comms colleagues. Specifically, you'll also jointly manage our soon-to-be appointed Creative Agency with our Brand Manager, focusing on increasing our visibility across the Trust, with fundraising in mind.

We have committed over £40m to mental health care and treatment over the next five years. We have moved to become a more strategic funder; are gearing up to become more of a fundraising organisation so we can invest more to meet demand

in the future; and are establishing ourselves as a thought-leader in the mental health community.

This isn't a typical fundraising role. We focus on building long-term fundraising and delivering on our duty to accept donations on behalf of the Trust as their NHS Charity, so this is more about leaving a legacy in your time with us rather than chasing financial targets month to month. You may be a general fundraiser, confident or adaptable across the different income streams, or you may have specific experience in legacy marketing. Regardless and aside from the functional skillset, this role demands someone who excels at working collaboratively as day to day you'll be working with colleagues in our Comms, Programmes and Finance teams, with our Creative Agency (who we're currently appointing), and with comms colleagues and frontline staff across the Trust, our partners and our grantholders.

You'll work collaboratively to deliver inspiring fundraising communications, a simple but effective stewardship journey, and identify teams and groups across the Trust who can help share and respond to fundraising opportunities.

The role is a busy one and that's why we've invested in more resource through an agency and in other parts of the team to support this role. We have set ambitious goals for ourselves, and this role is crucial to supporting the delivery of those goals. Like all of our roles, you'll hold a mix of hands-on 'doing' plus planning, collaborative and strategic work and external relationship building.

We punch above our weight for a small organisation: we are involved in a lot of complex activities – not only the array of projects we fund. We operate a building available for events and learning in the heart of a mental health campus where our office is also based. We are also responsible for an endowment made up of financial and property investments. It's the income over time from this endowment that allows us to fund such meaningful work to provide positive change in mental health. It's also why our fundraising goals are long-term focused.

We fund impressive people who lead and inspire impressive projects that have the potential to make change across the mental healthcare system. This role is a crucial part of achieving that change, and you'll have both the freedom and support to make an impact.

We look forward to receiving your application,

A handwritten signature in black ink that reads "Elvi". The letters are stylized and cursive.

Elvira Morrison
Director of Fundraising & Communications

ABOUT US

Mental illness can have a profound impact on a person's life - affecting their relationships, education, career, and physical health. Amongst the communities we serve those impacts are worsened by experiences of racism, exclusion, and poverty and lead to higher levels of mental illness than in comparative populations in the UK and across Europe.

We fund work that builds a mental health care system that can deliver high-quality care to everyone who needs it, that listens and learns from diverse experiences and expertise, including the voices of the people who use it and supports more people to live well with their illness.

We believe that this can only be achieved by designing and funding solutions with the input of everyone who has a stake in the system. That's why, in addition to looking at the best available evidence, we bring together the expertise of our partner organisations and the perspectives of the communities we serve to define and focus on the areas where our funding can make the biggest difference.

We are a small team (23 staff) with bold ambitions around:

- Achieving maximum impact on the improvement of mental health services.
- Addressing issues of discrimination and exclusion in what we fund and how we work.
- Generating additional funds to extend our work and build communities of support.

Our inclusive culture and diverse team enable us to perform at the best of our ability.

Is this role right for me?

- This is a middle management role. We are looking for someone who has previous fundraising experience across a range of income streams, someone who has specific experience in legacy marketing or someone with a marketing background that is great at building relationships.
- If you're centred around financial targets, this role won't be for you – this role will suit someone who has a long-term view and can be confident in how important today's actions are on longer-term impact.
- You'll be confident leading your own work and making decisions within the context of your role.
- You're experienced in or understand the mechanics of fundraising, how to build strong relationships, and the fundraising communications that surround them.
- You're adaptable and can flex between different demands and modes of working – from doing to thinking, from one income stream to another.
- You understand the particular sensitivities around fundraising within a mental health environment and are comfortable learning on the job if there's parts of the role you're not experienced in, but have initiative and a pragmatic approach to learn, problem solve and get things done.
- You've managed and worked with external agencies and resource before and know how to utilise them to maximise their impact.

