

Reports To:	Director of Development, Engagement and IT
Direct Reports:	Up to 8
Location:	Hybrid -Southampton 15-16 the Avenue, and home based (to be worked flexibly with at least two days in office – Tuesday and Thursday)
Hours:	30 to 37 per a week
Salary Range:	£43,895 to £49,665 (FTE) per annum (pro-rata for part-time hours) – Solent Mind Band G

Purpose:

Provide effective leadership across fundraising, communications and marketing to enable Solent Mind to achieve sustainable, diverse restricted and unrestricted income, while strengthening engagement with supporters, stakeholders, staff and the wider community. The postholder will lead high-performing teams and volunteers, deliver a targeted annual income and communications plan, uphold Solent Mind's brand and tone of voice, and ensure that compelling, service user informed communications raise awareness of mental health, increase access to services, and grow fundraising and partnership outcomes.

Principal Accountabilities:

- Lead a high-performing Fundraising, Communications and Marketing team, ensuring clear objectives, development plans and wellbeing-focused management.
- Develop and deliver an annual income plan to achieve restricted and unrestricted targets across all key income streams.
- Build and manage strong relationships with major funders, donors and partners, strengthening retention and long-term value.
- Drive the growth of a robust donor and opportunity pipeline, using insight-led prospecting and conversion activity.
- Lead an annual external communications, PR and marketing plan aligned to organisational goals.
- Lead all PR activity, media relations and press responses to strengthen Solent Mind's profile and reputation.

- Ensure consistent brand, tone of voice and safeguarding-aware storytelling across all channels and materials.
- Lead and coordinate internal/all-staff communications to strengthen cohesion, engagement and effective change communication.
- Ensure service user and community voice meaningfully informs fundraising and communications activity, with appropriate consent and feedback loops.
- Oversee the organisation's digital and physical marketing presence (website, social media, content, assets) ensuring it is current, accessible and effective.
- Ensure effective use of Beacon CRM and strong income administration processes, forecasting, and performance management.
- Manage budgets, legal/regulatory compliance (incl. GDPR/PECR), and provide robust reporting to SMT/Board, embedding continuous improvement.

General:

- Adhere to the aims, values, policies and procedures of Solent Mind, particularly safeguarding and health & safety.

This list is non exhaustive and other duties may be required to meet the needs of Solent Mind

PERSON SPECIFICATION

Head of Fundraising, Communications and Marketing

Requirement	Essential or Desirable
<p>Qualifications/Education/Training: (Minimum standard of education and professional qualifications (RQF level) required to achieve the purpose of the job to a fully satisfactory level)</p> <ul style="list-style-type: none"> Minimum of level 5 qualification or equivalent, or capability and willingness to work towards. Training/CPD in fundraising, communications, PR, marketing or leadership 	<p>Essential</p> <p>Essential</p>
<p>Experience: (What type and depth of experience is required to perform the duties to a fully satisfactory level)</p> <ul style="list-style-type: none"> Leading fundraising activity to achieve income targets. Leading PR/media relations and delivering press strategies. Designing and delivering multi-channel communications/marketing campaigns. Managing donor stewardship and supporter journeys. Managing budgets and reporting against KPIs. Using CRM systems to support fundraising and communications. Extensive experience of leading multiple teams, managing staff and volunteers with clear objectives and performance support. Experience of working alongside service users and community voices to co-produce services. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p>Knowledge/Skills/Competencies:</p> <ul style="list-style-type: none"> Excellent written communication across proposals, press materials and campaigns. Understanding of fundraising, PR, marketing, digital communications and brand management. Understanding of fundraising/marketing compliance and regulatory requirements. Ability to think strategically, understanding the changing environment and identifying potential opportunities and risks. Financial acumen to manage budgets. Able to build and develop relationships at all levels through both excellent written and oral communication and with multiple stakeholders and managers Ability to problem solve and introduce and embed new ways of working. Awareness of safeguarding, equality, diversity and inclusion issues. Able to engage, enthuse and motivate colleagues. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>

Requirement	Essential or Desirable
<ul style="list-style-type: none"> • Personal determination to drive change, as well as organise self and others. • Ability to self-reflect and learn from experience and specific situations. • Understanding of or lived experience of mental health issues. 	Essential Essential Essential
Other: <ul style="list-style-type: none"> • Commitment to Solent Mind's values. • Commitment to Solent Mind's Equal Opportunities and Diversity and Inclusion Policies. • Willingness to undergo a relevant DBS Check if required. 	Essential Essential Essential

Date job originated: March 2026
Date job reviewed: March 2026
Reviewing Manager: Robert Wayman