

CANDIDATE PACK

#ENGAGE

#ENABLE

#EMPOWER



FUNDRAISING OFFICER

★
2021
Winner

GSK IMPACT Awards
In partnership with
The King's Fund

ABOUT SWEDA

SWEDA provides specialist therapeutic support for people affected by Eating Disorders in the South & West. Eating disorders are serious mental illnesses with profound psychological, physical and social impacts on people and their families, and their prevalence has grown dramatically in the past 10 years. SWEDA began as a self-help support group in 1992 and has grown to give 1-2-1 therapeutic support to over 1,500 children and adults in 2025/26 and reach thousands more through support groups, outreach, training for professionals and our twice-weekly helpline.

SWEDA works with people who would not otherwise be able to access specialist help. We work with children, young people and adults in the Somerset and Bristol areas, and with adults in Oxfordshire and neighbouring counties. Our service promotes recovery, resilience and long-term wellbeing for our clients. By providing timely, therapeutic interventions, we reduce the physical and psychological impact of the eating disorder, improving quality of life for our clients. Eating disorders affect entire families; our service includes support, information and guidance for parents and carers, helping them to support the recovery of their loved one, and protect their own wellbeing.

Our Vision:

To support everyone affected by eating disorders across the South and West.

Our Mission:

We engage with people affected by eating disorders, including family, friends and carers, by offering hope and enabling access to support services to empower recovery.



OUR CORE VALUES

Compassionate

Hopeful

Ambitious

Accountable

To our clients and each other

We are pro-recovery, believing that recovery is always possible.

We want the best for our clients and for ourselves.

Holding ourselves and the people we work with to a high standard

We believe that all people:

- Have the right to feel they belong and are valued
- Should have the freedom and opportunity to make well informed decisions
- Have the power to change and manage their lives

We endeavour to provide resources and informal, non-stigmatising services, which reflect the needs of the community.

We encourage people to use SWEDA to seek information, support and guidance in order to enhance their opportunities and make informed choices about their lives through the provision of our Support & Guidance sessions, Counselling, Self-Help Groups, College Project and other services.

We are committed to offering opportunities for those in recovery to gain skills and build confidence.

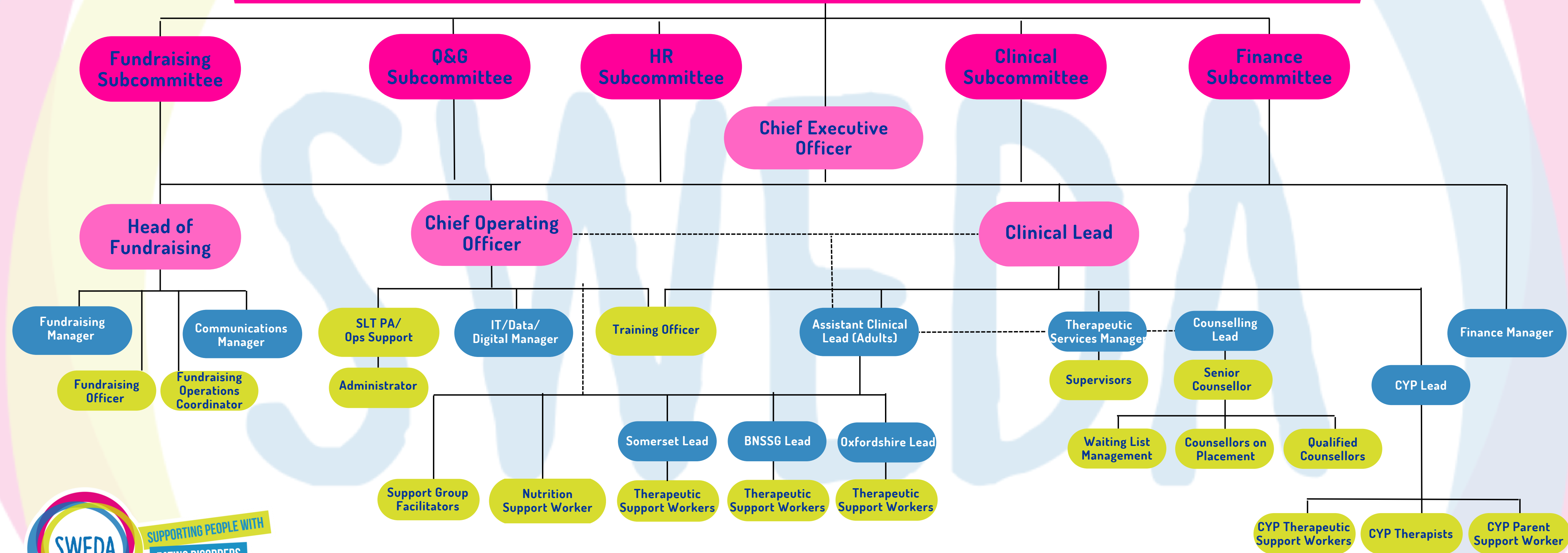


SWEDA is the best place I have ever worked - it is a creative and supportive environment, where everyone has a say and where talents are nurtured

