



Head of Fundraising

Your Park Bristol & Bath

Job Description

Location:	Remote and shared workspace in Bristol
Contract:	Permanent after probationary period / 0.8 FTE
Reports to:	CEO
Salary:	£35,000-£40,000 dependent on experience
Benefits:	Company pension contribution, 25 days annual leave pro rata, birthday and Christmas additional leave, Disability Confident Employer, flexible and supportive employer.
Key relationships:	Line managing a small team of employees, contractors and volunteers. As a member of the Senior Leadership Team you will also work closely with the CEO, Head of Programmes and Board of Trustees when appropriate. You will hold relationships with donors.

Background

Your Park Bristol & Bath is an independent charity whose vision is for everybody to access parks' transformational health benefits. The charity raises funds from a variety of sources, including grants, corporates, individuals and through a social enterprise, Your Park Team Days. The charity has grown significantly in the last few years, taking its annual income from £165,000 in 2022 to £550,000 in 2023.

The Head of Fundraising is a varied and important role. You will lead, inspire and support a small Fundraising Team. The Head of Fundraising is responsible for sustaining income by implementing our existing fundraising strategy (which focuses on trusts and foundations, corporate fundraising, trading and individual giving) and developing future strategies and income streams with a small budget.

Supporting community groups to work in parks is core to our charity strategy. You will provide limited support to park volunteers on fundraising, and where appropriate develop partnership bids with other organisations.

You must be an ambitious, energetic and experienced self-starter who gets things done. You will have a good range of fundraising experience and an entrepreneurial approach. You must be confident making direct and face to face approaches and representing Your Park externally.

You will work from home but you must be available to attend monthly team meetings at our office in Bristol. You will also be required to travel across Bristol and Bath frequently.

Please note, that this job description is not contractual and may change over time as agreed with the CEO and Board of Trustees.





Key Responsibilities

Governance and leadership

- Hold responsibility for delivering the fundraising strategy and meeting income targets.
- Manage the Team Days Co-ordinator, fundraising consultants and volunteers.
- Develop the fundraising strategy at the end of the strategy period, to ensure financial sustainability of our ambitious charity.
- Ensure fundraising is represented professionally at a senior level both internally and externally.
- Develop and lead on the charity's cases for support and fundraising messaging.
- Ensure fundraising messaging is incorporated into charity communications including social media, the website, emails and print.
- Chair monthly fundraising meetings and update the team on latest results.
- Chair quarterly Fundraising Committee meetings.
- Report to the Trustees quarterly.
- Review and update fundraising policies.
- Stay abreast of the Codes of Fundraising Practice and any other appropriate legislation.

Budgeting

- Manage the charity's income and expenditure fundraising budgets.
- Use our CRM, Xero and spreadsheets to prepare quarterly reforecasts.
- Provide ad hoc reports as requested.
- Assist with project budget development including overseeing and implementing the charity's Full Cost Recovery system.

Trusts and foundations

- Identify new funders and prepare high-quality funding applications.
- Develop and maintain relationships with 100+ trusts, foundations and other grant givers.
- Report to funders in a timely manner, and work with the Head of Programmes on impact reporting.

Individual Giving

- Identify, cultivate and steward individual donors.
- Develop and implement fundraising campaigns.
- Communicate with segmented donors regularly by email, using an email platform and CRM.
- Work with the Fundraising Committee to develop the charity's supporter journey and take forward the income stream's development in 2025.

Corporate Fundraising

- Work with the Corporate Fundraising consultant to identify, cultivate and steward corporate supporters.
- Promote and recruit Local Nature Champions and bespoke partnerships.
- Stay abreast of the corporate sector to ensure opportunities are maximised, including Biodiversity Net Gain and CSR approaches.
- Attend regular networking events and expos to build relationships and promote the charity.
- Organise and attend regular meetings and calls with companies.

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Trading / social enterprise management

- Oversee the charity's social enterprise, Your Park Team Days including managing the Co-ordinator, reviewing customer feedback, building and maintaining relationships with suppliers (including external staff), and chairing bi-annual meetings with suppliers.
- Promoting Team Days digitally, in person and in print.
- Covering the booking process and enquiries when the Co-ordinator is absent.
- Monitoring a Google Ad which is the main source of leads.
- Developing processes and the service with the CEO and Team Days Co-ordinator.
- Developing and managing new trading opportunities with the CEO including seeking funding for such developments.

Legacies

- Take forward the legacy strategy by planning marketing in 2025 and beyond.

Digital systems

- Managing the charity's CRM with the Senior Leadership Team.
- Regularly use digital systems and subscriptions including CRM, Xero, Dot Digital, crowdfunding and donation portals.
- Assist with any future system developments.
- Maintaining fundraising shared drives and ensuring all documentation is saved within them.

Other duties

- Generating content for social media and other communication channels.
- Updating all staff on key fundraising achievements and focuses at monthly team meetings.
- Act as an ambassador for Your Park representing the charity and undertaking public speaking at external events, including a wide variety of networking events.
- Ensure a full and up to date knowledge of ideas and trends in the fundraising sector, networking and attending events as appropriate.
- Undertake any other duties as may be reasonably required in response to changing priorities.

Person Specification

Essential skills and experience

1. Demonstrable experience in trust fundraising and a range of fundraising techniques.
2. A strong understanding of prospect research, cultivation and stewardship of different donor types.
3. Excellent networking skills.
4. Good grammar and attention to detail.
5. Working knowledge of Microsoft 365.
6. Ability to manage a diverse and busy workload and prioritise accordingly to meet deadlines and targets.
7. Thorough knowledge of charity law and fundraising practice, including tax effective giving and GDPR.

Desirable skills and experience

1. Line management.
2. Volunteer management.
3. Demonstrable experience in Corporate Fundraising and/or Individual Giving.
4. Social enterprises and charity trading.

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Personal Qualities

5. Passion and knowledge in multiple aspects of fundraising.
6. Ability to think outside the box and share ideas.
7. Innovative and creative, able to identify and act upon new opportunities.
8. An ability to relate to and communicate with people on all levels.
9. A team player willing to support the wider work of a small team with big ambitions.
10. An excellent communicator with strong persuasive skills.
11. Excellent interpersonal skills, including diplomacy, sensitivity and negotiation.
12. Able to work on own initiative and solve problems.
13. Results focused and data driven.
14. Ability to work outside of regular working hours to attend events and meetings.
15. Aligned with the charity's values: www.yourpark.org.uk/our-values.

If you meet nearly all the requirements but not all of them, or believe you have the transferable skills and attitude to do this role well, we still encourage you to apply.

Application Process

Please send your CV and a covering letter setting out how your skills and experience meet the person specification to jobs@yourpark.org.uk by **Thursday 12th December**.

For successful candidates, there will be two interviews, one on Zoom before Christmas and a second in person, in the New Year.

If you need any adjustments to the application process to help you apply, please get in touch at jobs@yourpark.org.uk.

To find out more about the role or for an informal chat, please contact Amber Fisher: amber@yourpark.org.uk, 07518 768 699.

Diversity and inclusion

Our beneficiaries come from all walks of life and hire great people from a variety of backgrounds because it makes us stronger. If you share our values and enthusiasm for health, nature and accessibility, you will find a home here.

All applicants will be treated equally but we want to build our level of lived experience of barriers to parks. Therefore, we are particularly interested in receiving applications from people who are from ethnically diverse backgrounds, Disabled people, people who are caring for a loved one, and/or from low-income households. We are also interested in receiving applications from men.