

**INFORMATION PACK**  
**Fundraising (Officer Role)**

**Job Description**

Thrive's vision is that gardening is actively encouraged as part of personal health and wellbeing management and Social & Therapeutic Horticulture (STH) services are available wherever people live.

The Fundraising Officer is a key contributor to the organisation's income growth and supporter engagement strategy. Working across multiple income streams, the postholder will support the development and delivery of high-impact fundraising campaigns, compelling cases for support, and meaningful donor communications. With a strong focus on Regular Giving growth and supporter stewardship, the role plays an important part in strengthening long-term financial sustainability. This is a proactive role requiring strong content development skills, attention to insight and performance, and the ability to contribute to continuous improvement in fundraising systems and processes.

**Key Responsibilities**

**Fundraising Strategy Delivery & Campaign Development**

- Contribute to the planning and delivery of integrated fundraising campaigns and appeals aligned to income targets and organisational priorities.
- Develop persuasive, audience-focused content including appeal letters, emails, impact reports, case studies, digital copy, for campaign materials you are responsible for.
- Support the coordination of campaign timelines, ensuring activity is delivered on schedule and aligned across channels.
- Monitor campaign performance data and contribute to evaluation and learning to inform future activity.
- Support the development of compelling cases for support tailored to different audiences and income streams.

About You

You will be a resourceful and creative individual. This role will work across all areas of the organisation, so it is important that you are confident and collaborative in supporting others.

Our Values

**People Focussed** – We care about and respect people as individuals

**Collaborative** – We achieve greater things by working with others

**Excellence** – We hold high standards for ourselves and those we train

**Ambitious** - We grow, adapt and innovate

At Thrive, we care about employee wellbeing. We offer flexible working arrangements to accommodate a good work life balance, competitive leave entitlement and pension, as well as a professional and inspiring working environment.

## **Fundraising (Officer Role)**

### **Job Description**

<b>Title:</b>	Fundraising (Officer Role)
<b>Place or base of work:</b>	Thrive National Office in Reading (Hybrid Working)
<b>Reports to:</b>	Head of Business Development
<b>Direct reports:</b>	None
<b>Salary:</b>	£28,000- £30,000 for 35hrs <b>(Salary dependent on experience)</b>
<b>Hours:</b>	35hrs per week
<b>Contract:</b>	Permanent

### **Purpose of role**

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### **Key Responsibilities**

#### **Fundraising Strategy Delivery & Campaign Development**

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#### **Regular Giving Growth & Supporter Experience**

- Support delivery and continuous improvement of the Regular Givers strategy, with a focus on acquisition, onboarding, engagement, and retention.
- Contribute to the design and delivery of supporter journeys that strengthen long-term relationships and lifetime value.
- Develop stewardship communications that demonstrate impact and build trust with supporters.
- Maintain high-quality supporter data to enable informed decision-making and personalised engagement.

### **Income Stream & Proposal Support**

- Support activity across individual giving, trusts and foundations, corporate, and community fundraising as required.
- Assist in the preparation and submission of funding applications and proposals, ensuring quality and consistency of messaging.
- Undertake prospect research to identify potential funding opportunities and inform cultivation strategies.

### **Fundraising Operations & Performance**

- Contribute to effective CRM use, data integrity, and reporting processes to support income forecasting and performance monitoring.
- Support internal coordination to ensure fundraising activity aligns with wider organisational priorities.
- Identify opportunities to improve processes, systems, and supporter communications.

### **Impact of the Role**

The Fundraising Officer strengthens the organisation's fundraising capability by ensuring campaigns and supporter communications are strategically aligned, insight-led, and delivered to a high standard.

Through high-quality content, effective stewardship, and performance-informed delivery, the postholder contributes directly to income growth, supporter retention, and long-term sustainability. The role enables the Business Development function to operate efficiently and strategically, supporting growth ambitions while enhancing supporter experience.

**PERSON SPECIFICATION**

	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge, Skills and Experience</b>	<p>Experience contributing to income-generating activity within a fundraising, communications, or business development environment.</p> <ul style="list-style-type: none"> <li>• Experience supporting Regular Giving or donor engagement programmes.</li> <li>• Understanding of donor stewardship, supporter journeys, and retention principles.</li> </ul> <p>Experience developing written content for fundraising campaigns, appeals, or donor communications.</p> <ul style="list-style-type: none"> <li>• Experience working with databases or CRM systems to support income tracking and reporting.</li> <li>• Experience managing competing priorities and delivering work to deadlines.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within a charity or not-for-profit setting.</li> <li>• Experience supporting funding applications or grant proposals.</li> <li>• Experience undertaking prospect or funder research.</li> <li>• Understanding of performance metrics in fundraising or marketing contexts.</li> </ul>
<b>Personal Qualities</b>	<p>Proactive and solutions-focused.</p> <ul style="list-style-type: none"> <li>• Collaborative and relationship-oriented.</li> <li>• Committed to high standards and continuous improvement.</li> <li>• Enthusiastic about fundraising and supporter engagement.</li> <li>• Committed to equality, diversity, and inclusion.</li> </ul>	<ul style="list-style-type: none"> <li>• Creative thinker with strong storytelling instincts.</li> <li>• Ambitious to develop within fundraising or business development.</li> </ul>

## Overview of Terms of Employment & Benefits

**Salary (depending on experience):** £28,000 - £30,000 for 35hrs

**Line manager:** Head of Business Development

**Contract:** Permanent

**Location:** The post is located at Thrive's Reading centre. Owing to the rural setting and the limited availability of public transport, it is advisable that candidates have access to their own transport.

The role operates on a hybrid basis, with an expectation that the post-holder will be office-based for approximately 60% of their working time (this is not a remote-working position). The role also requires regular travel to our centres in Birmingham and London.

**Working hours:** a normal working week is 35hrs, Monday to Friday 9-5pm although flexibility of working hours is possible within this post. This post will be 35hrs per week.

**Notice periods:** the notice period will be 4 working weeks.

**Holidays:** annual holiday entitlement is 25 days (pro rata for part-time). In addition to annual holiday entitlement, you are entitled to all statutory holidays. Part time staff are entitled to statutory and bank holidays on a pro-rata basis on the same ratio as days worked, or if work is undertaken on those days you are entitled to time off in lieu.

**Sickness absence:** Full salary for the first 20 days; half salary for the next 20 days (pro rata for part time contracts); subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

**Pension:** you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

### Death in Service Benefit

**Employee Assistance Programme:** The EAP offers a range of services that are designed to offer you a healthy and fulfilling life. This includes access to free counselling services and several information helplines. This benefit is provided by Health Assured.

**Wisdom App:** Offered as part of the EAP, this health and wellbeing app provides an enhanced set of proactive wellbeing tools and engaging features, designed to improve mental and physical health by using personal metrics to set goals and measure achievements. Other discounts and benefits are also available via bright exchange on the wisdom app.

**To Apply:**

Please provide an up-to-date CV and a covering letter explaining how you are a good fit for the role and can meet the criteria in the person specification. Please send this to [recruitment@thrive.org.uk](mailto:recruitment@thrive.org.uk) – the closing date is 12 noon 5<sup>th</sup> May 2026. **Applications without a covering letter will not be considered.** Interviews will be held w/c 13<sup>th</sup> /14<sup>th</sup> May 2026.

To achieve our goal of engaging as many people as possible in ‘gardening for health’, we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive’s employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By ‘minimum criteria’ we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.

Charity No. 277570

Company No: 1415700