In a recent staff survey, 100% of the respondents agreed that they were proud to be a member of staff at SWEDA



Trustees/Directors Board



JOB DESCRIPTION

Job Title: Fundraising Officer

Office Location: Shepton Mallet

Salary: £15,600 (£26,000 FTE)

Hours: 22.5 hours per week – Monday to Friday (days and times to be agreed).
Some weekend and evening work will be required, with time off in lieu

Contract: Permanent

Benefits: Leave: 25 days per annum plus bank holidays (pro rata)
1 extra day after 5 years' service
Cashback on healthcare
Pension: SWEDA contributions – up to 8.5%
Flexible working including some home working

SWEDA is growing fast. Since the pandemic, the number of children, young people and adults who need our support has grown exponentially. An estimated 1.25m people in the UK have an eating disorder, and an NHS mental health questionnaire in 2023 found that 59% of 17-19 year olds screened positive for having eating problems.

SWEDA has responded by expanding geographically (into Bristol, South Gloucestershire and Oxfordshire), developing our Children and Young People services and investing in the development of a fundraising team. Our Head of Fundraising was appointed in 2023, a Fundraising & Communications Officer joined in 2024 and our Fundraising Manager started in 2025, focusing on large-scale events and community projects. We now need a Fundraising Officer to help us develop and grow our community fundraising to help diversify our income and secure SWEDA's future. We are a small and friendly team and will make you feel very welcome.

Your role will be to help us deliver impactful events, as well as community and individual fundraising campaigns, ensuring good stewardship for existing funders and supporters. You may also be involved in helping secure and cultivate corporate partnerships and forge relationships with schools and other community partners. Alongside this, you will assist the Fundraising Manager in growing our small team of volunteers to both fundraise and raise awareness.

You will be highly organised, a great communicator – both in person and on paper – and able to work on your own initiative as well as in a team. You will be confident working with our database and communications channels. The primary objective will be to work with the team to raise funds to support our life-transforming work, but also to raise awareness and understanding of eating disorders and help establish SWEDA as the eating disorder specialist across the South & West.

JOB DESCRIPTION

We are looking for a candidate who has the necessary skills and experience to fulfil the following role:

MAIN DUTIES & RESPONSIBILITIES

- Work with the Fundraising and Communications team to devise new events, campaigns and communications to spread the word about SWEDA and engage supporters and donors
- Represent SWEDA at fundraisers, conferences and events
- Steward donors and community groups holding “in aid of SWEDA” events
- Develop toolkits for downloadable fundraiser campaign content, appeals and volunteer support
- Source raffle prizes and experiences to be used at SWEDA events and online auctions
- Build relationships and generate leads with local corporates
- Contribute to press releases and generate images/video content for socials
- Monitor news coverage of eating disorders and alert the team to relevant items
- Seek out data and research that supports our case for support
- Other duties that may arise, including assisting with grant applications and communications tasks

OTHER DUTIES & RESPONSIBILITIES

- Support the aims and objectives of SWEDA, demonstrating SWEDA’s values in day-to-day work
- Complying with our policies and procedures
- Working positively and collaboratively with other team members

PERSONAL QUALITIES

- A positive, gregarious personality who enjoys meeting new people and trying new things
- Ability to juggle a varied and busy workload and meet deadlines
- Committed, diligent and reliable
- Creative thinker, with a willingness to take on responsibilities and challenges
- Integrity - being honest and ethical

PERSON SPECIFICATION

DETAIL

ESSENTIAL DESIRED

Experience & Knowledge:

Experience of working in a fundraising or communications role

X

A track record in effective use of social media to promote an organisation or cause

X

Highly organised and able to multi-task

X

Self starter, able to work on own initiative

X

Excellent written and spoken communication skills

X

Proficiency in Microsoft Office (Word, PowerPoint, Excel), Teams,

X

Canva, MailChimp, databases

An eye for detail

X

An understanding of eating disorders and mental health issues

X

Commitment to SWEDA's values

X

SWEDA

RECRUITMENT PROCESS

Please send a completed application form and covering letter to admin@swedauk.org explaining why you think you are the right person for the job.

Friday 17th July (midday): Closing date for applications

Tuesday 21st July: Candidates will be informed if they have been invited to interview

Thursday 23rd July: In person interviews held



SWEDA seeks to attract high quality applications through a fair and effective recruitment process. SWEDA is committed to fostering an inclusive workplace where diversity is valued and equality is actively promoted. We want SWEDA to be a place where different experiences, expertise and perspectives are valued and everyone is encouraged to grow and develop. Our recruitment practices are designed to ensure fair treatment for all applicants, regardless of background, identity, or circumstance. We want our team to represent the diversity of the people and communities we work with so we strive to eliminate bias at every stage of the hiring process and encourage applications from underrepresented groups. Reasonable adjustments are available to support candidates with disabilities or specific needs, and we continuously review our recruitment procedures to uphold best practices in EDI.