



Information Pack Fundraising Manager South West

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**FUNDRAISING
REGULATOR**

Brainwave is a charity
(1073238 / SC039137) and a company
limited by guarantee (3666739)

Registered Office: Marsh Lane, Huntworth Gate, Bridgwater, Somerset TA6 6LQ

Introduction to Brainwave

Thank you for your interest in joining Brainwave. We are delighted that you are considering this opportunity to play a part in supporting children with disabilities and additional needs to reach their full potential.

About Brainwave

Brainwave is a long-established charity with more than 40 years of experience supporting children with disabilities and additional needs across the UK to reach their full potential. From our National Therapy Assessment Centre in Bridgwater, alongside outreach hubs, home visits and online assessments, we work alongside families to provide tailored multi-disciplinary therapy programmes that make a tangible difference to children's development and futures. Our work is compassionate and life-changing — and at the heart of it is a committed and collaborative team dedicated to delivering the best possible outcomes for the families we support.

Our Development and Future Direction

Brainwave is at an important stage in its development as we continue to strengthen and expand the support we provide to children and families across the UK. With growing demand for our services, the charity is focused on developing sustainable income, strengthening partnerships and increasing our regional presence so that more children can benefit from our specialist therapy programmes. At the heart of this work is our Centre in Bridgwater, where we deliver specialist assessments and programmes while engaging with families, supporters and partners across the South West and beyond.

Alongside this, Brainwave is strengthening its operational foundations and investing in the systems, technology and processes that will support our next phase of growth. We are committed to making the best possible use of our resources and are embracing digital tools and emerging technologies, including AI, where they can help us work smarter, improve insight and increase efficiency. As part of this development, Brainwave is strengthening its regional fundraising approach to build long-term, sustainable income that directly supports the delivery and growth of our services.

The Opportunity

The **Fundraising Manager – South West** will join the organisation at a pivotal stage, leading the development and delivery of a strategic, place-based fundraising programme linked to our Centre in Bridgwater and across the wider South West.

Working closely with the Chief Executive Officer and colleagues across the organisation, the post-holder will lead the growth of regional income through corporate partnerships, business development, major donors, legacy giving and third-party fundraising. Alongside managing our Community Fundraising Lead and supporting strong community fundraising delivery, the role will focus on building high-value partnerships and developing long-term relationships with businesses, supporters and stakeholders across the region.

Taken together, this presents an excellent opportunity for an experienced and motivated fundraising professional to make a meaningful contribution to Brainwave's future. The **Fundraising Manager – South West** will play a key role in strengthening the charity's financial sustainability, expanding our regional partnerships and helping to ensure that more children and families can access the specialist support we provide.

Benefits of working at Brainwave

- Flexible/hybrid working including ways to maintain home / work life balance
- Minimum 29 days annual leave pro rata (includes three days for Brainwave Christmas shutdown and one for employees birthday) + 8 public holidays per annum pro rata, this increases with length of service to a maximum of 34 days + 8 bank holidays pro rata
- Enhanced sick leave for employees who have passed their probationary period, providing up to the equivalent of the employees full basic salary, including SSP, for a period of time based on length of service over a rolling period.
- 3% Employer pension contribution
- Training and Development opportunities
- Employee Assistance Programme which includes access to counselling, shopping discounts and refunds on specific medical treatments.
- Long service awards
- We take wellbeing seriously, because it matters to us, and as an organisation we are only as good as our people therefore it is important to provide a safe and supportive working environment, where people can thrive. We actively seek feedback as to how we can improve and become an employer of choice.

In summary, we are a friendly team who look forward to welcoming and supporting you.

Job Description

Job Title:	Fundraising Manager – South West
Reports to:	Chief Executive Officer (CEO)
Responsible for:	Community Fundraising Lead
Hours:	30 hours (0.8 FTE) per week, worked flexibly. With the potential for additional hours during peak periods. Flexibility is required for weekend and evening appointments and events.
FTE Salary:	£32,000 – £35,000 per annum (based on 37.5 hours per week)
Actual Salary:	£25,600 - £28,000 based on 30 hours per week
Location:	Hybrid with WFH and Brainwave Centre, Bridgwater

Main Purpose of the Role:

To:

- lead the development and delivery of a strategic, place-based fundraising programme to grow sustainable income around Brainwave's National Therapy Assessment Centre in Somerset and across the wider South West region.
- drive income growth through corporate partnerships, business development, major donors, legacy development and third-party events. The postholder will develop and implement a regional fundraising strategy aligned to organisational priorities and will be accountable for meeting agreed income targets.
- line manage the Community Fundraising Lead, ensuring strong operational delivery of community fundraising activity, while focusing personally on high-value partnerships, income diversification and long-term growth.

Main Duties and Responsibilities:

1. Regional Fundraising Strategy & Income Leadership

- Develop and implement a three-year South West fundraising growth strategy aligned to Brainwave's strategic intentions.
- Set and manage annual income and expenditure budgets for the region.
- Establish clear income targets across corporate, major donors, legacy, community and third-party events.
- Monitor performance against KPIs and report regularly to the line manager.
- Conduct income analysis, pipeline forecasting and return-on-investment evaluation.
- Identify new and emerging income opportunities to ensure sustainable growth.

