

Fundraising Officer Job Description

Location:	Thrive, Reading
Reports to:	Head of Business Development
Direct reports:	None
Hours:	35 hours
Contract:	Permanent
Salary	£28,000- 30,000

Main purpose

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.

Relationships

- Reporting to the Head of Business Development
- Managing and working as part of the team of the Fundraising team to deliver Thrive income generation
- Liaise with the other teams across Thrive the client services team, TEC team and Comm's and Marketing team.
- Colleagues at Thrive's other centres, to support the development of Thrive's practice.

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, and campaign materials.
- 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.

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

This list is not exhaustive. Amendments and additions may be required in the future, in line with policy and other changes.

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

Person Specification

Area	Essential	Desirable/Useful
Skills and Knowledge	<ul style="list-style-type: none"> • Experience developing written content for fundraising campaigns, appeals, or donor communications. • Experience contributing to income-generating activity within a fundraising, communications, or business development environment. • Experience supporting Regular Giving or donor engagement programmes. • Understanding of donor stewardship, supporter journeys, and retention principles. • Experience working with databases or CRM systems to support income tracking and reporting. • Experience managing competing priorities and delivering work to deadlines. 	<ul style="list-style-type: none"> • Experience within a charity or not-for-profit setting. • Experience supporting funding applications or grant proposals. • Experience undertaking prospect or funder research. • Understanding of performance metrics in fundraising or marketing contexts. •
Experience	<p>Excellent written communication skills with the ability to adapt tone for different audiences and channels.</p> <ul style="list-style-type: none"> • Ability to translate impact into compelling fundraising narratives. • Strong organisational and project coordination skills. • High level of accuracy and attention to detail. • Analytical mindset with the ability to interpret performance data. • Ability to work independently and contribute positively within a collaborative team environment. 	<ul style="list-style-type: none"> • Experience using CRM systems for segmentation and reporting. • Understanding of digital fundraising or marketing principles. • Design or content formatting experience (e.g. Canva or similar tools).
Personal Attributes	<p>Proactive and solutions-focused.</p> <ul style="list-style-type: none"> • Collaborative and relationship-oriented. • Committed to high standards and continuous improvement. • Enthusiastic about fundraising and supporter engagement. • Committed to equality, diversity, and inclusion. 	<p>Creative thinker with strong storytelling instincts.</p> <ul style="list-style-type: none"> • Ambitious to develop within fundraising or business development.

Area	Essential	Desirable/Useful
Other	<ul style="list-style-type: none"> • Committed to the aims of Thrive • Committed to developing self and others • Willing to undertake some out of hours work 	

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Overview of Terms of Employment & Benefits

Salary (depending on experience): £28,000 - £30,000

Line manager: Head of Business Development

Location: Based at Thrive, Reading Thos role requires 3 days a week on site and 2 from home.

Working hours: a normal working week is 35hrs, Monday to Friday 9-5pm

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: If you are eligible, 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.

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.