- You're experienced and confident in proactively planning, coordinating and managing activity.
- You're looking for a new challenge, a place you'll feel valued, or a change of industry.
- Your experience may come from a range of charities or a different industry, but you're used to working in an interesting and complex environment, so collaborating with a variety of internal and external teams won't phase you.
- You have worked in a busy team before and you're confident with how to juggle the demands of a fast-paced environment.
- You know what a leadership mindset looks like – through learning from others who are great, or those who aren't, or through your own development. All of our team demonstrate leadership qualities, whether they manage people or not, and they put them in action in different ways: leading a project, using their initiative, knowing when to ask for support.
- You have experience or can appreciate the particular opportunities and challenges that a part time role can offer – you can prioritise, you're pragmatic on what can be achieved, can delegate where there's resource to do so, and have the confidence to push back on expectations if you don't think they're realistic.
- We actively encourage applications from a diverse range of backgrounds and experiences as we seek to be representative of the south London community.

What's in the contract?

What's the job title?	Fundraising & Engagement Manager
What will I earn?	£47,180 FTE (this role is the equivalent of 4 days a week which is £39,254)
Where would I work?	UK based. Split 50% between home and our office at Denmark Hill, London
Who do I report to?	Director of Fundraising & Communications
Who reports to me?	No direct reports
What are the hours?	30 hours per week
Is there flexibility?	Yes. You'll need to work Mondays to Wednesdays but we're flexible on how you work your hours across the week. We welcome flexible working requests in other capacities also.
When can I start?	Interviews are 7 May, with second round interviews on 13 May. We expect the successful candidate may have 1-2 months' notice.

Benefits

The Maudsley Charity team have embraced hybrid working. We all come together at least monthly for team meetings, with other check-ins and meetings held virtually or in person. On average, team members spend 50% of their working week located in our multi-award winning home, the Ortus building.

Situated a few minutes' walk from Denmark Hill station, South London, the Ortus building is close to the Maudsley Hospital and King's College London's Institute of Psychiatry, Psychology and Neuroscience, both centres of world class excellence in the field of mental health and wellbeing. The building is open to the public, hosting exhibitions, events and conferences, as well as being available for room hire.

We offer a friendly, values-led working culture, with the following benefits for our staff:

- Hybrid working, 50% spent with the team in our building each week and 50% at home/offsite working. It's important to us to come together often, whether that's to collaborate, be social, or get a change of scenery.
- 25 days' annual leave, with a further one day after 3 years' service and a further one day after 5 years' service. Plus, additional non-working office closure days over the Christmas period.
- Pension scheme with up to 6% employer contribution, subject to a minimum 3% employee contribution.
- A cycle-to-work scheme.
- Enhanced occupational maternity, paternity, adoption, and shared parental leave pay (after qualifying length of service).
- Interest-free season ticket loans (after probation).
- Group Life Assurance - providing employees with a tax-free lump sum of four times your basic salary in the event of your death, for your dependants (after qualifying length of service).
- Group Income Protection Scheme - protecting you if you are sick long-term, by paying 75% of your basic salary with a deferred period of 13 weeks (after qualifying length of service).
- Comprehensive package of online and face-to-face training for staff.
- Employee Assistance Programme (EAP) – supporting staff to stay well.
- 20% discount on all food and drinks at the ORTUS café.
- Working in an inclusive environment where diversity, equity and inclusion is completely embedded. We ensure our pace, and our ways of working delivers

our commitment, as well as specific opportunities such as sitting on our DEI and Ways of Working groups, which are open to all.

- Working with a diverse team, Board of Trustees, and colleagues across our partners.

What's in the job description?

This isn't an exhaustive list of responsibilities, but the key activities the role will work on.

We know that the role and the person in it will evolve and develop, and with whatever support you need, you'll be part of making that happen.

Role purpose

To build awareness of the Charity and its impact across our partners, specifically South London & Maudsley NHS Foundation Trust, and deliver long-term growth in voluntary net income, in line with our Fundraising Strategy.

Fundraising at Maudsley Charity focuses on enabling community fundraising within the Trust and through the Kings Maudsley Partnership, and on building high value income streams through legacies and philanthropy.

This role is the central contact for all fundraising, the lead on marketing fundraising across the Trust, stewardship of supporters, and works alongside the Director of Fundraising & Communications, the Communications team, and the Programme Manager for the Trust. It also works with our Brand Marketing Manager to manage our Creative Agency to increase visibility of the Trust across its physical and digital estate.

