



**ROLE: Fundraiser & Engagement Officer**  
**Candidate Information Pack**



Bracknell Forest



# Hello

We are delighted that you are interested in working with us here at Home-Start Bracknell Forest. Let us tell you more about Home-Start Bracknell Forest and our services.

Home-Start Bracknell Forest (HSBF) is part of the Home-Start UK federation, a network of charities consisting of a central national office – Home-Start UK - and 178 individual schemes. At HSBF, we work alongside families who have at least one child under the age of 5, living in Bracknell Forest.

Parenting is not easy and can often be more challenging when coupled with other difficulties, such as isolation, trauma, disabilities, poverty, being isolated or a single parent, bereavement, or coping with multiple births.

Our core service is home-visiting volunteer support, where a trained and supervised volunteer works alongside parents in the comfort of their own homes. They help parents cope with the challenges they are facing, offering non-judgemental support and gentle guidance, helping them to make a positive difference to their and their children's lives.

We also offer additional specialist group support programmes in the local community, including a Play & Learn Family Group, a Communication Group for toddlers and Postnatal and Antenatal programmes.

We work closely with our local community and statutory services, ensuring we meet the needs of local families and children. We are here for families when they need us the most, helping them make positive and long-term changes, giving children the best start in life.



# Our Strategic Commitments

Principles						
<b>Vision</b>	Every parent or carer has the support they need to give their children the best possible start in life.					
<b>Mission</b>	To provide emotional and practical support to local families with young children that helps them grow in confidence, strengthens their relationships with their children and widen their links with the local community.					
<b>Pillars</b>	Family Support	Well trained volunteers	Early Intervention	Community Links		
<b>Values</b>	<b>Empowering:</b> we work in a spirit of openness and acceptance in order to build each family's confidence and self-esteem.	<b>Peer-to-peer:</b> we encourage parents to support other parents, through volunteering and through engaging in face-to-face and online groups.	<b>Reliable:</b> we recruit train and support our core of volunteers to build trusting, non-judgemental relationships with families.	<b>Holistic:</b> we support the whole family to enhance the health & wellbeing of parents, carers and children, according to their needs.	<b>Responsive:</b> we develop new services to respond to changing and emerging needs of the community we serve.	<b>Collaborative:</b> we work in close partnership with local government, family support agencies, businesses and the community.
<b>Commitment</b>	<b>Growth:</b> To increase our capacity to support the diverse needs of families.	<b>Voice:</b> To raise awareness of the positive impact of our service.	<b>Inclusion:</b> To ensure our services are accessible and inclusive	<b>Impact:</b> To build a sustainable reliable service.		



# The role

**Job Title:** Fundraising & Engagement Officer

**Hours of work:** 21 hours a week flexible

(subject to a 6 months' probation period)

**Location:** Home Start office's / Homeworking

**Responsible to:** Home-Start Scheme Manager / Funding Trustee

**Responsible for:** Fundraising & Engagement

**Salary:** £29,093 pro rata (£16,912 actual)

## Main Purposes of the job

We are seeking a talented individual to join our friendly team at Home-Start Bracknell Forest as the Fundraiser & Engagement Officer. For this existing role, we are looking for a dynamic individual with a talent for income generation and preferably a track record in securing funds from a variety of sources, however support for the right candidate will be provided. Working closely with the Scheme Manager and Fundraising Trustee, this role will continue and expand the implementation of our fundraising initiatives to secure funds from trusts, foundations, businesses, donors, and the local community. In addition, the successful candidate will be responsible for promoting the work of Home-Start Bracknell Forest through various media platforms and engaging with stakeholders. This is a fantastic opportunity to play a key role in supporting and enabling our future projects.

## Key areas and main tasks of the job

Collaborate with the Scheme Manager and Fundraising Trustee to help secure funding for the organisation through local and national grants and foundation applications, sourcing local community fundraising opportunities, implement funding strategy effectively, promote our work to potential donors, donor stewardship and manage and develop related digital communications.

The Home-Start fundraiser is expected to work within the ethos of Home-Start and have high standards of practice. The need to respect confidentiality is paramount, as is a mature and flexible approach to the work.

The post holder may be required to undertake any other duties that fall within the nature of the role and responsibilities of the post as detailed above.

*Home-Start Bracknell is committed to safe recruitment practice as part of safeguarding and protecting children and vulnerable adults. An enhanced DBS check is mandatory.*



# Main Responsibilities

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Income generation- identify, Trusts and foundation opportunities and write compelling grant applications.
Develop opportunities for community fundraising <b>and</b> support the delivery of local community fundraising events.
Explore and develop new opportunities for corporate fundraising, build and manage relationships with local businesses to maximise fundraising
Working with the Fundraising Trustee and Scheme Manager to contribute to development of the fundraising strategy.
Maintain well organised fundraising records and a pipeline of existing and new opportunities to support reporting to donors and the Board
Maintain high standards of donor care and stewardship
Network with local groups, businesses and companies to form relationships and identify potential funding opportunities
Support the development and maintenance of the Fundraising area within the website and produce regular fundraising news bulletins and communications.
Utilise the power of social media and digital platforms to create impactful fundraising initiatives, publicity to recognise our donors and supporters, and effectively showcase the valuable work being done by Home-Start Bracknell Forest.
To participate and contribute to the Inclusion and Diversity strategy to develop a greater community reach



# Person Specification

Essential	Desirable
Experience in raising funds from trusts, foundations, businesses, or through community initiatives. This could be from a paid or voluntary role.	Affinity with the aims and ethos of Home-Start
Excellent communication skills; demonstrable experience of writing concise persuasive text for different audiences including using storytelling techniques	Experience of team working in a charity or non-profit environment.
Experience of developing relationship with donors and funders	
Driven, and task-focused, with the ability to work independently to agreed work-plan and targets	
An understanding of systems to support effective fundraising and reporting	
Competent in Microsoft office packages including Excel & PowerPoint	
Digital skills, and experience using social media to create dynamic visual content.	



