



Fundraising and Development Manager

Job information pack

The Bridge Foundation is a Bristol-based charity offering expert counselling and psychotherapy for individuals, families and couples. We are leaders in family mental health, but our services are available to anyone who needs us.

We are a passionate and committed team dedicated to promoting, supporting and improving mental health and emotional wellbeing. We are looking for a friendly and motivated individual to help us grow our fundraising income and ensure that we can meet the increased demand for our specialist mental health services. Fundraising experience is an advantage, although not essential. If you have a proven track record in sales and account management roles and a passion for our work, then we would encourage you to apply.

What are we looking for?

Fundraising or business development experience:

A proven track record maximising income in a fundraising, sales or account management role. With excellent relationship management and communication skills, you will have the confidence to communicate and engage with stakeholders at all levels.

We are looking for someone with a collaborative, creative, and proactive approach who can work across the organisation and galvanise teams and delivery partners to create compelling fundraising bids. We need someone who can spot opportunities and is confident planning, prioritising and managing a number of projects simultaneously. Experience devising and delivering successful campaigns and partnerships is essential.

We are willing to offer external training in fundraising as part of the salary package to the right candidate, as well as in-house support and training.

Excellent communication and digital skills

You will need to demonstrate examples of excellent copywriting, good IT and social media skills and good administration generally. You should have the ability to write accessible, engaging communications tailored to a wide variety of audiences. This role provides an exciting opportunity for the post holder to contribute to the development of a strategic communications strategy. This includes project managing the creation of a new website and building on existing brand and tone of voice work to establish a cohesive forward-thinking content and social media calendar. Experience using online design tools like Canva would be an advantage.

Relationship development

Good interpersonal skills and experience of working with a diverse range of complex stakeholders and partnerships is essential.

Project management

You will have great organisational skills and have experience managing projects from conception to evaluation and working autonomously.

Positive and solution-focussed

You will be a problem solver, able to find practical and constructive solutions to challenges that arise in the course of your work.

The cause

You will be passionate about our vision to support the mental health of children, young people and families, committed to supporting diversity and inclusion in the voluntary sector, and be aware of the issues affecting small charities.

Job Description

Position Title:	Fundraising and Development Manager
Location:	The Bridge Foundation, Cotham, Bristol (flexible and home working considered)
Hours:	0.6 FTE, 3 full days or flexible
Salary:	£28,000 - £33,000 pa (pro-rata) commensurate with experience
Annual Leave:	32 days plus Bank Holidays (pro-rata)
Reports to:	CEO
Direct Reports:	Communications and Fundraising Assistant (new post currently being recruited)

Responsibilities

Fundraising

- Develop and implement an effective fundraising strategy that aligns with the organisation's priorities, strategic plan and forecasted expenditure.
- Manage and develop all sources of donor income. This will include researching and targeting suitable grants and trusts funding opportunities and writing compelling applications for The Bridge's ongoing work and new projects.
- Steward relationships with funders, ensuring that they receive timely updates on the impact of their support.
- Develop and maintain a fundraising database of donations, tracking applications and ensuring donors are thanked and kept informed.
- Organise visits and occasional events that highlight the impact of the organisation's work and build connections with new and existing funders, major donors and corporates
- Manage partnerships with major donors who have chosen to support the organisation, ensuring they feel valued and informed.
- Work collaboratively with the Data Analyst and Senior Management Team to collect a bank of statistics, outcomes and case studies that demonstrate the impact of the organisation and can be used effectively in communications and positioning The Bridge Foundation for future funding opportunities.

Development and communications

- Develop an extensive understanding and knowledge base of the funding landscape for mental health services within grant funding and statutory commissioning. Proactively seek out opportunities
- Actively contribute to the organisation's business planning and service delivery development.
- Develop and implement a comprehensive communications strategy for the organisation, mapping and prioritising the organisation's target audiences, key messages and communication activities.
- Develop and co-ordinate The Bridge Foundation's social media presence. Liaising with the wider team to ensure that all content created is suitable and engaging and supports our fundraising, awareness-raising and wider communication objectives.
- Develop suitable fundraising and communication materials for promoting and delivering The Bridge Foundation's communications and publications.
- Ensure that all communication, internal and external is of an appropriately high standard and is tailored in content and style to suit different needs.

Management

The Fundraising and Development Manager will be responsible for the line management of the Fundraising Assistant. They will need to work closely with the Fundraising Assistant and ensure that they are meeting the specific requirements of their role in delivering the fundraising strategy.

Person Specification

- An excellent communicator, both written and verbally with an eye for detail
- Strong project management skills with a proven track record of delivering to deadlines and organising processes and procedures effectively
- Strategic skills in terms of identifying new funders and income opportunities and developing a compelling narrative to fit with individual funders' criteria
- Self-starter who is used to managing their own time and can work autonomously
- Able to work collaboratively as part of a team and has the self-awareness to understand and work with own strengths and weaknesses
- Line management experience
- Highly developed interpersonal skills with the experience of forming and maintaining relationships with key stakeholders at all levels
- Empathy for the mental and emotional health difficulties of children and young people and a passion and commitment for the work.