



Head of Philanthropy

Job Description and Person Specification

Reporting to:	Director of Income
Responsible for:	Development Manager
Location:	Flexible – mixture of office based - The Phoenix Brewery, 13 Bramley Road, London W10 6SZ – and home based
Contract:	Permanent
Salary:	£55k - £65k

About Mental Health Innovations

Mental Health Innovations (MHI) is a digital mental health charity, which develops new ways to help people have conversations about mental health. Our purpose is to transform lives across the UK by improving access to digital resources and mental health support. We combine digital innovation, data-driven analysis, and the experience of mental health experts, to make new technologies available to organisations across the sector.

MHI was founded in 2017, with the support of the Royal Foundation following their successful Heads Together campaign. Our first main service is Shout 85258, a free 24/7 text messaging service, has just reached the important milestone of enabling one million conversations and providing support to over 400,000 children, young people and adults in distress across the UK.

MHI and Shout have ambitious goals over the next few years. We want to make sure we are there for anyone who is struggling to cope, no matter where they are or what time of day it is.

It is an exciting time to join the charity, as we have successfully grown our income over the last five years and diversified our portfolio to now include income streams across philanthropy, central government, corporate, public, and commissioned partnerships. This has enabled us to meet demand for our core service, Shout, which rocketed over the pandemic, and continues to grow.

Job Background

The Head of Philanthropy is a new position created in a growing team to create and lead a philanthropy strategy, as part of the wider income growth strategy. Philanthropy has formed a core part of MHI's income base since it was founded. Until now fundraising from high value supporters,

either as major donors or via their foundations, has been led by the Chief Executive and Director of Income with support from the Development Manager.

MHI is at a pivotal point in its development, having grown fairly rapidly. We are looking to establish a sustainable income strategy that will provide a stable source of core funding for Shout as it grows, and a platform from which MHI can develop its data insight work and new digital products.

While the building blocks for a successful philanthropy programme are in place, with a number of individuals and trusts giving multi-year funding at significant levels, we believe there is much more we can do, with the appointment of a Head of Philanthropy to lead this work going forward.

Job Summary

The Head of Philanthropy will develop and operationalise a philanthropy strategy, building on the philanthropic relationships already in place. With support from the Development Manager, you will develop a pipeline backed up by robust prospect research and oversee a cultivation and stewardship programme, that will optimise the prospects and contacts of the Board, volunteer-base and other senior stakeholders.

You will be accountable for the acquisition, development, and stewardship of high value supporters for MHI. You will develop and strengthen relationships with existing donors, as well as identifying warm prospects currently not supporting MHI financially. A key part of your role will be meeting and engaging major donor prospects to grow the pool.

The successful candidate will be a self-starter with high levels of motivation, and the ability to both develop and operationalise strategy as a member of a small team. You will have a track record of successfully initiating, managing and developing relationships with High-Net-Worth individuals and securing donations and grants, via proposals or through face-to-face meetings, as required.

MHI is a dynamic and ambitious organisation that is gaining traction with a wide range of audiences, fast. We are seeking a Head of Philanthropy who is passionate about mental health and the transformative potential of technology, to spot and seize the funding opportunity that will enable MHI to fulfil its ambitions.

Main responsibilities

Strategy Development

- Work with the Director of Income, to develop a philanthropy strategy, to grow income from major donors and trusts and foundations over the next three years, to primarily support the core costs of Shout, and where appropriate more discreet projects within the MHI strategy.
- Work with the Director of Income and Director of Finance to support income forecasting, re-forecasting and contribute to the annual budget-planning cycle.
- Set and lead the operational delivery of financial and non-financial KPIs to underpin a successful philanthropy programme and growth strategy.
- Ensure that progress against KPIs and pipeline is effectively monitored and reported back on, in line with the CEO's requirements, flagging concerns and developments in good time, and adapting work priorities accordingly.

