



Job Pack

Fundraising & Partnerships Officer

Thanks for your interest in working at Citizens Advice East Berkshire. This job pack should give you everything you need to know to apply for this role and what it means to work at Citizens Advice East Berkshire.

In this pack you'll find:

- Our values
- Things you should know about us
- Overview of Citizens Advice East Berkshire
- The role profile and personal specification
- Terms and conditions
- What we give our staff

We are...
**highly trained
advisers here
to help.**



We are



The people's champion.

Our mission and values

Our mission is to provide trusted advice at times of change.

Provide advice fit for the future

be there for people when they need us in the ways that make the biggest impact.

Close the gap

end the disparities in access and experience for marginalised people.

Take early action

prevent more people reaching crisis by addressing problems early.

Our values

- To empower clients to understand and exercise their rights and responsibilities.
- To provide, consistent, high quality, independent advice.
- To be Inclusive and flexible, adapting to the changing needs of our clients and society. We promote access to those in greatest need whilst challenging discrimination.
- We are impartial, non-judgmental, act with integrity and learn from feedback.
- We are one team of staff and volunteers, working together with our clients at the forefront of our minds.



How Citizens Advice works

The Citizens Advice service is made up of Citizens Advice - the national charity - and a network of around 240 local Citizens Advice members.

This network of independent charities, delivers services over:



84% of people using our local services would recommend us to a friend.

No one encounters as many people with such diverse challenges as we do - giving us unmatched insight into the issues shaping lives today.

Citizens Advice East Berkshire

Serves a population of 435,000 residents living in the areas of:

- Bracknell Forest
- Royal Borough of Windsor and Maidenhead
- Slough

We have offices and outreach services across East Berkshire.

We deliver our service through

- Phone
- Drop in
- Outreach and referral

[Read our 2024/25 Annual Report here.](#)



Key headlines for 2024 /25

Citizens Advice East Berkshire



Our income was £823,700



We have 25 staff and 60 volunteers



We helped 6,634 people



With 40,364 issues



We gained £8,282,901 back for clients through assisting them to gain their rightful benefits and helping them write off debts.



Most of the people we advised had problems with benefits, debt and housing issues.



Our clients are very diverse and many of the people we advise have disabilities or long-term health challenges.

Role Profile

Fundraising and Partnerships Officer

Location: Hybrid working - Bracknell and Maidenhead offices (with some travel across Bracknell, Slough and Windsor & Maidenhead as required). Some home-working by agreement with line manager.

Responsible to: Chief Executive Officer

Hours: Part Time 22.5 - 26.25 hours per week (0.6 - 0.7 FTE)

Salary: Circa £30,000 FTE (£18,000–£21,000 actual salary depending on agreed hours and experience)

Contract: Permanent, subject to funding

Job Purpose

Citizens Advice East Berkshire is seeking an enthusiastic and entrepreneurial Fundraising and Partnerships Officer to help deliver our Business Plan and support the organisation's long-term financial sustainability.

This is a new role designed to strengthen CAEB's fundraising capacity, build stronger relationships with supporters and communities, and reduce the organisation's reliance on a small number of traditional funding sources. Working closely with the CEO and existing Trusts and Foundations Fundraiser, the postholder will help develop Friends of CAEB, community engagement, corporate partnerships, individual giving and supporter communications, creating a strong foundation for long-term income growth and organisational sustainability.

The postholder will play a key role in strengthening relationships with local businesses, supporters and communities, helping CAEB raise both income and its profile across East Berkshire.

This is an exciting opportunity to help shape the future fundraising approach of a respected local charity that helps thousands of people every year find a way forward.

Key Responsibilities

Community Fundraising and Supporter Engagement

- Support the development and delivery of community fundraising activity across East Berkshire.
- Recruit, support and steward individuals, community groups and organisations wishing to raise funds for CAEB.
- Help build a community of supporters, advocates and ambassadors for CAEB.
- Attend community events and networking opportunities where appropriate to raise awareness of CAEB and develop fundraising opportunities.
- Develop positive, long-term relationships with supporters and fundraisers.

Friends of CAEB

- Lead the day-to-day development and delivery of the Friends of CAEB scheme.
- Recruit and retain Friends of CAEB members and supporters.
- Develop activities and communications that encourage regular giving and ongoing engagement.
- Monitor the growth and performance of the scheme and report progress to the CEO.

