



A MENTAL HEALTH SOCIAL MOVEMENT

8-10 WEST STREET, OLD MARKET, BRISTOL, BS2 0BH · 0808 808 9120  
REGISTERED CHARITY #1085351 · OTRBRISTOL.ORG.UK

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## **Job Pack** **Fundraising Manager (Supporters)**

Thank you for your interest in this role, please find below some information to help you decide if you would like to apply. In the interests of equality CVs will not be accepted, so please apply via the website. Applicants will be assessed on their ability to meet the criteria listed in the Person Specification.

The closing date for this role is **29th November** and interviews will be held on **6th December** in Bristol. Candidates shortlisted for interview will be informed by email - we are not able to offer individual feedback to unsuccessful candidates.

If you wish to have an informal discussion about the post, please contact **Liam McKinnon, Director of Engagement** - [liam@otrbristol.org.uk](mailto:liam@otrbristol.org.uk).

### **Role Summary**

<b>Job Title</b>	Fundraising Manager (Supporters)
<b>Salary Grade</b>	OTR Band C   £27,924 - £35,784 dependent on experience (pro rata)
<b>Hours</b>	22.5 hours per week   0.6fte
<b>Contract</b>	Permanent
<b>Leave</b>	Flexible - our basic entitlement is 28 days (pro rata). However, OTR operates a flexible leave policy and you are entitled to request as much leave as you would like and need.
<b>Pension</b>	The People's Pension - 3% employer contribution on qualifying earnings
<b>Location</b>	Based at OTR, 8-10 West Street, St Philips, Bristol, BS2 0BH (with some travel across Bristol / South Gloucestershire / North Somerset when required)
<b>Reporting To</b>	Director of Engagement
<b>Direct reports</b>	<ul style="list-style-type: none"><li>• Community Champion</li><li>• Fundraising volunteer(s) and placement students</li></ul>
<b>Job Purpose</b>	The OTR Fundraising Manager (Supporters) is an exciting new role at OTR and will lead our creative efforts to secure income from individual, community, corporate and retail-based supporters across Bristol, South Glos, North Somerset and beyond. The Fundraising Manager will develop new avenues of fundraising to grow our unrestricted income, with a focus on growing major donor income. This role will also be responsible for fundraising governance, database management and reporting on income trends.

	<p>Ideal candidates will have a charity fundraising background and will be passionate and proactive in their work, with a drive to grow income, build relationships and lead on opportunities for development of fundraising at OTR. This will allow OTR to continue to be agile and creative in its service delivery and offer young people a wide choice of wellbeing support, and the role will be vital to achieving our exciting plans to grow our impact and improve our financial sustainability.</p>
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• Director of Engagement and the Comms Team</li> <li>• Community Champion (direct report)</li> <li>• Prospective major givers</li> <li>• OTR supporters</li> <li>• Local businesses and organisations - Bristol/South Glos/North Somerset corporate prospects</li> <li>• OTR Fundraising Manager (Trusts and Foundations)</li> <li>• OTR's Management Team and wider teams</li> <li>• OTR's Monitoring and Evaluation Unit</li> </ul>

## Role Description

<b>Leadership &amp; Management</b>	<ul style="list-style-type: none"> <li>• Develop and implement a strategy to grow income from corporates, community and individuals (in line with OTR's Three Year Income Strategy) and develop a workplan to achieve this; reaching annual income targets set alongside Director of Engagement and CEO</li> <li>• Develop our fundraising best practice, policies and partner agreements, and embed within OTR</li> <li>• Line management of our community-focused fundraising role, and volunteers / placement students</li> <li>• To monitor and evaluate income against budget, taking corrective action as required</li> <li>• Embed an internal culture of fundraising advocacy at OTR</li> </ul>
<b>Supporter Fundraising</b>	<ul style="list-style-type: none"> <li>• Manage our fundraising programmes and supporter journey for individuals, community groups/organisations, corporates and events</li> <li>• Explore, develop and embed new fundraising prospects, with major gift giving as a priority</li> <li>• Create mutually beneficial partnerships with a range of corporate supporters</li> <li>• Embed processes allowing OTR to be more proactive in approaching potential donors - pipeline research and pitching</li> <li>• Oversee the coordination of timely fundraising campaigns, appeals and events</li> <li>• Work with OTR's Comms Team to ensure that the organisation's communications and marketing will enhance our efforts to secure income from supporters</li> <li>• Build and maintain outstanding relationships with OTR's supporters by developing stewardship journeys</li> <li>• Capitalise on non-corporate leads, in particular potential major donors, company trusts and influential contacts generated through corporate contacts - and work with appropriate team members within OTR to follow these up</li> <li>• Identify and offer fundraisers suitable engagement opportunities to learn about and interact with OTR, including through meetings, events, materials and reports</li> <li>• Host visits from supporters and attend fundraising networking meetings and events</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>• Implement and use OTR's CRM system to manage a schedule of reports and utilise data to identify trends in our fundraising activity</li> <li>• Develop and maintain robust processes, practices and systems to effectively and efficiently secure, manage and report on OTR's fundraising</li> <li>• Communicate targets, outcomes and reporting requirements of new grants to the services responsible for their delivery, as well as OTR's Monitoring and Evaluation Unit</li> <li>• Work alongside OTR's services and Monitoring and Evaluation Unit to ensure the timely collection of suitable information for reporting purposes</li> </ul>

