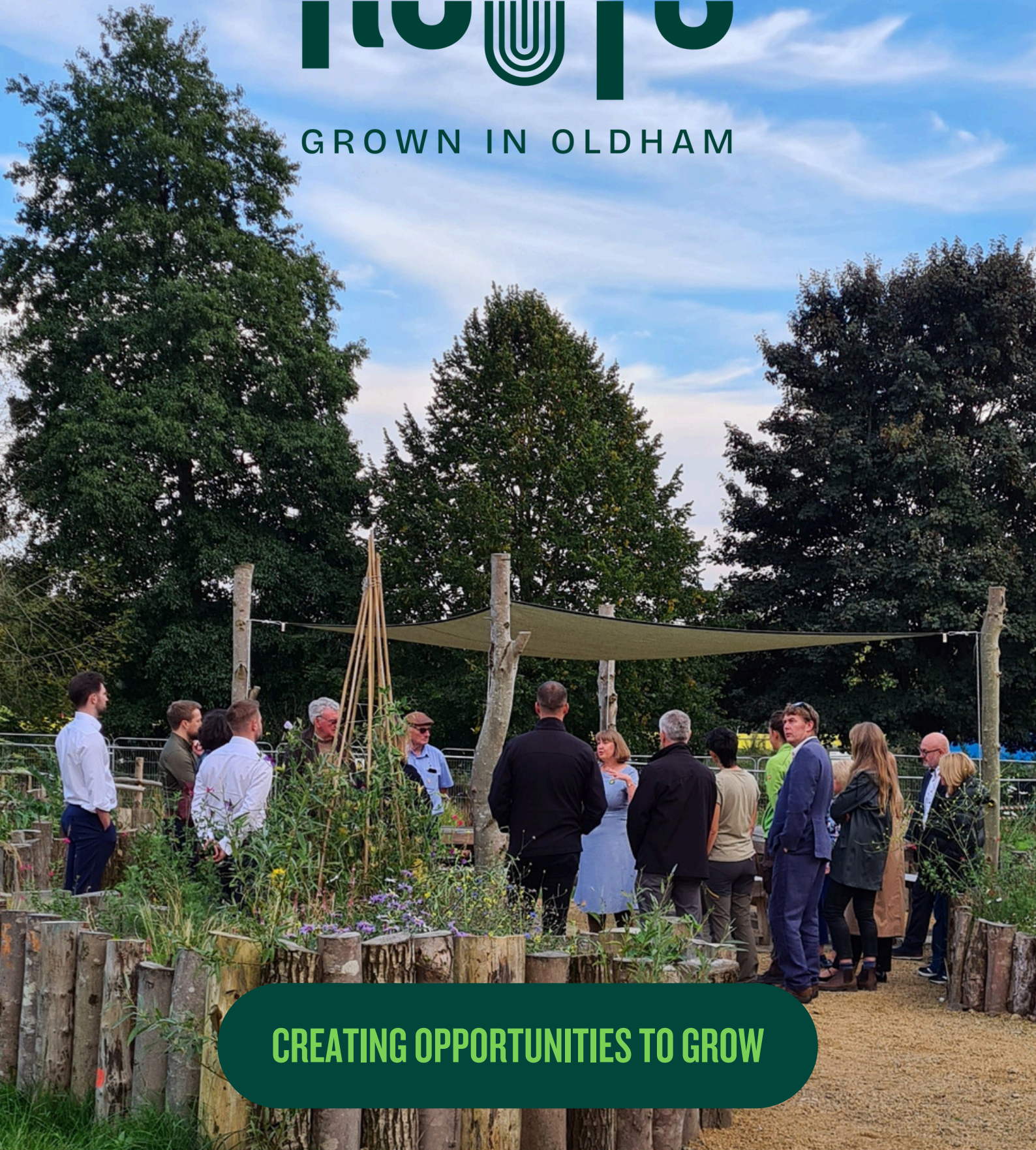


# NORTHERN ROOTS

GROWN IN OLDHAM



**CREATING OPPORTUNITIES TO GROW**

# FUNDRAISING LEAD



**Salary:** £36,000 - £38,000 pro rata

**Contract:** Fixed term, May 2025 until June 2026. Three days/week, 7.5 hours per day.

**Location:** On site at Northern Roots with opportunities for flexible and remote working.

## Job purpose:

Northern Roots is transforming 160 acres of urban greenspace into a destination for learning, leisure and growing. We aim to benefit the environment, and to improve the health, wellbeing and livelihoods of local communities. We are currently constructing a Visitor Centre, Forestry Skills Centre and four acres of Urban Farm, and will open as a **visitor destination in 2026**.

Over the last five years, working in partnership with Oldham Council, the Northern Roots has successfully secured significant capital and revenue funding from a wide range of statutory, trust, foundation and corporate funders. We have built strong relationships with Esmee Fairbairn Foundation, Halpin Trust and National Lottery Heritage Fund, among others. Over the past year, with the support of two specialist fundraising consultants, we have conducted extensive pipeline research, developed a variety of Case for Support and proposal documents, begun to engage with High Net Worth and corporate supporters, and achieved success with a number of trusts and foundations new to us, such as Garfield Weston, Oglesby Charitable Trust, Swire Trust, and Arts Council England.

