



Job Description

Job title: Public Fundraising Manager	Salary: circa £40,000 (depending on experience)
Hours: Full time, 37.5 hours per week	Location: Minimum of three days in the office (Monday, Tuesday and Thursday), in London, N5
Reports to: Director of Fundraising	Holiday: 25 days holiday plus bank holidays and additional days over Christmas
Apply online by midnight on 8th May 2026: https://wkf.ms/4sFo5xL	

Charity overview:

Spread a Smile brings joy and laughter to seriously ill children in NHS hospitals and hospices across the country. Through in-person and virtual visits and events, the charity's entertainers – from magicians to musicians, artists, fairies and therapy dogs - enhance wellbeing and help young patients and their families cope with the pain and anxiety of serious illness and hospitalisation.

Job purpose:

Spread a Smile has been scaling at pace since 2017, growing income from £270k to over £2.3m and expanding services significantly to reach more seriously ill children and teenagers.

We are now entering the next crucial phase of our development. Over the next few years, we will continue to grow (our target next year is c£2.5m) while also taking the time to build a sustainable team and the foundations needed to secure our long-term future. Our goal is to ensure that every seriously ill child in the country who needs our support has access to it.

Within this context, the Public Fundraising Manager will play a critical role. We need a positive, adaptable, ambitious and professional individual who will go above and beyond, in partnership with our marketing team, to help raise the charity's profile, build our support base, and deliver exceptional standards of donor care to our grass roots supporters.

The Public Fundraising Manager will lead on our individual giving, in memory, legacies, challenge events and community fundraising activities, building on the strong foundations that are already in place, while being laser focused on the engagement of best fundraising prospects, within the charity's target markets. The overall budget responsibility will be around £400,000 income: largely across challenge events, community fundraising and individual giving.



The Public Fundraising Manager line manage the Fundraising Support Executive and will work closely with the Chief Executive, the Director of Fundraising and the wider fundraising team to ensure Spread a Smile is able to bring joy, laughter and respite to thousands of seriously ill children across the country.

Key responsibilities and duties:

Public Fundraising

- Manage the Public Fundraising short, medium and long term plans as well as budget, monitoring income and expenditure and leading annual and multi-year financial planning for these streams.
- Oversee the creation and evolution of all Public Fundraising products and propositions, ensuring they resonate with the charity's target audience and deliver strong ROI.
- Champion the Public Fundraising element of the charity's integrated fundraising campaigns, securing buy-in and collaboration across the organisation. In partnership with Marketing, maximise repeat, predictable unrestricted income through compelling and sensitive regular giving, in-memory and legacy programmes.
- Lead the development of individual giving (e.g. online appeals, Christmas appeal and auction) with a focus on stewardship and retention whilst working with the Marketing team on a new supporter acquisition strategy.
- Plan and deliver an annual cycle of supporter communications, including appeals e.g. (Christmas appeal and auction), newsletters and impact reporting, to inspire long-term loyalty and increased giving.
- Support and optimise third-party and online fundraising (including Facebook and Instagram), maximising both income and long-term engagement.
- Lead and co-ordinate the charity's legacy programme, working with Farewill and embedding gifts in wills messaging across the organisation.
- Support and empower Spread a Smile families to fundraise, always working with care, professionalism and sensitivity.
- Grow income from grassroots and community organisations (e.g. schools, faith groups, golf clubs, and more) through excellent stewardship and new relationship cultivation, focusing on higher-value opportunities (£1k–£5k).
- Collaborate with Marketing to ensure community partners are appropriately recognised across online and offline channels, in line with the charity's recognition framework.
- Manage and develop the charity's challenge event portfolio (eg Hackney Half, London Landmarks, Royal Park, London Marathon), including filling event spaces, maximising income and delivering outstanding stewardship for participants.

Operational & Culture

- Line-manage the Fundraising Support Executive, ensuring smooth donation processing, prompt thanking, and supporter care that reflects Spread a Smile's values.
- Attend and support fundraising events, including occasional evenings and weekends.
- Ensure the fundraising database (Donorfy) is accurate, well-maintained and used to drive insight-led decision making across fundraising.



- Work closely with high-value fundraising teams (major giving, corporate and trusts) to identify and develop new supporter pipelines.
- Support and co-ordinate Spread a Smile volunteers, enabling them to contribute meaningfully and confidently.
- Ensure full compliance with Fundraising Regulator standards, GDPR and Charity Law, embedding best practice policies and processes to support sustainable growth.
- Uphold and model Spread a Smile’s mission, vision and values, including safeguarding responsibilities.
- Contribute to organisation-wide activities and events as required.

Person Specification:

The role will require the post holder to have the following skills and experience:

Skills and Experience	Essential or Desirable	To be assessed via CV	To be assessed at interview
Experience of setting and delivering short, medium and long term plan in fundraising.	Essential	✓	✓
Experience of <i>or</i> previous involvement in setting budgets and reporting income.	Essential	✓	✓
Experience of fundraising in one or more of our key public fundraising areas (individual giving, challenge events, community fundraising, legacy and in memory fundraising).	Essential	✓	✓
Exceptional relationship builder with strong emotional intelligence and influencing skills.	Essential	✓	✓
Creative and ambitious approach to fundraising with evidence of going above and beyond in your role	Essential	✓	✓
Excellent written and verbal communication skills, including public speaking and the ability to craft compelling proposals and impact stories.	Essential	✓	✓



Experience of using a CRM system, such as Donorfy (or other form of managing and tracking supporter engagement).	Essential	✓	✓
Previous line management experience <i>or</i> informal management (e.g. volunteers, supporting junior staff, mentoring, etc.)	Essential	✓	✓
A growth mentality with a sales orientated approach to securing new funding.	Essential		✓
Exceptional time management skills with an ability to effectively meet deadlines, within a dynamic fundraising environment.	Essential		✓
Analytical thinker with the ability to use data to inform decision-making.	Essential		✓
Self-motivated, entrepreneurial and innovative, with an ability to spot and capitalise effectively on opportunities, as and when they arise.	Essential		✓
Strong attention to detail, with an ability to build and oversee effective systems and processes that deliver exceptional standards of donor care.	Essential		✓
Team player with a willingness to participate in day-to-day activities to support the wider team.	Essential		✓
Deep passion for Spread a Smile's mission and commitment to improving outcomes for seriously ill children.	Essential		✓

This job description is not exhaustive, and the role will include other tasks and responsibilities commensurate with the post and subject to change to meet legislative requirements.

Pay and benefits:

- Salary of circa £40,000 (depending on experience)



- 25 days holiday plus bank holidays and additional days off over Christmas.
- Flexible working options. This is a full-time role, with a minimum of three days in the office in London N5.
- Core office hours are 9am–5pm or 9.30am–5.30pm.

How to apply:

Apply online by midnight on 8th May 2026: <https://wkf.ms/4sFo5xL>

We welcome all candidates to apply, regardless of age, sex/gender, disability, race, religion, sexual orientation, marital status or pregnancy/maternity. If you have any disability and require reasonable adjustment/s to any part of the process, then please contact Roxane Caplan roxane@spreadasmile.org

Additional Information:

We are committed to safeguarding and protecting the children and families we work with, creating a setting in which everyone feels welcome and safe. All posts are subject to a safer recruitment process which includes the disclosure of criminal records and barring checks, scrutiny of employment history, robust referencing and other vetting checks.

Our safeguarding system is underpinned by a range of policies and procedures which encourage and promote safe working practice across the organisation. We make sure that all our staff are trained and supervised to a high standard so they can provide safe, effective practice.