



A MENTAL HEALTH SOCIAL MOVEMENT

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

Job Pack

Head of Fundraising & Communications

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 **16th February 2025 at 11.59pm** and interviews will be held on **24th February 2025** (via zoom). Candidates shortlisted for interview will be informed by email - we are not able to offer individual feedback to unsuccessful candidates.

To have an informal discussion about the role, contact [**recruitment@otrbristol.org.uk**](mailto:recruitment@otrbristol.org.uk)

Role Summary

Job Title	Head of Fundraising & Communications
Salary	OTR Band D Starting salary £39,367 - £45,859 pro rata (please note that new employees typically begin at the lower end of the pay scale)
Hours	30 - 37.5 hours per week 0.8 - 1 fte
Contract	Permanent
Leave	Flexible - our basic entitlement is 32 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.
Pension	With The People's Pension - up to 3% employer contribution on qualifying earnings
Location	Based at OTR, 8-10 West Street, St Philips, Bristol, BS2 0BH and in locations across Bristol, South Gloucestershire and North Somerset
Accountable To	Chief Executive Officer
Job Purpose & Context	<ul style="list-style-type: none"> ● To be responsible for the strategic development and management of income from non-NHS funding streams, including trusts and foundations, corporates, and community funding. ● To secure current and manage new grant opportunities with funders. ● To be responsible for the strategic direction of Impact and Evaluation as well as our Diffusion training offer. ● To support the development of a Marketing and Communications strategy and be responsible for the overall OTR brand. ● To oversee all external Marketing and Communications activity, including community fundraising.
Direct reports	<ul style="list-style-type: none"> ● Fundraising Officer/Bid Writer ● Impact Coordinator ● Data Officer ● Marketing Coordinator (Including digital) ● Diffusion Lead ● Fundraising volunteer(s) and placement students as required
Key Relationships	<ul style="list-style-type: none"> ● Prospective, current and past funders and partners ● OTR Senior Leadership Team ● OTR Operations and Services teams ● OTR's Finance team

Role Description

<p>Leadership & Management</p>	<ul style="list-style-type: none"> ● To ensure line reports are supported and able to manage and drive forward: <ul style="list-style-type: none"> ○ Funding pipeline, bid calendar and library, and regular grant making trust applications, corporate partnership development as well as funding monitoring and reporting. ○ Annual communications calendar, all social media activity, marketing linked community fundraising activity. ○ Management and upkeep of CRM systems, regular reporting on performance of outcomes and impact, the annual OTR Impact Report ○ Managing the Diffusion programme effectively and raising income from delivery of sessions. ● To support the development of all members of the team, offering advice, help and guidance as deemed necessary, and putting in place regular line management meetings, objectives and development plans. ● Develop annual strategic goals for the Fundraising and Marketing function, making sure these are reflected in team objectives. ● Be an active member of the OTR SLT, including regular SLT/Management meeting attendance and input, supporting the CEO on Board reporting/meetings as required and act as the Fundraising lead on SLT for the organisation. ● To support the Director of Services in interfacing with the OTR funded services to maximise potential income and help them to achieve their personal annual target. ● To actively develop and maintain key stakeholder relationships and communications with staff and to remain abreast of strategic developments within OTR's key sectors.
<p>Fundraising</p>	<ul style="list-style-type: none"> ● Research, develop and implement annual strategies and plans including income and expenditure budgets for the Fundraising and Marketing team. ● Develop strategic plans for trusts and foundations, corporate fundraising and community engagement in order to meet income targets. ● Manage an agreed portfolio of large funders and lead on developing and maintaining relationships with both new and assigned funders to provide a donor-focused approach with appropriate and timely feedback on grant expenditure. ● Identify, research and develop individual contacts across high net worth Individuals, Trusts and Foundations and Corporate organisations , to build warm relationships, and increase income for OTR. This is likely to include attendance at events, speaking on panels and pitching to organisations. ● Attend and support fundraising events and functions outside of the immediate area of work as well as attending other significant events or activities at OTR in order to represent the Fundraising team. ● Keep up to date with external factors affecting our core business of Fundraising in relation to education, care and therapy for young people in need of mental health support; as well as keeping a full and up to date knowledge of development of trends across the Fundraising sector.
<p>Marketing & Communications</p>	<ul style="list-style-type: none"> ● Create and implement an integrated fundraising and communications strategy to support donor engagement and stewardship. ● Lead and continue to build the OTR Bristol brand, ensuring all public facing activity is relevant, on brand and aligns with the OTR mission. ● Oversee social media activity for the organisation, including website developments and social media platforms, ensuring a streamlined, clear message. ● Proactively engage with partners, colleagues and funders to raise awareness of partnerships and support funding acquisition and renewal. ● Oversee all community fundraising and event fundraising.