Accountabilities

Engagement

To develop and deliver plans to build awareness of the Charity's fundraising opportunities and our impact across the Trust, including use of Trust internal communications, their estate, Trust events and conferences, key stakeholders, teams and staff groups.

To work with the Brand Marketing Manager and our Creative Agency to increase and maintain visibility across the Trust, focusing on fundraising and impact, in line with our fundraising and communications strategies.

Fundraising

To develop and build engagement in our Community Fundraising offering, stewarding and supporting Trust staff and service user families to donate or fundraise, and ensuring that restricted donations are stewarded effectively and managed proportionately.

To work with the Director of Fundraising & Communications and the Trust to develop and deliver legacy marketing plans, and with our external suppliers, to steward existing legators and build awareness of the impact of gifts in wills to the Trust and wider community.

To work with key stakeholders and teams across the Trust to develop creative and insight-driven fundraising propositions that engage the diverse population of Trust staff and the communities they serve.

To compose compelling funding applications for relevant opportunities, such as for NHS Charities Together.

Management

To develop a framework to measure success and report on performance, including volume and value of fundraising enquiries, delivering engagement and income targets and maintaining costs within budget.

To develop systems, resources, and processes to give Trust staff the tools, training and confidence they need to refer service user families and other donors to the Charity; and to enable the Charity to support donors to achieve their fundraising ambitions, providing exceptional stewardship.

To maintain good governance, ensuring all fundraising activity complies with the Fundraising Code of Practice and other relevant regulation and guidance; and identifying supporters who require higher level relationship management, ensuring a smooth transition to the Kings Maudsley Partnership or Director of Fundraising & Communications.

To develop protocols to maintain accurate records of supporter interaction and data to aid the delivery of sensitive communications, an exceptional supporter experience and to harness the value of data.

To work alongside the Director of Fundraising and Communications on developing annual business plans and budgets, and to develop our first Fundraising Strategy.

During the contract

- Jointly manage our soon-to-be-appointed Creative Agency to build awareness of the Charity, it's fundraising and it's impact, across the Trust and the Charity's building, Ortus
- Implement our legacy marketing plans to increase awareness of leaving gifts in wills across the Trust, to existing supporters and through our own channels. Working with our Legacy Administration agency, steward existing legacy enquiries.

- Ensure our fundraising offer to Trust staff, service users and their families is marketed across the Trust, including through our own and the Trust's communication channels
- Implement our stewardship journey and provide an excellent experience to all supporters
- Identify teams and groups to work with across the Trust to develop our in-memory fundraising offer and experience
- Support the success of King's Maudsley Partnership fundraising by being the first point of contact, supporting community fundraisers, and liaising with the team on effective stewardship of supporters.
- Working alongside the Director of Fundraising, improve our data management of supporter relationships in the absence of an effective CRM

Person specification

E – essential, D - desirable

Knowledge

- Understanding of the key components and considerations of successful PR and communications management (E)
- Understanding the mental health landscape, the political agenda including key stakeholders and other organisations within the sector (E)
- Understanding of techniques for co-producing activity with different stakeholders and with people with lived experience (D)
- Understanding of the media environment and the priorities and drivers for journalists and media outlets. (E)
- Understanding of the specialisms within a Communications team and how they work together, including digital marketing and engagement, brand and storytelling (E)
- Understanding of the sensitivities around mental illness, including respecting confidentiality and working in an empathetic manner throughout (D)
- Understanding of how to manage and respond to a reputational crisis situation (E)
- Understanding of Diversity, Equity and Inclusion principles and a commitment to apply them in your work and as an organisation (E)
- Understanding of budget management and reporting (D)

