NAPA

FUNDRAISING OFFICER

RECRUITMENT PACK

www.napa-activities.org.uk

enquiries@napa-activities.org.uk

NAPA

WELCOME LETTER FROM THE CEO

Dear Applicant,

Thank you for your interest in joining NAPA as our Fundraising Officer.

This is a brand new role and an important step in the development of NAPA's fundraising work. We are looking for someone who is excited by the opportunity to help shape and grow our approach to fundraising, build strong relationships with supporters and develop new ways for people and organisations to support our work.

NAPA supports Activity Providers and care services across the UK to prioritise wellbeing through meaningful activity and engagement. Alongside our work with professionals, we also provide free and low-cost support, resources and guidance that can make a real difference to individuals receiving care and support and those who care for them. Growing our fundraising income will help us reach more people, develop new resources and strengthen the long-term sustainability of our work. As our first dedicated Fundraising Officer, you will have the opportunity to bring your experience, ideas and creativity to a developing area of NAPA's work. You will work closely with colleagues across our small team and play an important part in shaping what fundraising at NAPA looks like for the future.

If you enjoy building relationships, creating opportunities and turning fundraising ideas into action, we would love to hear from you.

Hilary

Hilary Woodhead
NAPA's
Chief Executive Officer

NAPA

ABOUT NAPA

The National Activity Providers Association (NAPA) is a national charity and the leading professional association for Activity Providers in the UK. Our mission is to support care services in prioritising wellbeing through meaningful activities and engagement. We advocate for the critical role that Activity Providers play in improving quality of life.

Founded in 1997, NAPA has long been a champion of creative, person-centred activity provision, helping to shape best practices and support care services in delivering high-quality, engaging activities. Our work includes offering training, resources and professional development opportunities for Activity Providers, ensuring that care services across the UK are equipped to meet wellbeing needs.

As a national leader in this field, NAPA is dedicated to driving innovation and improving standards of care through the promotion of activity provision. We work closely with care services, policymakers and the wider public to ensure that activity provision remains a key focus in the care sector.

NAPA

NAPA'S VISION & MISSION

Vision

We envision a United Kingdom where the fundamental values of wellbeing, activity and engagement are seamlessly integrated into care provision. "Our goal is to empower individuals with care and support needs to lead meaningful lives."

Hilary Woodhead NAPA's Chief Executive Officer

Mission

NAPA is committed to setting high standards and offering guidance that encourages positive activity and engagement.

We aim to elevate the role of Activity Providers by providing professional development services that enable knowledge and skill enhancement.

Our mission includes championing exemplary practices and sharing them to promote positive outcomes.

NAPA

JOB DESCRIPTION

Role: Fundraising Officer

Reports to: Communications & Marketing Manager

Location: UK, Remote (home-based)

Hours: 25 Hours per week (Monday - Friday)

Salary: £29,250 per annum FTE (actual salary £19,500)

Contract: 18 months fixed term

Role Purpose

This is a brand new role at NAPA and an exciting opportunity to help establish and grow our fundraising activity.

As NAPA's first dedicated Fundraising Officer, you will focus primarily on developing community fundraising, individual giving and supporter engagement, creating new opportunities for people and organisations to support our work.

Working closely with the Communications & Marketing Manager and colleagues across NAPA, you will help turn our fundraising strategy into practical activity, developing campaigns, supporter journeys, fundraising opportunities and resources that help acheive our fundraising targets and generate sustainable unrestricted income.
You will build relationships with supporters and community fundraisers, helping them feel connected to NAPA and understand the difference their support makes.

As the role develops, you will also help establish effective fundraising systems and processes and support wider opportunities including trusts and foundations, corporate partnerships and fundraising linked to NAPA campaigns and events.

This is an opportunity for someone who enjoys developing new ideas, building relationships and helping to create something from the ground up.

NAPA

Key Responsibilities

Community Fundraising

- Develop and deliver NAPA's community fundraising programme.
- Create and promote fundraising opportunities for members, supporters, care services and partners.
- Develop fundraising toolkits, resources and supporter packs.
- Recruit, support and build relationships with community fundraisers.
- Plan and coordinate sponsored activities, local fundraising initiatives and community challenges.
- Identify opportunities to increase participation and fundraising income.
- Monitor community fundraising activity, income and engagement and use this learning to develop future activity.