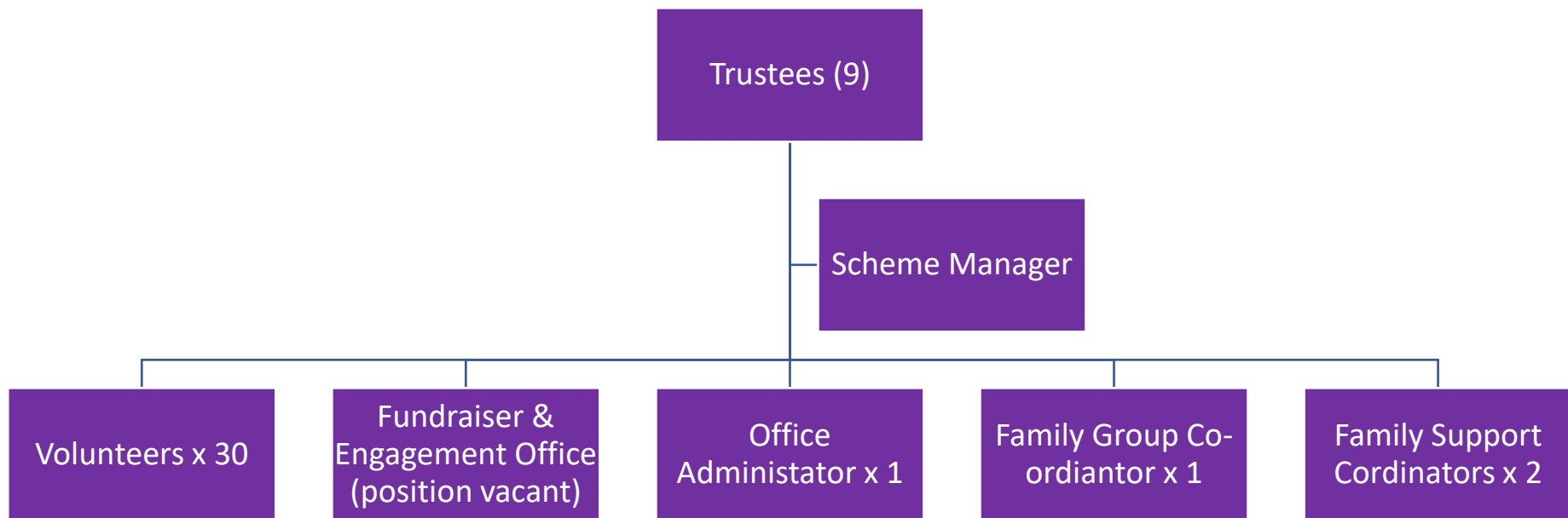
# The benefits of working for Home-Start Bracknell Forest

A standard 37-hour work week with the option to discuss working compressed or part time hours	Flexibility in working pattern (including hybrid working)	Access to learning and professional development opportunities
20 days leave, plus 4 extra concession days and 12 public holidays per year (pro rata for part-time hours)	maternity and paternity benefit	Pension benefits – we offer up to 8% employer contribution
Enhanced sick pay	Inclusive and supportive culture	Employee/volunteer Assistance programme – Confidential counselling service for staff
Laptop and mobile phone supplied		



# The team that you will be joining

See our organisational chart below to see how your role fits into the wider organisation:



# Inclusion Matters

Home-Start Bracknell Forest is committed to equality, inclusion and creating better lives for *all* families. In line with this and our desire to build an inclusive and diverse workplace, Home-Start Bracknell Forest recruitment processes seek to ensure a fair and inclusive recruitment process.

We aim to take deliberate steps towards accessibility and equal opportunity to interview and recruit the very best people.

- We actively encourage applications from candidates known to be under-represented in the charity sector – including Black, Asian and other Ethnic groups and disabled candidates.
- We are a flexible employer and open to discussions about how each role can accommodate your unique world.
- If there is anything we can do to help you apply and participate in the recruitment process – please ask and we'll do what we can to accommodate.

Don't meet every single requirement? Who does! If you're excited about this role but your experience doesn't align perfectly, we'd love you to apply anyway. If you'd like to, then phone us for a confidential conversation about the role. If this isn't the right one, we may have other opportunities that could be.

With a few exceptions, having a criminal record will not necessarily bar a person from working with us in either a paid or unpaid capacity. This will depend on the nature of disclosed convictions and the position sought, the circumstances and background of the offence and their relevance to the post in question.

## The application and interview process

- The selection process is anonymised with personal details removed to avoid unconscious bias. We use a standardised scoring system for short-listing.
- We will share the interview approach and some of the questions in advance before your interview to give you time to prepare meaningful answers.
- We are trained in Safer Recruitment to ensure a fair and safe process.
- We use standardised scoring for each interview based on the requirements for the role. Each panel member scores independently, and we take an average of scores to reduce the risk of bias.

## How to Apply

To apply for this role, please complete the application form, together with a covering letter and email it to [office@hsbf.org.uk](mailto:office@hsbf.org.uk).

**The closing date for applications is**

**Interviews will take place at our office's, Bracknell Open Learning Centre, Rectory Lane, Bracknell, RG12 7GR**





If you would like to know more about the role or selection process, please contact Sharon Kearins, Manager, 01344 860025.