As we prepare to open our new facilities, we are now ready to recruit a member of staff to take forward the research, relationships and materials developed by these funding consultants and continue to capitalise on their work. This role provides an excellent opportunity for a **dynamic, strategic individual** to play a catalytic role in shaping an exciting, innovative and **transformational project**.

You will join a growing, dedicated team, working to the Chief Executive and the Board of Trustees as part of the Management Team. We are looking for an individual with a successful track record of Trust and Foundation fundraising, and with an interest in developing expertise in building relationships with Corporate and Philanthropic sponsors.



Specialist knowledge of the communities and heritage of Oldham, and an affinity for horticulture, ecology, arts, culture or outdoor sports would be an advantage.

Line Management responsibilities:  
Ad Hoc management of freelance fundraising support.

# KEY RESPONSIBILITIES

The role will require you to:



Further develop and deliver the fundraising strategy and pipeline for Northern Roots, shaped by the programme, offer and development targets. Our current fundraised income (grants, trusts, foundations) is c.£700k+ per annum however we will need to increase this to achieve some of our strategic ambitions and capital programmes.



Ensure that thematic cases for support relevant to each different funding source are developed and regularly updated.



Trusts and Foundations: maintain a record of Trust and Foundation interests and timetable of application deadlines to ensure funding opportunities are maximised.



Trusts and Foundations: research potential funding opportunities, build relationships with funders, and work with relevant staff on the development of applications/proposals. Ensure each funding application/proposal meets the criteria, deadlines and requirements.



Trusts and Foundations: manage funder reporting including to the National Lottery Heritage Fund and Arts Council England, preparing and coordinating across the charity the necessary financial information, progress reports and other information as required.



Individuals and Corporates: with support from the Chief Executive and expert consultants, develop skills in corporate and individual fundraising, identifying potential for new sources of income, including corporate partnerships/support, major gifts and legacies, and implement appropriate strategies to begin to develop these streams.



Events: Working with the Chief Executive, plan and deliver fundraising events in partnership with staff and Trustees.









Develop and maintain relationships with potential partners, stakeholders, businesses and others as appropriate, representing Northern Roots at functions, events and networking opportunities.



Ensure that all donors are thanked and stewarded in a timely manner through regular and appropriate communication.



# KEY RESPONSIBILITIES

-  Contribute to fundraising-related marketing, such as updating information online, social media activity and print, working with the Communications Team.
-  Work closely with Senior Management Team and Board on wider organisational development (e.g. business planning, finance, governance, strategy), to ensure fundraising activity is fully aligned with the organisation's current capacity and future plans.
-  Contribute to a positive fundraising culture at Northern Roots, embedding fundraising across the whole organisation and including co-ordinating input from non-fundraising staff.
-  Actively engage in professional development and networking opportunities e.g. attend North West Development Network and other training opportunities. Follow the Code of Fundraising Practice.
-  Actively promote the equalities and diversity agenda in the workplace.
-  Undertake and assist in other duties as may be required from time to time commensurate with the grade of the post

**Holiday entitlement:** 25 days holiday a year (excluding public holidays) pro rata

**Employer Pension Contribution:** 3%

**Reporting to:** Chief Executive Officer

If you have any questions or would like to discuss this role in more detail, please reach out to [info@northern-roots.uk](mailto:info@northern-roots.uk) and a member of the hiring team will be happy to connect.



To apply, email your CV,  
Cover Letter and completed  
Equal Opportunities form to  
[info@northern-roots.uk](mailto:info@northern-roots.uk)

*Anna da Silva*  
Northern Roots, CEO

# WHY WORK WITH US

We are a dedicated team that prioritises connection to nature and each other. We have a supportive working culture and pride ourselves on the impact we have within Oldham.

“If I hadn’t attended Northern Roots Positive Futures programme then I don’t know what I would be doing when leaving school. Thanks to staff believing in me, I have been able to achieve more than I ever expected. To now have a full-time job is amazing.”

**Corey, 16, Positive Futures graduate, local resident**

“Whenever I walk into Northern Roots, no matter how I felt beforehand, as soon as I see the land, the woods, I feel like I’m somewhere else. It’s a place of relaxation, a place to learn, to grow. The Natural Health Service has helped me massively in my recovery from addiction.”

**Jodi, Natural Health Service participant**

“Northern Roots is an exciting vision and opportunity for Oldham. Not only will it re-open much needed green space which is currently inaccessible, but it has been developed to respond to the diverse needs of the local community and been shaped by the people of Oldham at every stage.

The vision also complements local and regional strategic priorities for local communities, the economy and environment, including Oldham Council and the Local Motion Oldham network which is funded by Esmée. Northern Roots demonstrates how putting local communities at the heart of regeneration in a place can deliver positive outcomes for people and planet.”

**Rosa Sulley, Funding Manager Lead, Esmée Fairbairn Foundation**

Read more of our Esmée Fairbairn blog post [here](#).

Click [here](#) to learn more about this opportunity from Anna, our CEO, and see Northern Roots from the point of view of our volunteers, young people on placement, staff, visitors and Natural Health Service participants.

