

August 2022

Dear applicant,

Thank you for your interest in Petals and the role of **Fundraising Manager**; this is an exciting opportunity if you really want to make a difference.

Petals generate an amazing impact – sometimes we are the only people there for parents experiencing the trauma of baby loss. Our clients love what we do, and a high number of them go on to support our vital work. Our hospital partners also love what we do, recognising and funding a gap in NHS provision for emotional support at the point of loss.

This is a lynchpin role within Petals, being accountable for all voluntary income raised to support the charity's vital support to people who have experienced pregnancy or baby loss. In particular, the role needs to drive income growth through enhanced supporter stewardship to fund Petals' ambition to provide a universal national counselling service, outside the areas in which the charity is NHS-funded.

The role, therefore, calls for an enthusiastic, creative, ambitious and self-motivated individual with both a strategic and operational aptitude for generating income and benefit-in-kind. Starting with a small base of active supporters you will have an opportunity to truly impact the charity's growth and influence the expansion of Petals.

Specific fundraising experience may be in any of the following: Community and Challenge Events (currently Petals' largest voluntary income stream); Legacy/ In Memoriam; Philanthropy and Major Gifts; Corporate; or Individual Giving. But, irrespective of specialism, you must be willing to experiment with a range of potential supporter propositions to create a balanced range of income sources with ambitious growth targets.

You must also have excellent customer service and organisational skills and be willing to work as part of a small management team comprising Communications & Marketing, Partnerships, Fundraising and Counselling Services.

In return, we can offer you an exciting and varied role and a flexible work-life balance. Reporting directly to me, the CEO, you will have the opportunity to impact and influence the growth and expansion of our highly respected and valued specialist counselling service.

I hope that you like what you've heard and will consider applying. To do so, please send an up-to-date CV and cover letter to: recruitment@petalscharity.org.

If you would like an informal conversation before doing so, please contact me and I will be happy to arrange a time to speak.

Yours sincerely

Karen Burgess
Founder & CEO

petalscharity.org