Skills

- Project management skills – strong planning and organisation skills, establishing systems and ways of working to deliver results in a busy environment (E)
- Collaboration skills – seeking input from and sharing information across a Communications function, the wider organisation, and other stakeholders (E)
- Written and editorial skills – the ability to tell stories and communicate complex subject matter in a compelling and easy to understand way, and ability to produce briefings, long and short-form copy, reports and press releases (E)
- Creative skills - initiative and ability to develop relevant content, new and engaging ideas and to take a proactive approach to problem-solving (E)
- Media relations skills – ability to write for media outlets and to approach and pitch articles successfully. (E)
- Time and pressure management skills - Ability to work under pressure in a fast-paced environment while adhering to deadlines, able to consistently review and refine priorities and manage risk (E)
- Communication skills – producing clear and effective communications appropriate to the audience, internally and externally, (E)
- Influencing skills – ability to confidently and accurately represent the Charity's position, spot opportunities to extend the impact of our funding (E)
- Event management skills – ability to plan and execute engaging conference-style events to budget and timeline through others (suppliers or colleagues) (D)
- Relationship building skills - able to foster team spirit, commitment to projects and achievement of shared goals. (E)
- Analytical and reporting skills – expertise in reporting on metrics, the ability to interpret complex and technical information and to analyse data to inform policy (D)
- Ability to consider and seek support when necessary to help understand and manage your own mental health (Maudsley Charity will support you to be proactive in your mental health). (E)

Experience

- Experience of developing and implementing PR and communications activity within a strategy, including proactively pitching stories and responding to queries (E)
- Experience of working with and managing external agencies (E)
- Experience of working in or establishing a press office, or as a journalist (D)

- Success in securing national and regional coverage across print, broadcast and/or online, on an issues-based subject, with a good understanding of the needs and expectations of different outlets and publications (E)
- Experience of planning and organising multi-channel external communications (D)
- Experience of working with vulnerable people and preparing them for interviews (D)

Qualifications

- N/A
- Non-graduates welcome

Our Values

Passion & Purpose

We are passionate about improving mental health and motivated by our ability to make a difference for those most impacted by mental illness.

Integrity

We will act with integrity. We will be objective and consistent in how we allocate funding and support. We will counter direct and indirect discrimination.

Knowledge

We value diversity of experience, expertise, and perspective. We will build into our organisation, and every aspect of our work, a range of voices, including those of people who experience mental illness.

Improvement

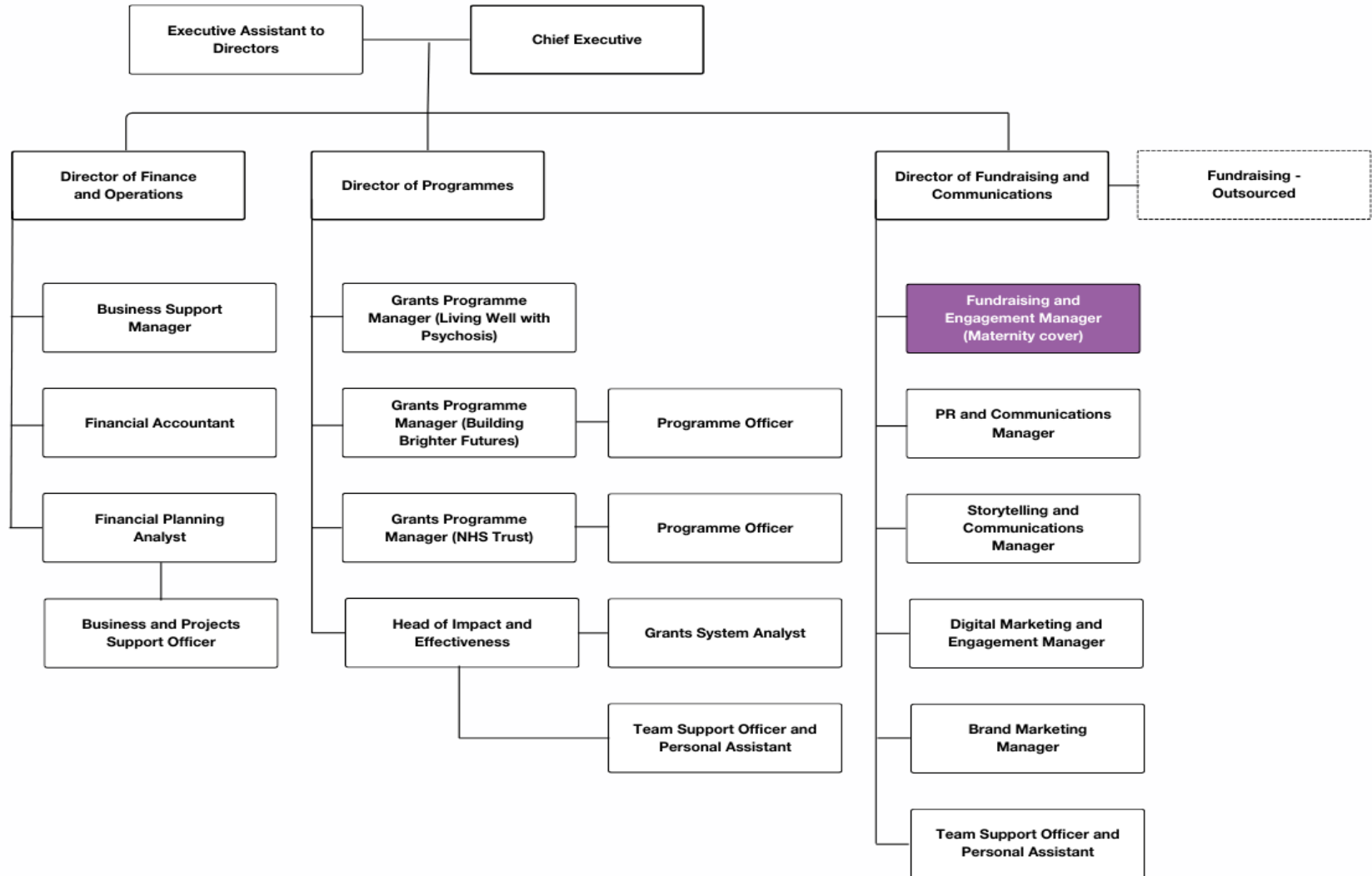
We care about maintaining high standards and improvement. We will be open about where we could do better, learn from our successes and failures and expect those we work with to do the same.

