



The West of England MS Therapy Centre  
reg charity no: 801155

a part of



the  
**brightwell**  
a centre for neurological wellbeing & physical recovery

Bradbury House, Wheatfield Drive  
Bradley Stoke, Bristol, BS32 9DB

hello@thebrightwell.org.uk  
01454 201 686

**Job Title:** Events Corporate and Partnerships Officer

**Company:** The Brightwell

**Location:** Bradbury House, Wheatfield Drive, Bradley Stoke BS32 9DB

**Reports to:** Head of Fundraising, Victoria Hocquard

**Terms:** Permanent

**Hours:** 21-28 hrs

**Salary:** £25000 -£30000 (based on 35 hour week)

### **Job Purpose**

To grow the development and delivery of The Brightwell's' fundraising strategy through seeking corporate sponsors and partnership working with organisations where there is synergy with The Brightwell's values. To deliver enjoyable and professional mass participation and smaller Community events. To be responsible for generating income to agreed targets and growing the reach and awareness of the Brightwell Centre. The postholder will report to the Fundraising Manager and will form part of a small team consisting of Community, Event and Marketing Fundraisers, support staff and volunteers.

### **Main Duties**

#### **Corporate Fundraising**

- To deliver the corporate fundraising strategy.
- To maintain a portfolio of potential corporate supporters through regular research, and maintain records for reporting and re-application, and a rolling calendar of charity of the year application deadlines.
- To represent The Brightwell in face to face and email communications with prospective supporters / donors.
- To manage smaller corporate partnerships and provide excellent stewardship, using innovative ways to keep all parties engaged and informed of progress at The Brightwell.
- Support corporate partners in their fundraising endeavours as well as signposting to existing opportunities within the wider fundraising team.
- Work with the Events Fundraiser in delivering exciting and original corporate focussed events and experiences.
- Where appropriate, represent The Brightwell at public speaking and networking events.
- Take responsibility for ensuring that full records of contacts are maintained on the organisational database, and relevant reports are produced, in line with GDPR best practice.
- Establish appropriate means of monitoring and evaluating activity and ensure that corporates receive regular and high-quality reports as required.
- Ensure that donations are quickly and correctly processed and acknowledged and that reports are available in the appropriate format.

- Where appropriate, liaise with the finance team to ensure all budget information is accurate.
- Keep abreast of new developments and funding opportunities.
- Work closely with other members of the Brightwell's Fundraising team and support with key donor accounts which span multiple fundraising areas.  
B/well 100/Grants and Trusts
- Liaise where appropriate with external agencies and suppliers.
- Ensure that all communications with corporate partners meet their criteria and standard and that they are reflective of The Brightwell's mission and values and conform to The Brightwell's branding standards.
- Ensure the highest level of standards of data capture, in accordance with GDPR regulations, are maintained on Database, ensuring a complete accurate and up-to date information on all donors and prospects. This includes but is not limited to information on giving history, relationships, contacts, proposals submitted etc. Expectations
- To occasionally work unsociable hours e.g., attending events, evening, or weekend meetings/conferences
- To attend and contribute to team and departmental meetings.
- To attend and contribute to the supervision and appraisal process.

## **Events**

### **Main Duties Events**

- Implementation the community and events fundraising annual plan, incorporating digital and virtual fundraising alongside traditional methods.
- Maintain an exciting and engaging social media presence working with the team and trustees to ensure content reflects The Brightwell and Partners brands.
- To monitor and moderate Social Media comments and chats.
- To utilise LinkedIn to connect with potential partners/donors and Charities.
- Plan and deliver existing event commitments in partnership with the team.
- Liaise with sponsors/local donors.
- Actively recruit new sponsors and prize providers.
- Recruit, motivate and manage a diverse range of volunteers.
- Design marketing materials in partnership with the team.
- Keep budgets and control of costings (Where possible secure items/services at no or negligible cost.)
- Accurately record supporter details and donations on the Centre Database and maintain good relationships, to encourage repeat participation and donations. In line with GDPR requirements.
- Carry out Risk assessment and insurance documentation in partnership with Centre Administrator.
- Set up and take down of events on the day.
- Cashing up and cash counting.
- Ensure photographs and video are taken at events and photo consent is given.
- Design and implement and manage new challenge and fundraising events to grow the events programme.
- Manage a programme of community fundraising, including relationships with various community groups in partnership with the team.
- Supervise the Management of The Brightwell's online fundraising pages.

- Develop and cultivate relationships with sponsored event participants and community fundraisers to maximise income and encourage repeat participation.
- Develop a communication journey with event participants.
- Develop a library of case studies and testimonials with Fundraising Manager.
- Oversee and manage all community and events materials, including fundraising guides and packs, running vests, collecting tins, banners, and other collateral.
- Write inspiring content for supporter communications and update the fundraising pages of The Brightwell website.
- Respond to general enquiries relating to community and events fundraising.
- Develop and maintain good working relationships and liaison with other members of Brightwell staff.
- Take part in and contribute to team meetings.
- Contribute to fundraising planning and strategic plans and budgets and provide information to feed into management reports as required.

\*NB The Brightwell fundraising team is a very small friendly and inclusive one. There will be cross over of roles within the department. The emphasis is on teamwork and supporting one another.

### Person Specification

Criteria	Essential	Desirable
Enthusiasm for values, vision and mission of The Brightwell	X	
Strong commitment to raising funds	X	
Previous fundraising Experience		X
Ability to establish and nurture authentic relationships with the community, corporates, service users, trustees and staff.	X	
Excellent interpersonal skills, with the ability to engage effectively with a diverse group of individuals and groups	X	
Strong written communication skill	X	
Proficient in the use of social media platforms for marketing and awareness	X	
Good level of numeracy	X	
Knowledge of fundraising best practice		X
Demonstrable research Skills	X	

Previous experience of creating a pipeline of potential donors		X
Successful record of raising funds		X
Willingness to learn about the charity, therapies on offer and the barriers to inclusion felt by our community.	X	
Demonstrable experience of working to targets		X
Prior delivery of successful mass participation events to budget	X	
Campaign management		X
Ability to work some evenings and weekends (TOIL will be given)	X	
Attention to detail, accurate record keeping to GDPR standards	X	
Knowledge of the local area		
Fundraising or marketing qualification (attained or working towards)		X
Proven time management skills	X	

Please complete the application form and send to Victoria Hocquard at [victoria.hocquard@thebrightwell.org.uk](mailto:victoria.hocquard@thebrightwell.org.uk)