

## JOB DESCRIPTION

<b>Post:</b>	Legacy and Community Fundraising Officer
<b>Working hours:</b>	Part-time (3 days per week), Flexible working arrangements
<b>Salary:</b>	£ 35,000 - £ 40,000 per annum full time equivalent (depending on experience)
<b>Contract type:</b>	Permanent
<b>Line Manager:</b>	Head of Branding & Development
<b>Working with:</b>	<ul style="list-style-type: none"><li>- CEO</li><li>- Fundraising, Communications &amp; Development Team</li><li>- Clinical Service Leads</li><li>- Clinical Administration Team</li><li>- Monitoring &amp; Evaluation and Research Teams</li><li>- Finance and Resources Team</li><li>- Trustees</li></ul>
<b>Location:</b>	Brent Centre (Laufer House)
<b>Date closing:</b>	Open until post is filled
<b>Interviews:</b>	TBC

### About The Brent Centre for Young People (BCYP)

The Brent Centre for Young People is the leading mental health charity for young people in Northwest London, helping over 750 young people a year with a wide range of issues. We offer specialised treatment in the areas of depression, suicide prevention, tackling self-harm, eating disorders, exam anxiety and more. Our approach is rooted in psychoanalytic psychotherapy. We aim to reach significantly more young people in the years ahead, drawing on our heritage that combines specialist treatment in-house and outreach into communities. The Brent Centre is also an important Research Centre on Adolescent Breakdown and Adolescent Psychotherapy.

### Fundraising at BCYP

We are seeking an experienced, strategic and proactive fundraiser to join our growing team as we embark on our next phase of expansion. Building on strong foundations in trusts and foundations, BCYP is now investing in legacies and community fundraising, two income streams that will be central to our long-term sustainability and ability to reach significantly more young people in the years ahead.

This is a rare opportunity to help shape and grow our legacies and community fundraising at a pivotal point for the charity. You will define the approach, create a strong pipeline of supporters and partners, and deliver activities that build awareness and generate sustainable income, combining strategic thinking with hands-on delivery.

We're looking for someone with energy, motivation and experience who thrives on building, someone who can turn ideas into action, work at pace and bring others with them. You will be confident developing and delivering supporter journeys, community fundraising initiatives and legacy marketing and stewardship, with strong relationship-building skills and excellent attention to detail. Above all, you will share BCYP's commitment to ensuring young people can access specialist mental health support, and you will help us grow long-term value and impact through fundraising.

## Main Duties & Responsibilities

The role will lead the creation and delivery of Community Fundraising and Legacies programmes, establishing two core income streams that will drive sustainable growth. It will define strategy, build insight-led, multi-channel programmes and design supporter journeys that deepen engagement over time, from first gift to long term support and legacy giving.

Working across the organisation the postholder will embed a strong supporter focus, ensuring that fundraising is integrated into wider engagement activity. You will take ownership of income performance, budgets and continuous improvement through data, testing and learning.

### Key Responsibilities

- Develop and deliver the Community Fundraising and Legacies strategy, including growth plans, supporter stewardship and legacy development.
- Plan and deliver a community fundraising programme (e.g., community groups, challenge events, fundraising events and third-party opportunities) that grows income and participation.
- Lead BCYP's legacy marketing and stewardship, increasing awareness and building a legacy pipeline (including supporter communications and appropriate stewardship).
- Design and optimise end-to-end supporter journeys across channels, strengthening participation, stewardship and legacy engagement.
- Work with colleagues to develop compelling fundraising messages and a strong case for support, ensuring consistent and supporter-focused communications.
- Build and manage relationships with key community supporters and partners (e.g., schools, sector institutions, local businesses and volunteers), inspiring them to fundraise for BCYP.
- Use data, insight and segmentation to inform planning, monitor performance and improve supporter experience and long-term value.
- Maintain accurate records on the CRM, ensuring high-quality data capture, reporting and effective supporter care processes.
- Manage external suppliers (e.g., print, creative, digital, etc.) as required to deliver high-quality activity and value for money.
- Ensure compliance with fundraising regulation, Gift Aid and data protection requirements, and follow BCYP policies and procedures.

### Other

- Uphold the principles and practice of excellent supporter and stakeholder care and continuous improvement.
- Communicate with all stakeholders in a way that respects their views, autonomy and culture in full compliance with the Equality & Diversity Policy.
- Maintain confidentiality and Data Protection and at all times work in accordance with General Data Protection Regulations 2018.
- Have an awareness of relevant health and safety regulations and legislation, being responsible for your own health and safety and that of anyone else whom your acts and omissions may affect.

- Report any concerns of potential abuse of a service user in line with the Safeguarding Policy and procedures.
- Ensure maintenance and security of physical, financial and information resources.
- Demonstrate commitment to ongoing personal and professional development.
- Work effectively and collaboratively as a member of the team, building and maintaining good working relationships with all internal and external stakeholders.
- Adhere to all BCYP policies and procedures.
- Demonstrate commitment to BCYP's mission, vision and values.
- On occasion and when necessary, work flexible hours to meet the needs of the business.
- Willingness to travel on occasion in order to fulfil the needs of the post.

## Person Specification

### Essential Criteria:

- Significant experience in Community Fundraising and/or Legacy fundraising with exposure to both areas.
- Proven track record of delivering income growth through campaigns or programme development.
- Experience developing and delivering multi-channel fundraising activity.
- Strong understanding of supporter journeys and stewardship to build long-term engagement, including pathways to legacy giving.
- Experience using data, segmentation and insight to drive performance.
- Strong project management skills with the ability to prioritise and deliver at pace.
- Excellent communication and stakeholder management skills.
- Knowledge of fundraising regulation, compliance and data protection.
- A proactive, delivery focused approach with the ability to turn ideas into action.

### Desirable Criteria:

- Experience developing or scaling a legacy programme.
- Experience building or significantly reshaping Community Fundraising programmes.
- Experience with CRM systems.
- Experience managing external partners.
- Experience working in a growing or changing organisation.

This Job Description is not exhaustive, and the post holder may be required to carry out any other task deemed appropriate for the level and responsibilities of the post.

### Disclosure & Barring Service Checks

The Charity is committed to safeguarding children and young people and therefore adopts a safer recruitment approach through a robust recruitment and selection process. All posts within the Charity are subject to DBS checks.