Appreciation

We value relationships and show appreciation for support we get in whatever form that takes. We know that we influence change through the expertise and commitment of others.



Organisational Structure



HOW TO APPLY AND THE APPLICATION PROCESS

The Charity is serious about building a diverse team. We've increased the time and budget we spend on recruitment to ensure we place more adverts in more places to reach more people, and we've looked at each stage of the recruitment process to remove biases.

Your application

We are committed to offering interviews to candidates who meet the role requirements and have lived experience of mental illness or a disability.

The interview

We'll ask you if you have any needs for the interview and put any reasonable adjustments in place.

We'll pay for your travel expenses within the UK if you need us to.

The interview will be face-to-face at our offices in Denmark Hill, southeast London.

We'll ask values and competency-based questions in the interview. This is to ensure we focus decisions on your potential performance in the role.

We'll only share scores and discuss candidates as a panel when all candidates have been seen; to remove any influence panel members might have over each other.

The Interview Panel



Elvi Morrison

Director of Fundraising and Communications



Caroline Pay

Brand Marketing Manager



Natasha Wright

Trust Programme Manager

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please

contact Hannah Laking at hannah.laking@harrishill.co.uk and we will be happy to arrange a call.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: **Thurs 24 April 2025**
Panel interviews in person: **Wed 7 May 2025 (Round 1)**
Wed 14 May (Round 2)

Maudsley Charity is an equal opportunities employer, and makes no discrimination on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief and sex. Specifically, we will also oppose unfair discrimination of those with mental health issues.

Maudsley Charity Diversity, Equality and Inclusion Commitments

The Charity will:

- Highlight that discrimination or unequal treatment on the grounds of mental health or other protected characteristics can undermine mental wellbeing and work to address inequalities and discrimination.
- Create a zero-tolerance working environment in respect of discrimination, harassment, bullying or victimisation, collectively called unacceptable behaviour so that everyone can work without fear of the unacceptable behaviours. A Dignity & Respect policy is in place to support this and address issues.
- Implement a Recruitment Policy to ensure that all appointments are made in accordance with the objectives of this policy.
- Monitor recruitment, service provision and grant-giving and take positive action based upon such information.
- Provide training and development opportunities that enable equality of opportunity, and which promote an awareness of diversity and inclusion.
- Ensure that Maudsley Charity premises and resources are made as accessible as possible to staff, users and all those who visit us, under the Disability Discrimination Act.
- Make reasonable adjustments for disabled people wherever possible.