Corporate Partnerships

- Identify and develop relationships with local businesses and corporate supporters.
- Seek opportunities for corporate donations, sponsorship, fundraising partnerships and gifts in kind.
- Support businesses to engage with and support the work of CAEB.
- Maintain positive relationships with existing corporate supporters and partners.

Supporter Communications

- Develop engaging communications for supporters and potential supporters.
- Produce content for fundraising campaigns, newsletters, website updates and social media.
- Work with colleagues to promote the impact of CAEB's work and share success stories.
- Help ensure supporters are regularly thanked, updated and engaged with the organisation.

Fundraising Development

- Research and identify new fundraising opportunities.
- Work with the CEO and grants fundraiser to support delivery of CAEB's fundraising objectives.
- Maintain accurate records of fundraising activity and supporter engagement.
- Contribute to monitoring fundraising performance against agreed targets and objectives.
- Support delivery of the fundraising commitments contained within the Business Plan.

General Responsibilities

- Work in accordance with the aims, principles and values of the Citizens Advice service.
- Promote equality, diversity and inclusion in all aspects of the role.
- Comply with organisational policies and procedures.
- Undertake other duties reasonably required by the CEO, consistent with the nature and level of the post.

PERSON SPECIFICATION

ESSENTIAL

Knowledge and Experience

- Experience of community fundraising, corporate fundraising, individual giving or supporter development.
- Experience of developing and maintaining positive relationships with a range of stakeholders, supporters, customers, volunteers or partners.
- Experience of planning and delivering projects, campaigns, events or engagement activities.
- Experience of working towards targets, objectives or performance measures.
- Experience of producing written content for different audiences and purposes.
- Experience of using social media, digital communications or online engagement tools professionally.
- Understanding the importance of supporter stewardship and relationship building.

Skills and Abilities

- Excellent written communication skills, including the ability to write clear, engaging and persuasive content.
- Strong verbal communication and interpersonal skills.
- Ability to build relationships and establish credibility with supporters, funders, businesses, volunteers and community organisations.
- Strong networking and influencing skills.
- Ability to communicate the impact of CAEB's work in a compelling and accessible way.
- Ability to manage multiple priorities and deadlines effectively.
- Ability to work independently, use initiative and identify opportunities for improvement.
- Strong organisational and administrative skills.

- Good IT skills, including Microsoft Office and the ability to learn new systems quickly.
- Ability to analyse information and use data to inform decisions and evaluate success.

Personal Qualities

- A genuine commitment to the aims, principles and values of Citizens Advice.
- Passion for supporting local communities and helping people access support.
- Positive, proactive and enthusiastic approach to work.
- Creative thinker who is willing to try new approaches and learn from experience.
- Resilient and adaptable in a changing environment.
- Collaborative and willing to work across teams and projects.
- Commitment to equality, diversity and inclusion.
- Willingness to work occasional evenings or attend community events where required.

DESIRABLE

Knowledge and Experience

- Experience of developing donor, supporter or customer engagement programmes.
- Experience of organising fundraising, networking or community events.
- Experience in marketing, communications, community engagement or a related role.
- Experience of creating content for websites, newsletters, social media or email marketing campaigns.
- Experience of supporter stewardship, donor journeys or membership schemes.
- Experience of working within the charity, voluntary or community sector.

- Experience of using CRM, fundraising or customer relationship management systems.
- Experience of recruiting, managing or supporting volunteers.
- Experience of working with local businesses, community groups or strategic partners.

Additional Knowledge

- Understanding of fundraising good practice and ethical fundraising principles.
- Understanding of the role of unrestricted income within charities.
- Knowledge of the communities served by Citizens Advice East Berkshire.
- Understanding of the challenges facing the advice sector and local communities.
- Awareness of digital engagement, audience development and supporter communications.
- Understanding of the Citizens Advice network and its values.

What success looks like

Within the first 12–18 months, the postholder will have:

- Successfully supported the launch and development of Friends of CAEB.
- Developed stronger relationships with local businesses and community partners.
- Increased supporter engagement and community awareness of CAEB.
- Built a pipeline of potential donors, supporters and corporate partners.
- Increased unrestricted income through community, corporate and individual giving activity.
- Improved fundraising communications across social media, email and website channels.
- Contributed to delivery of the income diversification objectives contained within the CAEB Business Plan.