Fundraising

- Lead the implementation of the philanthropy strategy to meet the income targets that will support the long-term strategic ambitions of MHI.
- Build and develop relationships with a portfolio of existing and new major donor prospects, leading on relevant meetings and negotiations, and engaging them with MHI's work.
- Work both independently and with colleagues to develop content for proposals to donors and funders, ensuring information is accurate and compelling.
- Support the development of case for support materials, drawing from assets across the organisation and effectively adapting for different audiences.

Relationship management

- Define and implement a 'best in class' stewardship programme, for all of MHI's high-value donors and prospects, ensuring each has a primary contact, and receives timely and appropriate levels of information.
- Work with the Director of Income and CEO to maintain a high value relationship management framework, ensuring that the right people are involved at the right stage in the donor cultivation process, and are equipped to manage their relationships effectively.
- Work with the Development Manager and operational teams to plan and deliver a range of cultivation events/ activities (virtual or in person), to engage existing high value donors, and to offer prospects the opportunity to hear more about MHI's work.
- Oversee the work of the Development Manager to produce high quality and timely reports, in line with individual donor/funder requirements, working closely with operational teams.
- Develop accurate and timely briefs for senior stakeholders leading meetings with prospects, donors and funders.

Research

- Oversee the work of the Development Manager to undertake regular and thorough prospect research in order to compile and manage a robust and well qualified prospect pipeline for major donors and trusts.
- Keep up to date with sector press, trends and funding announcements.
- Work closely with the Director of Income to develop and maintain accurate and consistent systems for recording information against each prospect and funder on the CRM, effectively monitoring their stewardship stage, approaches made, and income raised.
- Be responsible for ensuring that all research and fundraising activities are GDPR compliant.

Other

- Provide line management to the Development Manager, covering all associated duties of regular supervisions, objective setting, conducting appraisals, team meeting/ planning, and contributing to the post-holder's long-term development.
- Work collaboratively with other members of the Fundraising team, sharing information and sometimes supporting the development of larger-scale bids when resource is stretched.
- Ensure that all philanthropy based fundraising activity complies with current charity and data protection legislation and the Fundraising Regulator's Code of Practice.
- Proactively network and influence external partners, stakeholders, and decision makers at sector events by acting as an ambassador for MHI.

Expectations

- Work collaboratively across teams and departments, attending and contributing to team meetings, and demonstrating organisational awareness beyond your own objectives.
- Value diversity and treat others with respect, showing sensitivity towards differences, promoting, and encouraging diversity.
- Be open to change and respond flexibly to changes internally and externally.
- Be prepared to sometimes travel to meetings/ work unsociable hours, which may require an overnight stay, evening, and weekend work.
- To ensure that the way you approach your work is consistent with the spirit of MHI's mission, vision, and values.

Person specification

Skills/ Qualifications

- Substantial experience in a senior-level philanthropy role (major donor, ideally including some trusts & foundations).
- Demonstrable experience of generating income, and achieving targets, from philanthropic relationships.
- A proven, creative approach to income generation, supported by a robust knowledge base of major donor and trust fundraising theory and approaches.
- Demonstrable experience of defining and implementing a successful income growth strategy.
- Proven experience in overseeing effective prospect research and pipeline management, which has resulted in income growth.
- Experience of line management.
- Excellent relationship-building skills and the ability to engage with senior figures.
- Highly professional with exceptional interpersonal skills, and the ability to support, motivate and inspire confidence with colleagues and a range of external and internal stakeholders.
- Excellent written and verbal communication skills and the ability to create and clearly convey complex ideas and information in a compelling fashion.
- Ability to persuade, influence and negotiate.
- Ability to speak powerfully to diverse audiences (including media when appropriate) in high profile and high-level settings.
- Ability to record, analyse and present financial data in a clear and accurate format.
- Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives and income.
- Good organisation, administration, and self-management skills.
- Well-developed IT skills (including the use of Macs, Office Word, Excel, PowerPoint).

Key Competencies

- A self-starter with a genuine desire to play an important role in a small team
- Analytical and forward-thinking
- Focused, decisive problem-solver
- Pro-active in reviewing own performance, improvement, and development
- Confident multitasker
- Ability to remain calm under pressure
- Flexible and adaptable to the needs of the organisation and shifting priorities.