

JOB DESCRIPTION

Job title: Business Development Officer	Salary: £26,985 - £29,983 per annum
Hours: Full-time	Based at: London Bridge Office
Reports to: Business Development Manager / Head of Business Development	Contract: Permanent
Closing date for application forms: Midday Monday 6th December	Interview date/s: Wednesday 15th December

About YoungMinds:

YoungMinds is leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what. We've experienced phenomenal fundraising growth over the last four years alongside our growing brand awareness, and this year we've leapt 40 places to number 29 in the list of Britain's top 100 most loved charities – not bad for a small organisation with ambition to have big impact! Young people, parents, professionals and many more are joining us to take action – our recent [#FundTheHubs](#) campaign has over 12,000 people write to their MP! Yet we are still a pretty small team where every member of staff can have a big impact. We know we have the potential to grow, and to make the most of the relationships we have – to build a movement for change.

About the team:

The Fundraising Team is still relatively small, but big in impact! We are passionate, enthusiastic and hold our values close to our hearts. We like to be ambitious and challenge ourselves, but we also prioritise wellbeing and individual development. Most of all, we work as a whole team to reach our objectives – we support and champion each other, for we can't achieve unless we all achieve. During the pandemic, the Fundraising Team of 15 delivered more than 90% growth on year on year income – including successes with large trusts such as Linbury Trust, new corporate partnerships with Wagamama, and success in our annual awareness fundraising day #HelloYellow with over 8,000 schools and community groups taking part. The team is structured into a Business Development Unit (including Contracts, Trusts & Statutory), a Development Team (Corporate & Philanthropy), and a Supporter Engagement Team (Individuals & Community).

Purpose of the role:

If you want to make a difference at YoungMinds as we rollout our strategy to stop young people's mental health reaching crisis – then read on.

As a Business Development Officer, you will be responsible for generating long-term supporters of YoungMinds. Your focus for this will be on Trusts, Foundations, and Government funding (i.e. statutory sources). This role is vital in implementing our five year vision to create a step change in YoungMinds' fundraising. Moving from a funder-led approach to engaging all supporters as part of YoungMinds' movement, where effective fundraising builds relationships and becomes an essential part of achieving our charitable objectives, not just funding them. Our role is not 'simply' to generate income, but to build value driven relationships and cause-related fundraising opportunities.

Key relationships:

As a Business Development Officer, you will work collaboratively across YoungMinds, with key relationships externally with current supporters and donors, prospective funders, and voluntary sector partners.

Key responsibilities and duties:

Your responsibilities include, but are not limited to identifying funding opportunities, developing and writing bids/applications, relationship management, and fundraising development. More information about these responsibilities are below. You may very occasionally need to travel and work flexible hours (i.e. evenings and weekends).

Relationship management

- Apply to trusts, foundations and statutory sources to support our ambitious strategy
- Work with the team to create and maintain plans to build the loyalty of existing supporters and encourage them to continue their donations
- Provide supporters with reports on work they have funded
- Maintain reporting and application systems and ensure our supporter records are up to date
- Attend and present at meetings with potential/existing supporters to secure funds
- Consult with senior managers and colleagues as appropriate when developing proposals, cases for support and building relationships

Fundraising development

- Contribute new and innovative ideas for fundraising
- Support the writing of tailored grant applications and statutory bids to generate annual and multi-year income
- Work closely with colleagues at YoungMinds to inform development of new funding proposals
- To regularly develop and update existing creative and compelling cases for support

- Conduct sector research to assess how YoungMinds' fundraising and services fit in the wider youth or mental health sector
- Keep up to date with and adhere to compliance and best practice requirements of UK voluntary sector, funding sources, fundraising laws & methods

General: like all YoungMinds employees, you will also be expected to:

- Work in accordance with the organisation's Vision, Mission and Values and all policies and procedures.
- Champion the voice of young people and the value of their lived experience to deliver change, actively seeking to increase their involvement in the organisation's and your team's work.
- Support a culture of care for staff, volunteers and the young people we work with, including appropriate responsibility for Safeguarding.
- Form effective working relationships with all staff members, volunteers, child mental health agencies and relevant external organisations
- Contribute to the culture of YoungMinds by joining in our events and activities and supporting our fundraising.
- Understand and actively seek to evolve the organisation's and your team's use of technology to improve our effectiveness and meet the needs of young people.
- Ensure a privacy-led approach to data, ensuring individual and team requirements for responsible management of data.
- Prepare for and attend supervision and appraisal meetings with your line manager
- Other duties that may from time to time be necessary, compatible with the nature and grade of this post.

YoungMinds is committed to anti discriminatory policies and practices and it is essential that the post holder is willing and able to make a positive contribution to the promotion and implementation of YoungMinds' Equality & Diversity Policy. YoungMinds is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

Skills and Abilities

Experience	Shortlisting criteria	To be assessed at interview
Experience of successful contract, grant, or other income –generating applications	√	√
Experience of using databases for effective fundraising or supporter/customer development	√	√
Skills and Abilities		
Ability to develop and maintain relationships with a range of audiences	√	√
Ability to pitch/make the ask for funding by phone, face-to-face and/or with a written proposal	√	√
Knowledge/Understanding		
Ability to build knowledge and understanding of the compliance and best practice requirements of your role and sector	√	√
Knowledge of and empathy with the Mission, Values, and Aims of YoungMinds		√

Fundraising Directorate Business Development Team