Fundraising Campaigns, Appeals and Events

- Plan and deliver NAPA's annual programme of fundraising campaigns and appeals.
- Develop fundraising activity linked to key moments throughout the year including Giving Tuesday, Christmas and other NAPA campaigns.
- Develop fundraising messages, campaign content and supporter communications, ensuring they align with NAPA's wider communications.
- Identify opportunities to connect fundraising with NAPA events, programmes and campaigns.
- Manage the delivery of fundraising campaigns from planning through to evaluation.
- Review campaign results and use learning to improve future fundraising activity.

NAPA

Key Responsibilities

Individual Giving and Supporter Engagement

- Establish and grow NAPA's individual giving programme.
- Develop Friends of NAPA and other supporter initiatives.
- Create opportunities for regular and one-off giving.
- Develop and manage supporter journeys and communications.
- Deliver stewardship activity that strengthens supporter relationships and encourages continued giving.
- Ensure donors and supporters receive timely thanks, updates and information about the impact of their support.
- Monitor supporter engagement and identify opportunities to improve retention and income.

Trusts and Foundations

- Research and identify suitable funding opportunities.
- Maintain a grants pipeline and funding calendar.
- Prepare and submit funding applications where appropriate.
- Coordinate information required for grant reporting and funder updates.
- Build and maintain positive relationships with trusts and foundations.

Corporate Partnerships Support

- Identify opportunities for corporate fundraising, employee fundraising, charity partnerships and joint campaigns.
- Develop fundraising opportunities with existing and potential corporate supporters.
- Coordinate fundraising activity arising from corporate relationships.
- Work with colleagues responsible for wider partnerships and sponsorship to identify additional fundraising opportunities.
- Support the stewardship of existing corporate relationships where fundraising forms part of the partnership.

NAPA

Key Responsibilities

Fundraising Strategy and Development

- Deliver fundraising activity in line with NAPA's Fundraising Strategy.
- Identify new fundraising opportunities and emerging income streams.
- Contribute to fundraising planning, budgets and target setting.
- Take responsibility for progressing agreed fundraising priorities.
- Work collaboratively across NAPA to identify fundraising opportunities linked to programmes, campaigns and events.
- Provide regular updates to the Communications & Marketing Manager on progress, performance, opportunities and challenges.

Fundraising Administration and Reporting

- Establish practical fundraising systems, processes and ways of working.
- Maintain accurate supporter, donor and fundraising records.
- Help identify and develop appropriate systems for managing supporter relationships and fundraising information as NAPA's fundraising activity grows.
- Monitor fundraising income and activity against agreed targets.
- Produce regular reports on fundraising performance, activity and learning.
- Ensure fundraising activity complies with fundraising regulations, GDPR and good practice.
- Develop simple processes for evaluating fundraising activity and measuring impact.

NAPA

PERSON SPECIFICATION

Essential Experience

- Experience of fundraising, with a strong understanding of supporter engagement and relationship management
- Experience of planning and delivering successful fundraising, engagement or marketing campaigns.
- Experience of organising events, activities or projects involving multiple stakeholders.
- Experience of building and maintaining positive relationships with supporters, donors, volunteers, customers or partners.
- Experience of working towards fundraising or income targets and delivering measurable outcomes.
- Experience of maintaining accurate records using databases, CRM systems, spreadsheets or supporter management systems.
- Experience of producing reports and monitoring performance.

Desirable Experience

- Experience of community fundraising.
- Experience of individual giving programmes.
- Experience of trust and foundation fundraising.
- Experience of donor stewardship and supporter journeys.
- Experience of corporate partnership support.
- Experience of working within the charity sector.
- Experience of working with volunteers.
- Experience of digital fundraising platforms.
- Experience of developing new fundraising activity, systems or processes.

NAPA

PERSON SPECIFICATION

Essential Knowledge

- Understanding of fundraising principles and supporter engagement.
- Understanding of relationship management and stewardship.
- Knowledge of digital communications and social media.
- Understanding of GDPR and data protection requirements.
- Awareness of fundraising best practice and supporter care.

Desirable Knowledge

- Knowledge of the social care, health or ageing sectors.
- Understanding of grant funding processes.
- Knowledge of fundraising regulation and compliance.
- Understanding of fundraising databases, CRM systems and good supporter data management.

Essential Skills

- Excellent written and verbal communication skills.
- Strong interpersonal and relationship-building skills.
- Ability to inspire, motivate and engage supporters.
- Strong organisational and project management skills.
- Ability to manage multiple priorities and meet deadlines.
- Excellent attention to detail.
- Strong administration and record-keeping skills.
- Ability to analyse information and produce clear reports.
- Confident user of Microsoft Office applications.
- Ability to work independently and as part of a team.