What we give our staff

- 5% employer pension contribution
- Generous holiday entitlement – 25 days plus 8 days Public Holidays (pro-rated for part-time employees)
- Free parking at Maidenhead and Bracknell offices
- Employee Assistance Programme
- Employee Perks Programme

Next steps

An application form for this role can be found on our website

<https://caeb.org.uk/category/jobs/>

Please send your completed Application Form and Diversity Monitoring Form to recruitment@caeb.org.uk

The application closing date is 11.59pm on 2 August 2026

Interviews will take place from 11 August 2026

Please note: All candidates are required to complete the official application form. Submissions of CVs alone will not be accepted or considered.

Guidance notes for applicants

Disability

Please provide any information you wish us to consider when we are reviewing your application. If you are selected for interview, we will ask you to let us know if you have any access needs or may require reasonable adjustments to the interview or assessment (if applicable) at that stage. Please be assured that we will be supportive in discussing reasonable adjustments with you at any stage of the recruitment and

selection process.

Entitlement to work in the UK.

A job offer will be subject to confirmation that you are permitted to work in the UK in accordance with the provisions of the Asylum and Immigration Act 1996. You will be asked to provide evidence of your entitlement to work in the UK if you are successful and an offer of employment is made.

Please note that Citizens Advice East Berkshire does not hold a sponsor licence and, therefore, cannot issue certificates of sponsorship under the points-based system.

Diversity Monitoring

Citizens Advice East Berkshire values diversity and promotes equality. We encourage and welcome applications from suitably skilled candidates from all backgrounds. Monitoring recruitment and selection procedures is one way of helping us to ensure that there is no unfair discrimination in the way that we recruit people. To do this we need to know about the diversity profile of people who apply for posts at Citizens Advice East Berkshire. This information is given in confidence for monitoring purposes only and is not seen by anyone responsible for making recruitment decisions. However, if you would prefer not to answer any of the questions we ask, please leave them blank.

Information, experience, knowledge, skills, and abilities

This is a key section of the application form which allows you to provide evidence of your experience, knowledge, skills, and abilities that are relevant to the role as described in the role profile. Selection is based on an assessment of the evidence you provide against the requirements of the role as set out in the person specification. It is important that you tailor your response to clearly demonstrate how you meet each requirement. No assumptions will be made about your achievements and abilities.

Please provide one example for each requirement. You should choose examples of past experience that clearly demonstrate what we are looking for, and be precise about what you did, how you did it and the outcome or result of your actions. Please try to limit your response to each criterion to a maximum of 200 words.

A useful guide might be S.T.A.R:

Specific – give a specific example.

Task – briefly describe the task/objective/problem.

Action – tell us what you did.

Results – describe what results were achieved.

Please provide recent work examples wherever possible. However, do remember that relevant examples from other aspects of your life, for example: voluntary or unpaid work, school or college work, family, or home responsibilities, can also be given.

Shortlisting outcomes

Shortlisted applicants will be invited for an interview. Candidates selected for interview will be required to undertake a practical assessment and interview.

Interview Dates

Interviews will take place on the dates listed in the advert. Candidates selected for interviews are expected to be available, to attend interview on the date(s) stated in the advert. Citizens Advice East Berkshire strive to conduct a fair recruitment process, and this means only in exceptional circumstances will interview dates be rescheduled. The aim being to interview all selected candidates on the stated date within the same period. Request to reschedule an interview date, will only be made for cases of exceptional emergency, where evidence supporting the request has been provided to the interview panel.

Feedback – Applications and Interview

Please note due to high volume of application forms received for recruitment vacancies, we are unable to provide Feedback on completed application forms.

The panel will only provide Feedback to candidates who were selected for and attended interview. A request must be made by the interviewee for feedback on their performance.

References

All job offers are subject to the receipt of two satisfactory references: One should be from your current or most recent employer or line manager (if you are employed through an agency), or your course tutor if you have just left full time education. The other should be someone who knows you in a work related, voluntary or academic capacity. Both referees should be able to comment on your suitability for the role.

References will only be taken up for successful candidates following interview.

Criminal convictions

Anyone who applies to work within Citizens Advice East Berkshire will be asked to disclose details of unspent convictions during the recruitment process.

Having a criminal record will not necessarily bar you from working for Citizens Advice East Berkshire. Much will depend on the type of job you have applied for and the background and circumstances of your offence. However, we are not able to employ anyone with a conviction for a sexual offence against a child or vulnerable adult, regardless of when the offence took place. All other convictions will be considered on an individual basis.

Disclosure & Barring checks are only requested where proportionate and relevant to the post concerned.