

## Community & Corporate Fundraiser

### Honeypot Pen y Bryn, Dolfor, Powys

**Location:** Hybrid - home working 2 days a week, 3 days in Wales office

**Reporting to:** Director of Fundraising & Communications

**Salary:** £38,000-£42,000 (subject to demonstrated experience, skills & capabilities)

**Hours:** full time, permanent 37.5 hours a week (negotiable - minimum 30 hour week)

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#### Job Purpose

The Honeypot Children's Charity supports child carers, aged 5- 12 years and it has a house in Dolfor, Wales which is a hidden gem. This is our busiest house, but also the least well known in its locality.

The role is to develop and deliver a sustainable programme of community and corporate fundraising activity across Wales and into the Midlands to support Honeypot and the house in Wales.

This role will focus on building strong relationships with local communities, businesses, volunteers and supporters to generate income, maximise opportunities and raise awareness of the charity's work. To be the vital link between fundraising and our operational team colleagues.

#### Key Responsibilities

##### Community Fundraising

- Develop and grow community fundraising initiatives, including events, supporter-led activities, and local campaigns with 3-year development plans
- Build and maintain relationships with individuals, schools, community groups, and local organisations encouraging them to build ongoing partnerships
- Engage, motivate and support fundraisers to support the charity, then nurture them with materials, guidance, and stewardship to maximise income and engagement.
- Represent the charity at community events, presentations, and networking opportunities
- Highlighting HNWI who may support as official "Patrons" or as donors to the charity
- Ensure visibility of The Honeypot Children's Charity brand at all opportunities
- Re-engage with lapsed supporters and community organisations

##### Corporate Fundraising

- Identify, approach, and secure new corporate partnerships across Wales and the Northwest of England; which are supported by the Pen Y Bryn residential house.
- Work with the national Corporate team based in London, Hampshire and Scotland where appropriate to share / highlight regional and national potential supporters
- Use the wonderful grounds and facilities at Honeypot house to engage corporate supporters to see our work first hand and secure essential buy-in to the cause
- Manage and develop relationships with existing corporate supporters to maximise long-term income with strategic "give/get" value propositions
- Create tailored partnership proposals, including sponsorship opportunities, employee engagement, volunteering and CSR initiatives
- Organise and support corporate fundraising events and campaigns with a focus on payroll giving where appropriate
- Re-engage with lapsed supporters and corporate organisations

## **Income Generation & Strategy**

- Contribute to the delivery of the charities overall fundraising strategy and annual income targets with KPI's
- Work towards the achievement of personal annual targets and 3-year planning models
- Complete feasibility of any new events initiatives that may come up in fundraising and comms
- Work with the operations team to secure "gift in kind" where appropriate and record.
- Apply for restricted / unrestricted opportunities with Trusts and Foundations focused on the Wales House catchment area
- Monitor and report on fundraising performance, ensuring targets are met or exceeded
- Maintain accurate records on CRM systems in line with GDPR and fundraising requirements
- Plan a 3-year Wales fundraising strategy highlighting areas where support or investment is needed
- An individual target will be discussed at formal interview stage.

## **Stewardship & Engagement**

- Deliver excellent supporter care, ensuring all donors feel valued and informed about the impact of their contributions
- Work closely with marketing and communications colleagues to promote fundraising activities
- Share impact stories to inspire continued support, as well as be informative for the charity's social media accounts and communications.

## **Person Specification**

### **Essential**

- 2 years plus, experience in community and or corporate fundraising, stewardship & engagement, account management, or a similar relationship-based role.
- Commuting: To be based within 1 hour of our Wales house, Dolfor in Powys or available to be there 3 days per week (days to be discussed at interview).
- Strong communication and interpersonal skills, with the ability to build rapport quickly
- Proven experience of securing multiyear corporate partnerships with min £10k value pa
- Proven experience of managing HNWI and medium level donors
- Strong understanding of the challenges a young carer faces and the ability to articulate that
- Ability to work with the operations team and build a strategy for the fundraising in Wales across multiple streams
- Ability to manage multiple projects and meet deadlines
- Confident presenting to a range of audiences
- IT literacy, including CRM systems and Microsoft Office
- Full UK driving licence and willingness to travel across Wales
- Experience organising events or campaigns
- Ability to work without direct supervision
- Knowledge of the Welsh charity sector and local networks
- **Ability to communicate in Welsh (desirable)**

### **Personal Attributes**

- Passionate about the charity's mission and values
- Self-motivated, proactive, and results-driven
- Resilient and adaptable in a fast-paced environment
- Collaborative and supportive team member
- High level of integrity and professionalism

**Additional Information**

- Flexible working may be required, including occasional evenings and weekends
- The role involves travel across Wales; travel expenses will be reimbursed

**What We Offer**

- Flexible working arrangements
- Generous annual leave and service recognition
- Enhanced Pension contribution
- Training and development opportunities
- A supportive and purpose-driven working environment
- Healthcare plan
- Team events

**Please complete and submit the application form on our website**