**PHILANTROPY MANAGER**

**HELP COUNSELLING**

**Salary £33,000-36,000 p.a**

Help Counselling is a small, local mental health charity that currently offers 1:1 low cost counselling and training placements for trainee psychotherapists. We are based in Portobello Road and have been serving the local community for over thirty years. Help is currently restructuring and the Board of Trustees have created this new job opportunity to ensure that Help Counselling builds on its successful history whilst implementing a dynamic new strategy.

JOB DESCRIPTION

This newly created and exciting role affords you the opportunity to generate change within a small organisation. Reporting directly to the Board, you will take the lead to develop and drive forward an effective fundraising strategy, enabling the charity to leverage all sources of income whilst enhancing its reputation for excellence in the provision of counselling to the local community. To do this you will:

* Manage relationships with major donors, trusts and foundations.
* Prepare and implement creative, strategic and bespoke donor plans
* Collaborate with local services and organisations
* Identify potential new donors and Mental Health advocates

Innovative and results orientated, you will be an able multi-tasker with a flexible, positive and proactive approach. You will have:

* A proven track record and understanding of fundraising, in particular major gifts and/or trusts and foundations
* Ability to translate and articulate detailed, specialist information in order to inspire and engage
* Experience building effective, long-term relationships
* Strong interpersonal and time management skills

**Job Purpose**

Develop and lead all community, local government, private donor and event based fundraising to maximise Help Counselling’s income stream

Deliver effective marketing and communications in support of fundraising and to raise the profile of the charity with all relevant stakeholders

Lead on the development and cultivation of strategic relationships with key individuals and/or influencers from the community, local government, personally managing these relationships where appropriate

Ensure the agreed charitable objectives are at the heart of Help Counselling’s approach to income generation

**KEY RESPONSIBILITIES**

* Responsible for the strategic development of plans and budgets for all fundraising activities
* To meet agreed income and expenditure targets; monitor activity, evaluate and report against plans
* Work with the Board to make sure the charity fulfils all legal responsibilities, including regular reporting and information required for the annual report, to ensure the proper governance of the charity
* Monitor the external environment for changes regarding income generation that may affect the charity, advising the trustees accordingly and taking necessary action
* To develop relationships with prospective major donors, trust and foundations in a way that will increase the likelihood and value of a major gift
* To develop and implement engagement and cultivation strategies to make successful approaches to prospective donors
* To properly steward relationships with existing and new major donors to bring them closer to the organisation and maximise repeat giving
* Presenting the work of the organisation to identified groups or individuals in the borough and externally as and when needed.
* To maximise the long term value of each prospect/donor by understanding their motivations and identifying the most suitable approach for them to support
* Research and identify new streams of fundraising
* To work with existing donors to identify potential donors and develop appropriate strategies to secure new major gifts
* Ensure all events and community fundraising activities are carried out in accordance with current good practice and within charity law, managing contracts and agreements where appropriate and providing advice to others
* To be pro-active in keeping abreast of industry developments and relevant laws. Undertake training as necessary

**Other**

* Support the Clinical Director and participate in Tri-borough networks focusing on health and mental health
* To represent Help CC externally and develop useful links with partner agencies locally and across London, promoting a positive working relationship and good referral routes
* Promote Help externally to generate client referrals through attending events, networking, the media (includes social media) and producing and distributing publicity materials
* Editing and distributing monthly e-newsletters, commissioning blogs, articles, interviews with a range of stakeholders
* Champion Help Counselling’s profile/brand by active engagement with relevant media and PR outlets
* Undertake other tasks that are within the scope, spirit and purpose of the job, to contribute to the Help Counselling Centre’s objectives

**Person Specification**

* Educated to degree level or significant equivalent work experience
* Substantial proven experience of relevant approaches to fundraising, particularly establishing and building relationships with community groups, influential individuals and high value partnerships
* Ability to recognise and develop new fundraising opportunities and experience of developing fundraising plans, budgets and strategy
* Exceptional listening skills and efficient written and oral communication skills; an inspiring and engaging communication style suited to preparing professional funding proposals of the highest standard.
* Demonstrable experience of delivering significant growth within a fundraising team and/or a proven track record of fundraising from high net-worth individuals in the not-for-profit sector
* Dedicated team player with the desire to develop within an organisation.
* Excellent knowledge of fundraising best practice, legal requirements and health & safety and experience providing advice to groups and/or individuals
* Direct marketing experience
* Experience of devising and managing social media content, with ability to write articles, blogs
* Excellent numeracy skills and ability to analyse and report on financial performance and work with complex budgets to make informed decisions on future activity
* Evidence of influencing and negotiating capability
* Experience of managing delivery against annual plans and budgets and monitoring and evaluating activity
* ‘Hands on’ experience of managing and interpreting information via fundraising databases
* Competent with current technology platforms
* Sound knowledge of risk management
* Ability to work flexibly (including evenings/weekends) and with autonomy, to manage varying competing priorities under own initiative and to meet strict deadlines

Closing date: midday on Monday 11th September

Interviews during the week of 18th September

Please send CV and personal statement to: [recruitment@helpcounsellingcentre.com](mailto:recruitment@helpcounsellingcentre.com)

or by mail to: Board of Trustees, Help Counselling, 57 Portobello Road, London W11 3DB