

CANDIDATE PACK

#ENGAGE

#ENABLE

#EMPOWER



FUNDRAISING MANAGER



About SWEDA

SWEDA is a charity which helps people with eating disorders, including anorexia nervosa, bulimia nervosa and binge eating, and their families. SWEDA's approach, which has been developed and proven over 30 years, engages, enables and empowers people to reach out for support they need and gives them hope that recovery is possible.

SWEDA offers one-to-one specialist counselling, information and guidance, recovery support and support groups for anyone affected - including friends and family. SWEDA raises awareness of eating disorders in the community and trains health and education professionals to spot the signs of eating disorders, and what to do next. In 2023/24, SWEDA delivered one-to-one therapeutic support to 1,015 children, young people and adults.

SWEDA's work is focused on prevention and reducing escalation of disordered eating and eating disorders before severe medical complications arise. It is the only charity in South & West England that provides preventative and recovery focused support and to provide both an alternative and complimentary provision to the NHS. SWEDA works in Somerset, Bristol, South Gloucestershire, Oxfordshire and surrounding areas.

Our Vision:

To support everyone affected by eating disorders across the South and West.

Our Mission:

We engage with people affected by eating disorders, including family, friends and carers, by offering hope and enabling access to support services to empower recovery.



Our Core Values

Compassionate

To our clients and each other

Hopeful

We are pro-recovery, believing that recovery is always possible.

Ambitious

We want the best for our clients and for ourselves.

Accountable

Holding ourselves and the people we work with to a high standard

We believe that all people:

- Have the right to feel they belong and are valued
- Should have the freedom and opportunity to make well informed decisions
- Have the power to change and manage their lives

We endeavour to provide resources and informal, non-stigmatising services, which reflect the needs of the community.

We encourage people to use SWEDA to seek information, support and guidance in order to enhance their opportunities and make informed choices about their lives through the provision of our Support & Guidance sessions, Counselling, Self-Help Groups, College Project and other services.

We are committed to offering opportunities for those in recovery to gain skills and build confidence.



SWEDA is the best place I have ever worked - it is a creative and supportive environment, where everyone has a say and where talents are nurtured

In a recent staff survey, 100% of the respondents agreed that they were proud to be a member of staff at SWEDA



Organisational Structure

Trustees

Clinical Lead

Chief Executive

Chief Operating Officer

Head of Fundraising

Therapeutic Services Manager

Admin

SERVICE DELIVERY

INFRASTRUCTURE

OXFORDSHIRE

BNSSG

SOMERSET

TRAINING

FUNDRAISING

Area Lead

Area Lead

Area Lead

Children's Lead

Training Lead

Fundraising & Communications Officer

Therapeutic Support Workers

Therapeutic Support Workers x6

Therapeutic Support Workers x3

CYP Therapists

Therapeutic Support Workers

Counsellors on Placement x3

Counsellors on Placement x3

Counsellors on Placement x20

Support Group

Job Description

Job Title:	Fundraising Manager
Office Location:	Shepton Mallet (BA4 5BS). A hybrid approach can be accommodated. The post will include regular travel, primarily within Somerset and Bristol. A full driving licence and access to a car is required
Salary:	Salary range between £35,000 - £40,000 FTE
Hours:	37.5 hours per week – Monday to Friday. Job share applications welcomed. Out of office hours work will be occasionally required, for which time off in lieu can be taken
Contract:	Permanent. Probationary period of 3 months.
Benefits:	25 days annual leave per annum (pro rata) plus bank holidays, birthday leave and 1 extra day after 5 years' service Cashback on healthcare Pension: SWEDA contributions – up to 7.5% Flexible Working, which may include working from home and family friendly hours Training allowance

SWEDA is growing fast. Since the pandemic, the number of children, young people and adults who need our support has grown exponentially. An estimated 1.25m people in the UK have an eating disorder, and an NHS mental health questionnaire in 2023 found that 59.4% of 17-19 year olds 'screened positive' for having eating problems.

We have responded by expanding geographically (into Bristol and South Gloucestershire and Oxfordshire), developing our children and young people's services and investing in the development of a fundraising team. Our Head of Fundraising has been in post for just over a year and our Fundraising & Communications Officer joined in January 2024. Now we need a Fundraising Manager to help us develop and grow our community fundraising to diversify our income and secure SWEDA's future. We are a small and friendly team and will make you feel very welcome.

