



LIFE BEYOND THE MILITARY –
OUTDOORS

Job Title: Fundraising & Partnerships Manager

Reports to: Chief Executive Officer (CEO)

Location: Remote, with required travel in support of fundraising activities

Salary: £35,000 - £42,000 per annum (depending on experience)

Purpose of the Role

To carry out fundraising activities for HighGround, ensuring sustainable income streams to support the charity's key programs, including Horticultural Therapy at Stanford Hall, Residential Rural Weeks at Askham Bryan College, Bicton College, and Sparsholt College, and Residential Experience Weeks and Virtual Rural Weeks at Bicton College.

Key Responsibilities

Strategic Fundraising

- Develop and implement a comprehensive fundraising strategy in order to fully fund:
 - Operational overheads
 - Delivery of key programs (e.g., Horticultural Therapy and Rural Weeks).
- Building relationships with key funders, including the Army Central Fund (ACF), Army Benevolent Fund (ABF), Royal Marines Charity (RMC), Greenwich Hospital, and the Royal Air Force Benevolent Fund (RAFBF).
- Monitoring and applying for Key grants aligned to HighGrounds key functions
- Identify and cultivate relationships with high-net-worth individuals, corporate sponsors, and philanthropic organisations.

Campaigns and Events

- Plan, execute, and evaluate fundraising campaigns to engage supporters and increase revenue.
- Organise and participate in events, ensuring they align with HighGround's mission and goals.

- Drive donor engagement through tailored communications and acknowledgement strategies.

Donor Engagement and Stewardship

- Ensure excellent donor stewardship practices, including timely acknowledgements and meaningful engagement.
- Develop legacy giving programs to secure long-term support.

Corporate and Community Support

- Build and maintain relationships with corporate partners and community groups to secure sponsorships and donations.
- Promote HighGround's mission through strategic collaborations and partnerships.

Monitoring and Reporting

- Set and achieve fundraising targets in collaboration with the CEO.
- Maintain accurate records of fundraising activities, donor interactions, and income streams.
- Provide regular reports to the CEO and Trustees on progress, challenges, and opportunities.

Key Outputs

1. Secure funding to:
 - Support HighGround Overheads
 - Sustain delivery of Horticultural Therapy and Residential Weeks programs.
2. Expanded and diversified donor base, including corporate sponsors, high-net-worth individuals, and legacy donors.
3. Successful execution of targeted fundraising campaigns and events.
4. Strengthened donor engagement and retention strategies.

Person Specification

Essential Criteria

- Proven experience in fundraising within the charitable sector.
- Demonstrated success in achieving income targets and managing donor relationships.
- Strong understanding of fundraising regulations and best practices.
- Excellent written and verbal communication skills.
- Excellent numeracy skills and financial acumen with associated analytical skills .

- Ability to work independently and remotely, managing multiple priorities and deadlines.
- Experience organising fundraising campaigns and events.
- Proficiency in donor management systems and data analysis.
- Willingness to travel for work-related activities.

Desirable Criteria

- Knowledge of or experience within the land-based sector.
 - Knowledge of or experience within the Service leaver, Reservist and Veteran community.
 - Familiarity with the key funders relevant to HighGround's mission.
 - Experience in legacy fundraising and high-net-worth donor engagement.
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Benefits

- Competitive salary (£35,000 - £42,000 per annum).
 - Flexible remote working arrangement.
 - Reimbursement for work-related travel, accommodation, and subsistence.
 - Pension contributions of 3% into a Nest pension scheme.
 - leave entitlement: 25 days annual leave plus bank holidays, increasing with service.
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HighGround is committed to equality, diversity, and inclusion and welcomes applications from all sections of the community.