2. Business Development & Corporate Partnerships:

- Lead proactive identification, research and cultivation of corporate prospects across Somerset and the wider South West.
- Develop and manage a structured corporate pipeline and cultivation plan.
- Secure multi-year corporate partnerships including Charity of the Year, sponsorship, strategic partnerships, payroll giving and employee engagement programmes.
- Develop compelling proposals, presentations and tailored partnership packages aligned to corporate Environmental, Social and Governance (ESG) and Corporate Social Responsibility (CSR) priorities.
- Position our Centre as a strategic community asset for business engagement.
- Represent Brainwave at senior-level networking and business forums to generate new leads and partnerships.
- Work collaboratively with the Community Fundraising Lead to ensure effective handover and stewardship of secured partners.

3. Major Donor Development:

- Identify, cultivate and steward high-value individual supporters within the South West.
- Develop a major donor pipeline (e.g., £5,000+ gifts).
- Organise and host cultivation opportunities (Open Days) at the Centre where appropriate.
- Work with trustees and senior stakeholders to leverage networks and introductions.
- Develop personalised stewardship plans for major supporters.

Job Description continued ...

4. Legacy Development:

- Develop and implement a legacy fundraising strategy to grow future income.
- Increase awareness of legacy giving across the region.
- Work with Marketing Communications (Operational Support) colleagues to develop appropriate legacy messaging and materials.
- Steward legacy pledgers with sensitivity and professionalism.
- Maintain accurate and confidential legacy records.

5. Third-Party Fundraising & Income Diversification:

- Develop and grow income from third-party fundraising events and externally organised challenges.
- Identify new third-party opportunities aligned to the charity's mission and income objectives.
- Ensure strong stewardship journeys for participants.
- Explore innovative income streams linked to the Centre, including sponsorship and social value partnerships.

6. Place-Based Centre Partnerships (Somerset Focus):

- Develop strategic partnerships that strengthen financial sustainability of the Centre.
- Build relationships with key regional employers, professional firms, healthcare providers, and community stakeholders.
- Position the Centre as a hub for impact, engagement and long-term partnership investment.
- Contribute to raising the profile and visibility of Brainwave within the South West business community.

7. Leadership & Line Management:

- Line manage, support and develop the Community Fundraising Lead.
- Provide regular supervision, objective setting and performance management.
- Ensure clarity of role boundaries between strategic partnership development and community delivery.
- Develop a collaborative, supportive and high-performing team culture.

8. Governance, Compliance & Reporting:

- Ensure accurate recording of fundraising activity using our CRM (Beacon).
- Ensure compliance with the Fundraising Regulator's Code of Fundraising Practice and GDPR.
- Contribute to organisational planning, reporting and strategic decision-making through active participation in the Middle Management Team (MMT) meetings and collaborative working across teams
- Demonstrate Brainwave's values: professional, open, friendly, enabling, respectful and passionate.

Other Responsibilities:

- Act as an ambassador for Brainwave at all times.
- Keep up to date with fundraising best practice and sector developments.
- Work flexibly to meet organisational needs.
- Undertake any other duties reasonably required within the scope of the role.

The above list of job duties is not exclusive or exhaustive and may evolve to meet organisational needs.

Person Specification

Experience	Essential	Desirable
Significant experience in fundraising with demonstrable success in securing corporate partnerships and achieving income targets.	✓	
Proven experience of developing and implementing fundraising strategies.	✓	
Strong track record in business development and partnership acquisition.	✓	
Experience of major donor cultivation and stewardship.	✓	
Experience of managing income pipelines and forecasting.	✓	
Experience of line management and developing staff performance.	✓	
Excellent relationship-building, negotiation and influencing skills.	✓	
Experience of legacy fundraising development.		✓
Experience of third-party event development.		✓
Knowledge & Skills	Essential	Desirable
Strong written and verbal communication skills, including proposal writing and presentations.	✓	
Strong financial literacy including budget management and ROI analysis.	✓	
Knowledge of fundraising regulation and GDPR compliance.	✓	
IT literate, with experience of Microsoft 365, SharePoint and CRM systems (we use Beacon).	✓	
Full driving licence, access to a car, and willingness to travel regionally and nationally.	✓	
Knowledge of the Somerset and wider South West business landscape.		✓
Experience working in a health or disability-related charity.		✓
Experience working in a regional or place-based fundraising model.		✓
Personal Qualities	Essential	Desirable
Commercially astute , with a proactive and opportunity-focused mindset.	✓	
Confident networker and ambassador , comfortable engaging with senior business leaders and stakeholders.	✓	
Results-driven and accountable , with a strong focus on achieving and exceeding income targets.	✓	
Resilient and self-motivated , able to maintain momentum in a target-driven environment.	✓	
Collaborative leader , able to support, motivate and develop team members.	✓	
Emotionally intelligent , with strong interpersonal awareness and the ability to build trust-based relationships.	✓	
Adaptable and solution-focused , responding positively to change and emerging opportunities.	✓	
March 2026		

How to Apply

Are you ready to use your fundraising skills and experience to make a real difference?

As **Fundraising Manager - South West** at Brainwave, you will play a vital role in helping us reach more children and families who need our support. Your expertise will help ensure our resources are used wisely, sustainably, and with maximum impact.

If you are looking for a role where your skills truly matter — where fundraising supports our life-changing work — we would love to hear from you.

If you believe you are what Brainwave needs to help more children thrive, **apply now**.

To apply, please submit your CV and Covering Letter addressed to:

Alexis Hawkes,
People, Safety and Facilities Manager
to recruitment@brainwave.org.uk



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