

Development Director - Job Description

About Dose of Nature

Dose of Nature is a mental health charity whose purpose is to improve the mental health and wellbeing of individuals through an increased engagement with the natural world. Our work is rooted in a wealth of scientific evidence that demonstrates the physiological and psychological benefits of spending time in nature. We deliver 'nature prescriptions' to people referred by their GP with a wide range of mental health issues, including depression, anxiety, trauma, stress, bereavement and addiction. Through a combination of education, first-hand experience, and practical and motivational support, we encourage a greater connection with nature, and inspire lifestyle changes that have a significant and lasting impact on mental wellbeing. Our model is a genuine alternative to both medication and more traditional psychological interventions, and is a positive, hopeful and outward-looking approach to mental health.

In addition to delivering our nature prescriptions to clinical populations, we deliver nature-based wellbeing workshops to the general population, spreading the message that spending more time outside in nature is good for the mental health of us all. We are also committed to advancing the scientific research into the mental health benefits of engaging with the natural world, and are currently involved in a number of research projects, including a year-long trial with London School of Economics.

Job Overview

The role of Dose of Nature's Development Manager is a permanent, high-level role which will continue to evolve as the work of Dose of Nature grows over the coming years. The post involves creating and implementing a fundraising strategy, supporting the Chief Executive with financial planning, and providing clear long-term direction to income generation.

The Development Manager will work directly with the Chief Executive to devise a long-term development strategy, identify and secure funding partners, and produce relevant and compelling funding proposals. Currently the main sources of funding are from trust and foundation grants and local council health care grants. Going forward the Development Manager will grow the funding stream from trusts and foundations and look to solidify the donations from locals. As the charity develops there will also be opportunities of securing funding from the corporate sector, helping to secure Dose of Nature's future.

The role requires a focused and detail-oriented mindset, entrepreneurial flair, business development experience, excellent written communication and interpersonal skills, good time management and the ability to juggle several complicated tasks at once. It provides a fantastic opportunity for someone with a "can-do" attitude, someone who is passionate about supporting the aims of Dose of Nature and also who wants the freedom to make this role their own.

As with any small charity we hope to find someone who is multi-faceted in terms of their fundraising skill set, and within this, without being a communications specialist, we anticipate that the Development Manager will have experience of charity communications (although this is not the main focus of the role). Ideally the Development Manager will be able to help with creating a communications strategy, support communication tools such as newsletters and social media, and identify any opportunities that may help Dose of Nature grow.

Dose of Nature has an annual turnover of approximately £400,000, of which 75% is currently raised from trust and foundation grants along with donations from individuals. The Development Manager will be responsible for maintaining this income and also securing significant new funding during 2024-25. With a good network of local support, the Development Manager will have the advantage of having a database of supporters to work with and there is the potential to create an individual appeal or giving scheme. Currently the Chief Executive makes all funding applications to trusts and foundations and these relationships will be passed on to the Development Manager who will be expected to nurture these and secure grants from new sources.



Role Description

| | |
|-----------------------|--|
| Job Title | Development Manager |
| Salary | £40,000 FTE (In order to attract the right person we are happy to offer this as an employed or freelance role.) |
| Hours | <ul style="list-style-type: none"> • 3 days/week (22.5 hours, flexible) • Evenings and weekends as required, offset against core working hours |
| Location | <ul style="list-style-type: none"> • Work primarily from home • In-person meetings at charity's locations in Kew and Guildford • Other venues as required |
| Reports to | Chief Executive, Dr Alison Greenwood PsychD |
| Key External contacts | <ul style="list-style-type: none"> • Funders • Donors • Corporate partners • Partner charities • Sector peers and stakeholders |
| Key Internal contacts | <ul style="list-style-type: none"> • Chief Executive • Operations Manager • Finance Officer • Trustees |

Role Scope

| Strategic Area | Key Responsibilities |
|-----------------------|---|
| Development | <ul style="list-style-type: none"> • Provide clear long-term direction to income generation • Create and implement fundraising strategies and build sustainable funding streams • Produce relevant and compelling proposals and funding bids • Identify and secure funding partners • Build partnerships with funders, donors, corporate partners, and other key external partners • Work with the Chief Executive to understand the annual budget and growth trajectory of the charity and ensure that funding targets align with the strategic plan |
| Communications | <ul style="list-style-type: none"> • Support development of communications strategy • Oversee development of marketing and promotional materials • Produce impact reports • Create materials such as newsletters and annual giving reports • Ensure all supporters are properly acknowledged and thanked • Oversee fundraising activities such as galas, donor appreciation events and other event fundraising |
| Systems and Processes | <ul style="list-style-type: none"> • Develop efficient, low-friction, internal systems and processes • Maintain a comprehensive reporting system and keep a record of donations, grants and progress reports • Continuously review and update Dose of Nature's fundraising portfolio |
| Advocacy | <ul style="list-style-type: none"> • Confidently and professionally represent Dose of Nature and its values |



Person Specification

| Specification | Details |
|---------------|---|
| Essentials | <ul style="list-style-type: none"> • Minimum of five years of experience working in a fundraising context, ideally in a senior fundraising role • Knowledge of UK funding landscape, key funders, and challenges • Knowledge of UK cultural and charity sectors • Proven track record in successful fundraising • Proven experience of taking a prospect from research to success • Outstanding written communication and interpersonal skills • Excellent attention to detail • Ability to present persuasively and draft complex proposals • Sound knowledge of current UK fundraising charity legislation • Strong numerical skills to produce clear and accurate financial documents • Proven ability to credibly present an organisation • Ability to prioritise and manage time efficiently • Thorough understanding of business development • Good level of IT literacy and competency in Microsoft Office and CRMs • Commitment to equality, diversity and inclusion • Commitment to the mission and values of Dose of Nature |
| Desirables | <ul style="list-style-type: none"> • Corporate partnership experience • Management experience • Experience in events planning and organising |
| Who we want | <p><u>Impact</u></p> <ul style="list-style-type: none"> • You produce impressive amounts of high-quality work • You minimise complexity and strive for clarity • You are an independent worker and motivated to do your best <p><u>Vision and Drive</u></p> <ul style="list-style-type: none"> • You believe intensely in the mission of Dose of Nature’s work • You inspire others with your thirst for excellence • You care passionately about Dose of Nature’s success <p><u>Conscientiousness</u></p> <ul style="list-style-type: none"> • You dedicate full attention and care to your work • You are thorough and detail-oriented <p><u>Communication</u></p> <ul style="list-style-type: none"> • You communicate concisely, articulately and without jargon – both orally and in written form and tailor your language to different audiences • You are compassionate, honest and direct <p><u>Judgment</u></p> <ul style="list-style-type: none"> • You think strategically and can articulate what you are trying to do • You can separate what must be done well now and what can be improved on later • You act in Dose of Nature’s best interest |



Application Process

Applicants should submit the following documents.

1. CV (no longer than 2 A4 pages) which includes:

- full name, contact details and location
- educational experience and qualifications
- an outline of previous professional roles and salary level
- any other relevant professional experiences (e.g., volunteering)
- two referees

2. Cover letter (no longer than 1 A4 page) which addresses:

- why you want to work with Dose of Nature
- what makes you uniquely suited to the role of Dose of Nature's Development Manager
- your approach to development and fundraising
- what you would bring to Dose of Nature as its Development Manager, based on previous successes
- challenges and experiences from other roles