Desirable Skills

- Experience of using Canva, Mailchimp or similar communication platforms.
- Experience of creating fundraising resources and promotional materials.
- Experience of using CRM systems and reporting tools.
- Basic design and content creation skills.

NAPA

QUALIFICATIONS

Essential

- Educated to A-Level standard or equivalent experience.
- Evidence of continuing professional development relevant to fundraising, communications, marketing or relationship management.

Desirable

- Certificate, Diploma or Degree in Fundraising, Marketing, Communications, Business, Events Management or a related subject.
- Membership of the Chartered Institute of Fundraising or willingness to work towards this.
- Relevant fundraising or community fundraising qualification.

NAPA

PERSONAL ATTRIBUTES

The successful candidate will be:

- Passionate about NAPA's mission and values.
- Enthusiastic about building relationships and engaging supporters.
- Proactive, self-motivated and able to use initiative.
- Creative and solution-focused.
- Highly organised and able to manage competing priorities.
- Professional, approachable and confident when working with a range of stakeholders.
- Resilient and adaptable in a developing fundraising environment.
- Committed to equality, diversity and inclusion.
- Curious and proactive, with a willingness to understand NAPA’s work, our audiences and the wider context in which we operate.

NAPA

TERMS & CONDITIONS

- **Contract**: 18 months fixed term, 25 hours per week
- **Salary:** £29,250 FTE (£19,500 actual salary)
- **Holidays:** 25 days FTE annual leave plus bank holidays.
- **Pension:** Option to enrol in the NAPA Pension Scheme.
- **Location:** UK based, work from home, with occasional travel for meetings, training days or events (reasonable notice will be provided)
- **Equipment:** NAPA will provide a laptop, mobile phone and ergonomic equipment if necessary.

NAPA

APPLICATION PROCESS

To apply for the position of Fundraising Officer, please submit:

- A cover letter explaining why you are the ideal candidate for this role.
- Your CV, detailing relevant experience and qualifications.

*CV's without covering letters will not be considered.

Send your application to enquiries@napa-activities.org.uk

The closing date for applications is 12pm on Thursday 3rd September 2026.

Key Dates

- Successful applicants will be invited to an online interview on **Thursday 10th September 2026.**
- As part of the interview process, candidates will be asked to deliver a short presentation.

NAPA

EQUALITY, DIVERSITY & INCLUSION STATEMENT

NAPA is committed to creating an inclusive and diverse work environment. We believe in the power of creativity and person-centred care to enrich lives and this philosophy extends to our workplace. We encourage applications from all backgrounds and are proud to be an equal opportunities employer.

For more information on our diversity and inclusion policies, please request our Equality, Diversity and Inclusion Policy.

ORGANISATIONAL STRUCTURE

The Fundraising Officer will report directly to the Communications & Marketing Manager. The role will involve working collaboratively with various departments and will be based in the Communications team. An organisational chart can be provided during the onboarding process to give further clarity on how the Fundraising Officer fits within NAPA's team structure.

NAPA

INFORMATION ABOUT THE WORKPLACE

This position is home-based, offering the flexibility to work remotely. NAPA will provide all necessary equipment, including a laptop, mobile phone and ergonomic office furniture if needed.

We expect employees to maintain a reliable internet connection and ensure their workspace is safe, confidential and comfortable.

FREQUENTLY ASKED QUESTIONS (FAQ)

Q: Is there potential for career development within this role?
A: Yes, NAPA encourages professional growth, offering access to training and development opportunities. We are committed to supporting our staff in their career progression.

Q: Will the role require travel?
A: Travel will be required for events, training days or meetings. Travel expenses will be covered and notice will be provided in advance.

NAPA

ORGANISATION'S VALUES & CULTURE

At NAPA, our core values of creativity, compassion and collaboration drive everything we do. We are committed to making a difference and we encourage a workplace culture that reflects this dedication.

Our team is passionate about our mission and we work together to create a supportive, innovative and dynamic environment where everyone's contributions are valued.

We are excited to welcome a new Fundraising Officer to our team and look forward to receiving your application!

Thank you!

Thank you for considering joining the NAPA team.
We look forward to receiving your application!

Find us on LinkedIn

Find us on Facebook

Registered with FUNDRAISING REGULATOR

Find us on Instagram

NAPA

Registered Charity Number: 1070674 (England and Wales)
Registered Charity Number: – SCO38991 (Scotland)

©NAPA