



Fundraising Officer



Monday - Friday



Reports to Marketing Manager



Basic DBS



Bristol / Hybrid

Purpose:

To assist in the development and delivery of Brandon Trust's fundraising strategy by identifying new funding opportunities, engaging communities, cultivating donor relationships, and delivering effective fundraising campaigns.

This role will support Brandon to generate income growth through prospect research, community engagement, marketing support, donor management, and administration, helping to build a strong culture of fundraising across the organisation.

Assisting the Marketing Manager, the Head of Communications and External Affairs and other colleagues and teams across Brandon, this role will provide essential support to ensure all our fundraising activity is aligned with Brandon's long-term income development ambitions.

This is a new role for Brandon, starting part time (2 days a week) on a 12-month contract, with scope to extend and/or increase the working pattern depending on results achieved.

Objectives:

Prospect Research and Income Development

- Lead research to identify new individual, corporate, and foundation funding opportunities.
- Collaborate with the Head of Communications and External Affairs to develop and submit compelling fundraising proposals to support donor cultivation and income generation.
- Provide insights and recommendations to the Marketing Manager to inform strategy.

Community Engagement and Donor Relationships

- Develop and deliver community fundraising initiatives across Brandon's regions.
- Build donor networks and community partnerships to strengthen Brandon's fundraising reach.
- Develop and maintain a network of Fundraising Champions internally and externally to support fundraising strategy.

Fundraising Campaign Support and Delivery

- Plan and manage fundraising campaigns and events, including digital and in-person activities.
- Collaborate with the Marketing Manager and Marketing Assistant to produce engaging fundraising materials across multiple channels (e.g. appeal letters, newsletters, social media).

Donor Management and Administration

- Maintain accurate donor records, including contact information, donation history, and communication preferences, using CRM systems (e.g., Donorfy).
- Ensure timely processing of donations promptly, issue acknowledgment letters and ensure accurate recording of donations.
- Support the Marketing Manager for fundraising activities, including document preparation and correspondence management.

Grant Administration

- Collaborate with the Head of Communications and colleagues across Brandon to prepare grant proposals, reports, and related documentation.

Monitoring, Reporting and Insight Generation

- Monitor and report on fundraising performance, donor trends, and campaign outcomes.

Internal Collaboration and Culture Development

- Work with Communications, Marketing, Enterprises, Retail, and operational teams to align fundraising with organisational goals.
- Promote fundraising initiatives internally to support culture development.

Strategic Planning and Development

- Work closely with the Marketing Manager to implement and develop Brandon's long-term fundraising and income development strategy.

Key Relationships

- Marketing Manager
- Communications and Marketing Team
- Central Services Teams
- Operational Teams (Areas, Enterprise, and Retail)
- Fundraising Champions
- People Supported by Brandon Trust
- Community Groups and Partners
- Prospective Donors
- Existing Donors

Skills and behaviours you need for this role

CORE SKILLS

Skill	Level required for role			What this means
Data Literacy				A basic understanding of data collection, organisation, GDPR compliance, and reporting, ensuring accuracy and security.
Digital Skills		High		Able to apply digital skills and security awareness to enhance efficiency, data protection, and workplace collaboration.
Governance and Compliance				A basic understanding of governance, policies, and compliance requirements, ensuring adherence to organisational and regulatory standards.
Commercial Awareness	High			A basic understanding of financial concepts, budgets, and cost management, ensuring responsible use of resources.
Inclusion	High			Recognises the importance of inclusion and treats others with fairness and respect.

BEHAVIOURS - VALUES

Behaviour	Level required for role			What this means
Equip	High	High		Individuals at this level actively apply preparation and consistency, ensuring access to accurate information and efficient workflows.
Involve	High	High		Individuals at this level actively engage others in discussions, collaboration, and decision-making.
Support	High	High		Individuals at this level actively provide support, encouragement, and advocacy for others.
Recognise	High	High		Individuals at this level actively practice clear communication, listening, and responsiveness in their interactions.
Challenge	High	High		Individuals at this level apply accountability, adaptability, and positive risk-taking to their work, ensuring progress and improvement.

BEHAVIOURS

Behaviour	Level required for role			What this means
Listen Hard				Actively listens and asks relevant questions to clarify understanding in routine conversations.
Make Time		High		Regularly shares information and ensures people are informed and prepared, with some consideration of their needs.
Provide Access	High	High		Proactively shares and ensures people receive relevant, timely, and accessible information.

Take Positive Risk	Green	Green	Grey	Grey	Engages with new ideas and challenges, taking calculated risks and learning from experiences.
Be Responsive	Green	Green	Grey	Grey	Balances task completion with a person-centred approach, ensuring people feel considered and valued.
Be Collaborative	Green	Green	Grey	Grey	Works with others, shares knowledge, and actively engages in team discussions to achieve common goals.
Be Prepared	Green	Grey	Grey	Grey	Takes responsibility for personal development, actively building skills, knowledge, and experience.
Be Adaptable	Green	Grey	Grey	Grey	Demonstrates openness to change, remains flexible, and positively adjusts to evolving situations.
Make things clear	Green	Green	Grey	Grey	Communicates in a way that is clear, accessible, and suited to different audiences, ensuring that information is understood.
Provide Choice	Green	Grey	Grey	Grey	Involves others in decision-making, values their input, and ensures choices are made collaboratively.
Be Consistent	Green	Green	Grey	Grey	Delivers dependable, high-quality work and ensures consistency in approach, communication, and standards.
Be Accountable	Green	Green	Grey	Grey	Follows through on commitments, takes ownership of tasks, and understands the responsibilities that come with freedom and choice.
Foster Community	Green	Grey	Grey	Grey	Regularly engages with others, encourages social interaction, and supports inclusion to build a sense of belonging.

COMPETENCIES

Behaviour	Level required for role			What this means
Collaboration	Red	Red	Grey	Collaborates with the right people at the right time to inform actions and decisions in day-to-day work.
Co-Production	Red	Grey	Grey	Actively involves people we support and colleagues in shaping work and decision-making processes.
Creativity and Innovation	Red	Red	Grey	Regularly applies creative thinking and contributes innovative ideas to improve work processes.
Critical Thinking	Red	Red	Grey	Applies logical reasoning and analysis to problem-solving and decision-making.
Influencing and Persuading	Red	Red	Grey	Uses persuasion and negotiation skills to gain support and build consensus.
Planning and Organising	Red	Red	Grey	Plans and manages tasks effectively, ensuring efficient completion of work.
Stakeholder Management	Red	Grey	Grey	Engages effectively with stakeholders and maintains strong professional relationships.
Teamwork	Red	Red	Grey	Actively contributes to team goals and works effectively with colleagues.
Writing and Reporting	Red	Grey	Grey	Produces well-structured, clear, and informative written documents.