



Root & Branch

Job Description: Fundraising Officer

Job Title:	Fundraising Officer
Hours of Work:	16 hours per week
Salary:	FTE £26k - £32k depending on experience
Reporting to:	Centre Manager

Root & Branch is an independent charity located near Swindon in the Vale of the White Horse, providing activities that promote recovery for people experiencing mental health difficulties.

The Fundraiser is a crucial role for Root & Branch helping to drive fundraising and support our mission: 'To help adults on their recovery towards mental and emotional well-being'. We are looking for someone who can identify new sources of finance and develop long-term relationships with existing and new funders; and with the ability to engage them meaningfully with our work.

You will have experience in fundraising, or within sales and marketing, so that you can communicate our passion for promoting positive change for our Service Users.

Who we are:

Root & Branch helps adults on their recovery towards mental and emotional well-being, encouraging physical activity and promoting healthy eating. We help support and encourage Service Users coping with severe, enduring mental health difficulties, to regain and sustain their confidence and self-esteem, providing them with new skills and training and encouraging them to take part in a variety of learning activities specific to their needs.

We help people agree and achieve goals, focusing on their rehabilitation and recovery, achieving positive change, giving them the confidence to make their own decisions about how they live their lives. We promote social inclusion, engagement with nature and teamwork leading to improvements in mental health.

We're an inclusive employer and are passionate about creating a welcoming working environment for everyone.



About you and the role:

You will report to the Centre Manager and support them in delivering Root & Branch's strategy.

We are a charity and receive, roughly, a quarter of our income through a contract with the Oxfordshire Mental Health Partnership; we must raise the rest of our income by our own best endeavours.

The role involves leading on identifying, developing and nurturing relationships with trusts, foundations, grant providers and individual donors. You will be responsible for planning and leading community fundraising events, sourcing and making grant applications and engaging with local organisations/potential sponsors.

You will also be a key contributor for Root & Branch's online presence including the website and administration of our social media (currently Facebook, Instagram and LinkedIn).

You will work closely with staff, volunteers, trustees and Service Users. You will engage with potential funders, sharing our vision of supporting our Service Users in regaining their self-esteem, leading a fuller life and preparing for the next stage of their life journey.

Purpose of the Fundraiser post

- To agree and achieve fundraising targets in consultation with the Centre Manager.
- To design and develop fundraising approaches to individual and organisational prospects.
- To secure targeted funding through donations and grants.
- To gain corporate sponsorships, particularly within the local area.
- To design and shape fundraising events and community initiatives, thereby assisting in raising both funding, and the profile of the charity.

Key responsibilities:

- The Fundraiser should aim to achieve a fundraising target currently in the region of c £120,000 p/a.
- Identifying funding opportunities, and planning and delivering a schedule of fundraising approaches to prospects, to secure funds meeting our budgeted fundraising needs.
- Securing sufficient grants and donations to meet Root & Branch's budgeted fundraising needs.
- Developing fundraising letters and completing online applications, that present a compelling and consistent message, informed particularly by engagement with staff, trustees and Service Users.
- Maintaining records on a fundraising database.
- Assessing and demonstrating the effectiveness of different fundraising approaches and reviewing their success supported by the Centre Manager.
- Being aware of, and implementing, current good-practice and regulation in the process of fundraising, and in raising the Charity's profile.
- Working in-line with our strategic plan.

**Other responsibilities:**

The post holder will additionally be expected to:

- Attend and contribute to team meetings.
- Contribute and assist in shaping the charity's web presence and social media campaigns.
- Identify their own training needs and participate in training when required.
- Work occasionally outside normal opening hours and at weekends for specific, pre-agreed project work.
- Undertake other duties from time-to-time as determined by the Centre Manager, in keeping with the purpose of the post and after consultation with the post-holder.

Required skills/qualities:

- Familiarity with effective fundraising techniques in a charity context including:
 - planning and delivering events or campaigns.
 - working collaboratively and effectively with diverse stakeholders including donors, team members, Service Users and volunteers.
 - systematic record keeping and effective internal reporting.
- A strong track record of meeting targets, writing proposals/reports, delivering on projects and effective relationship building.
- Excellent written and verbal communication skills to present a positive image of Root & Branch to external organisations.
- Computer literacy, being able to use Microsoft Office suite, and cloud-based storage systems. Able to use video conferencing systems.
- An empathetic and non-judgemental understanding of Service Users and their journey.

Flexibility and consensus are two important characteristics, along with enthusiasm, determination and a willingness to contribute to the overall effectiveness of Root & Branch.

It should be noted that no job description can be a definitive list of tasks and responsibilities. The post holder will be required to adopt a flexible approach to the post.

This job description will be reviewed during annual, or more frequent appraisals considering the needs of the organisation and following consultation with the post-holder.

This position will be subject to an enhanced DBS check and satisfactory references.