	<ul style="list-style-type: none"> • Lead on internal communications for the organisation, working closely with other members of SLT to effectively and clearly deliver messages and ensure a flow of communications across the organisation.
Impact and Reporting	<ul style="list-style-type: none"> • Champion the use of OTR's CRM system (Beacon) to manage all fundraising activity and track income generation and trends in this. • To manage income and expenditure for the team to produce accurate reports for the Board as requested. • To maintain accurate and up to date records for all contracts using appropriate processes including the Fundraising database. • Draft regular reports on performance outcomes and impacts as required by internal and external stakeholders • Oversight and responsibility for the development and launch of the annual OTR Impact Report.
General	<ul style="list-style-type: none"> • To maintain and develop your own professional knowledge and awareness. • To undertake any other such duties or general tasks and hours of work as may reasonably be required and any other responsibilities, which may from time to time, be delegated by your line manager. • To support OTR in safeguarding and protecting the welfare of all service users and volunteers. • To comply with policies and procedures relating to safeguarding, health and safety, equality and diversity, confidentiality, and data protection, reporting concerns to an appropriate person.

Person Specification

	Essential	Desirable
Education & Training	<ul style="list-style-type: none"> • Commitment to professional development and willingness to undertake training necessary for the role. 	<ul style="list-style-type: none"> • Member of the Chartered Institute of Fundraising.
Experience	<ul style="list-style-type: none"> • Successful and demonstrable track record securing income from trusts and foundations and corporate supporters. • Experience of managing multi-year funding contracts and achieving agreed results, including experience of an entire bid cycle - from bidding to monitoring and reporting. • Experience overseeing and implementing a diverse range and size of fundraising events and products. • Proven track record of working towards and achieving income targets. • Experience managing a team. • Experience of managing external relationships. 	<ul style="list-style-type: none"> • Experience of working in the mental health and/or youth sectors. • Experience of working with volunteers.
Skills & Knowledge	<ul style="list-style-type: none"> • Numerically sound and able to manage and develop budgets, both for funders, propositions and your own team. • Excellent communication and interpersonal skills, to be able to operate across different levels and present compelling cases for support, both in written and presentation/pitch formats. • Excellent networking skills and the ability to quickly build relationships with external partners/funders and prospective funders. • Knowledge of the local (Bristol, South Glos, North Somerset) fundraising landscape, as well as familiarity with large national funders. • Strong organisational skills and attention to detail. 	<ul style="list-style-type: none"> • Knowledge of the diverse range of factors affecting young people's wellbeing. • Knowledge of the youth and mental health sector including safeguarding.
Personal Qualities	<ul style="list-style-type: none"> • Resilient; able to model good self care. • Values led with a personal commitment to equality, diversity, social justice and change. 	<ul style="list-style-type: none"> • Demonstrable ability to adapt in a fast-moving organisation. • Solution focused, energetic approach.

	<ul style="list-style-type: none"> ● A strong personal interest in and commitment to the mental health and wellbeing of children and young people. ● A creative approach and willingness to test and trial new ideas. ● Resilient and able to model good self-care. ● Personal influence and credibility at a senior level. ● Independent, able to manage and prioritise own workload. ● Confident, able to shoulder the responsibility for key income channel(s) for OTR. ● Collaborative, able to work alongside colleagues from across the organisation. ● A warm, non-judgmental, approachable style. 	
<p>Other</p>	<ul style="list-style-type: none"> ● An ability and willingness to travel effectively across Bristol, South Glos, North Somerset. ● A willingness to work out of hours when required (and agreed in advance) including being part of the on call SLT rota. 	

About us

OTR is a mental health social movement by and for young people. The charity is at an exciting stage of its 59-year history and is proud to be reaching more young people than ever before (over 20,000) across Bristol, South Gloucestershire, and North Somerset with creative and diverse mental health and wellbeing info and support.

Our approach to mental health is grounded in a set of beliefs and assumptions that underpins all of our work. We believe in celebrating diversity, empowering and mobilising young people to make change, and that catering to the unique strengths, interests and circumstances surrounding young people is key. Our approach centres on collaboration and partnership, building relationships between individuals, peers and communities.

Each day is as engaging and fulfilling as the last, and with a network of supportive, community minded people, we hope you'll feel welcome here. As a thank you, we like to compensate our employees for the important work they do with a range of benefits including a flexible leave policy (38 days), healthcare cost assistance with HealthShield, flexible and hybrid working arrangements, enhanced sick pay, parental leave, continual training and development, free yoga and reiki, and more (subject to contractual terms and conditions).

At OTR, whatever your role or professional background, you will be expected to work in a way that is anti-oppressive and inclusive. A key focus for OTR is to develop an organisation that is inclusive for all but we do not claim to be experts in this. We are committed to continuous learning and improvement in these areas and invite you to join us on this journey.

OTR recognises the benefits to individual practice and organisational credibility of having a diverse community of staff and volunteers and to this end is continually working towards building and maintaining an environment which values and pursues diversity accordingly.

We recognise that tackling systemic inequality, prejudice, racism and oppressive practice requires each of us to actively engage, self-examine and make changes where necessary, in order to improve access and equitable experience for all in society and all of those who come through our doors at OTR.

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