Your role will be to help us devise and deliver community and individual fundraising campaigns, secure and cultivate corporate partnerships and forge relationships with schools and other community partners. You will also recruit and manage a team of volunteers to fundraise and raise awareness. You will be someone who loves meeting people and is ambitious and driven to achieve results. You will have lots of enthusiasm, energy and ideas. You will be comfortable trying new things and in being adaptable; we want to scale our public fundraising activity and are applying a 'test and learn' approach. The primary objective will be to raise funds to support our life transforming work, but also to raise awareness and understanding of eating disorders, and help establish SWEDA as the eating disorder specialist across the South & West.

Job Description

We are looking for a candidate who has the necessary skills and experience to fulfil the following role:

MAIN DUTIES & RESPONSIBILITIES

- Plan, lead and deliver on income generation plans for individuals (including regular giving and appeals), community and corporate fundraising to grow SWEDA's income year on year.
- Forge and cultivate relationships with supporters – individuals and businesses – in person, on the phone and through SWEDA's communications channels.
- Maintain a clear focus on acquisition across community, corporate and individuals, with dedicated time for proactive prospect research.
- Monitor, evaluate and report against agreed performance indicators
- Work collaboratively with the Head of Fundraising and other team members to maximise income generation opportunities
- Develop a network of volunteers to support cost effective and successful public fundraising activity.
- Drive innovation to improve fundraising practice, increase ROI and test new approaches to raise money.
- Use data insight to drive decision making and improve performance.
- Plan and implement an effective stewardship plan which prioritises personalised long-term relationships.
- Effectively use the CRM to record and manage your work, capture donor information/consents and support strategic planning.
- This is a new role, so your main duties and responsibilities may change. You can help to shape it!

OTHER DUTIES & RESPONSIBILITIES

- Undertake additional duties commensurate with the post as may reasonably be requested.
- Maintain Operational Standards and comply with organisational policies.
- Support the aims and objectives of SWEDA, demonstrating our values in your day-to-day work.
- Work positively and collaboratively with other team members across the organisation.
- Be respectful of client confidentiality and compliance with SWEDA's Data Protection Policy.

Person Specification

DETAIL

ESSENTIAL PREFERRED

Experience:

Experience in community/corporate fundraising, sales or marketing	X	
Proven track record of income growth across a range of income streams, ideally community, corporate and individuals	X	
Comfortable with Microsoft Office (Word, PowerPoint, Excel), Teams, and familiarity with CRM systems	X	
Knowledge of legislation and recommended/best practice in fundraising and charity marketing, including current data protection legislation		X
Experience of working with volunteers to maximise charitable impact		X
Experience in developing systems for measuring and evaluating effectiveness of activity/campaigns and utilising insight to improve performance		X
Experience of delivering excellence in donor stewardship with demonstrable outcomes in donor retention and diversification		X

Skills & Knowledge:

Strong ability to manage/prioritise time within a high/diverse workload	X	
Excellent and confident presentation skills with the ability to inspire, persuade, influence and negotiate effectively	X	
Ability to think/plan strategically, strong project management and problem solving skills	X	
Understanding of eating disorders and mental health issues		X

Personal Attributes:

A passion for and commitment to SWEDA's vision and values	X	
Outgoing, with an ambition for results and a drive to make things happen	X	
Ability to build long-term, mutually beneficial relationships, with successful outcomes	X	
Ability to work autonomously with good judgement in making sound and timely decisions	X	
Positive attitude, collaborative, diligent and reliable	X	
Integrity, honest and ethical	X	
Creativity, willing to try new things and learn from them, or challenge current practice	X	
A commitment to the highest standards in fundraising practice	X	

Recruitment Process

We are accepting applications on a rolling basis, with interviews held when candidates are shortlisted. If you have any questions or would like to discuss the role, please call Deborah Xavier on 07932 022027

Please email your completed application form, with a covering letter, to admin@swedauk.org. Your covering letter should include how you meet each element of the job description and personal specification, with evidence/examples where possible.

Shortlisted candidates will be invited for an informal interview and exercise, with an opportunity to meet the SWEDA team, followed by lunch. Candidates who are successful at the initial exercise/interview stage will be invited to a formal panel interview.



We want our team to represent the diversity of the people and communities we work with. We also want SWEDA to be a place where different experiences, expertise and perspectives are valued and everyone is encouraged to grow and develop. This means that when we are recruiting, we actively seek to reach a diverse pool of candidates. It also means that we are happy to consider any reasonable adjustments that potential employees may need to be successful.