	<ul style="list-style-type: none"> <li>• Work alongside OTR's Communication Team to ensure that high quality materials (e.g. photos) can be used when reporting and communicating with supporters</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Oversee governance, compliance and regulation of OTR's fundraising practice</li> <li>• Attend networking events to ensure that OTR is known as the charity of choice across the region</li> <li>• Monitor trends in fundraising and embed new practice into OTR where applicable</li> <li>• To be committed to the core values of OTR, including young people's empowerment and participation</li> <li>• Work within the spirit and framework of all OTR policies, governance, and delivery philosophy and to keep up to date with relevant training and professional development - especially in relation to Equality, Participation, Confidentiality, Vulnerable Adults and Child Protection and Safeguarding</li> <li>• Engage in training and development appropriate to the role, including OTR's internal training programme</li> <li>• Ensure all paper and electronic personal records are managed and stored safely at all times</li> <li>• Respect and maintain the confidentiality of all staff, volunteers and young people at OTR internally and with external agencies</li> </ul>

## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Education &amp; Training</b>	<ul style="list-style-type: none"> <li>• Education and/or qualification in relevant area</li> <li>• Commitment to professional development and willingness to undertake training necessary for the role</li> </ul>	<ul style="list-style-type: none"> <li>• Member of the Chartered Institute of Fundraising</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Successful and demonstrable track record securing income from community and corporate supporters</li> <li>• Evidence of working with high value givers who commit for several years</li> <li>• Experience overseeing and implementing a diverse range and size of fundraising events</li> <li>• Proven track record of working towards and achieving income targets</li> <li>• Experience managing a team</li> <li>• Experience of working with volunteers</li> <li>• Experience of managing external relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the mental health and/or youth sectors</li> </ul>
<b>Skills &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Relationship-building skills, able to build effective relationships with donors, fundraisers and across OTR</li> <li>• The ability to create and implement a supporter income strategy</li> <li>• Communication and presentations skills to engage a variety of audiences across social and cultural backgrounds, and promote OTR in an impactful and engaging manner</li> <li>• Strategic and analytical thinker, able to draw upon themes, priorities and salient points from information and data</li> <li>• Highly organised, able to manage and work to multiple deadlines</li> <li>• Knowledge of monitoring and evaluating projects for donors</li> <li>• The ability to use and interrogate a CRM system to inform fundraising development</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the Bristol, South Glos, North Somerset area</li> <li>• Excellent networking and motivational skills</li> <li>• Knowledge of the diverse range of factors affecting young people's wellbeing</li> <li>• Knowledge of the youth and mental health sector</li> </ul>

	<ul style="list-style-type: none"> <li>• The ability to engage, coach and upskill colleagues, and support capacity building for fundraising within OTR</li> <li>• Excellent written communication skills and attention to detail</li> <li>• Analytical skills; the ability to provide concise, meaningful reports with identified suggested scope for development</li> </ul>	
<b>Personal</b>	<ul style="list-style-type: none"> <li>• A creative approach and willingness to test and trial new ideas</li> <li>• Resilient and able to model good self-care</li> <li>• Personal influence and credibility at a senior level</li> <li>• Independent, able to manage and prioritise own workload</li> <li>• Confident, able to shoulder the responsibility for key income channel(s) for OTR</li> <li>• Collaborative, able to work alongside colleagues from across the organisation.</li> <li>• A strong personal interest in and commitment to the mental health and wellbeing of children and young people</li> <li>• A warm, non-judgmental, approachable style</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrable ability to adapt in a fast-moving organisation</li> <li>• Solution focused, energetic approach</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• A willingness to work flexibly, including logistically throughout the pandemic restrictions</li> <li>• An ability and willingness to travel across Bristol, South Glos, North Somerset</li> <li>• A full driving licence</li> </ul>	

## ABOUT US

<b>What We Believe</b>	<b>What We Value</b>	<b>How We Behave</b>
<ul style="list-style-type: none"> <li>- We believe that our offer should be inclusive of all cultures and identities</li> <li>- We believe that young people have unique strengths, interests and circumstances</li> <li>- We believe that the world around us impacts our wellbeing</li> <li>- We believe in placing young people at the heart of our work</li> <li>- We believe in innovating and evolving to improve our offer for young people</li> <li>- We believe that relationships are what make the difference</li> <li>- We believe in the power of partnerships</li> </ul>	<ul style="list-style-type: none"> <li>- Collaboration</li> <li>- Diversity</li> <li>- Learning</li> <li>- Sharing</li> <li>- Participation</li> <li>- Self-efficacy</li> <li>- Self-care</li> <li>- Transparency</li> <li>- Agency</li> <li>- Creativity</li> <li>- Social Action</li> <li>- Pragmatism</li> </ul>	<ul style="list-style-type: none"> <li>- We're accommodating</li> <li>- We're integrated</li> <li>- We're thoughtful</li> <li>- We're supportive</li> <li>- We're open</li> <li>- We're resourceful</li> <li>- We're resilient</li> <li>- We're communicative</li> <li>- We're independent</li> <li>- We're imaginative</li> <li>- We're motivated</li> <li>- We're adaptable</li> </ul>