



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 (set days are Monday, Tuesday and Thursday), in London N5
Reports to: Director of Fundraising	Holiday: 25 days holiday plus bank holidays and discretionary additional days over Christmas

Charity overview:

Spread a Smile brings joy and laughter to seriously ill children. Through in-person visits at hospital bedsides, virtual visits and family events, we 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 income target the current financial year is £2.3m) while also taking the time to build a sustainable organisation 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.

The Public Fundraising Manager will lead on individual giving, in memory, legacies, challenge events and community fundraising activities, building on strong foundations 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.

We are looking for a positive, adaptable, ambitious and professional individual who will work closely with fundraising and marketing colleagues to build our supporter base and deliver exceptional standards of donor care to our supporters.

The Public Fundraising Manager will report to the Director of Fundraising and will line manage the Fundraising Support Executive.

Key responsibilities and duties:

Public Fundraising

- Develop and manage the Public Fundraising short, medium and long-term plans as well as budget/s; 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 audiences 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.
- 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 events portfolio (eg Hackney Half, London Landmarks, Royal Parks, 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:

We are looking for an ambitious and relationship-focused fundraiser who shares our passion for improving the lives of seriously ill children and their families. The criteria below set out the experience, skills and attributes we believe are essential for success in the role and will be assessed through the recruitment process.

Category	Skills and Experience	Essential or Desirable	Assessed via CV	Assessed at Interview
Experience	Experience of setting and delivering short, medium and long-term fundraising plans.	Essential	✓	✓
Experience	Experience of setting budgets and monitoring and reporting income performance.	Essential	✓	✓
Experience	Experience of fundraising in one or more key public fundraising areas, including individual	Essential	✓	✓



Category	Skills and Experience	Essential or Desirable	Assessed via CV	Assessed at Interview
	giving, challenge events, community fundraising, legacy and in-memory fundraising.			
Experience	Experience of using a CRM system, such as Donorfy, to manage and track supporter relationships and engagement.	Essential	✓	✓
Experience	Previous line management experience or experience of informally managing, supporting or mentoring volunteers or junior staff.	Essential	✓	✓
Skills and Abilities	Excellent relationship-building, influencing and stakeholder management skills, with strong emotional intelligence.	Essential	✓	✓
Skills and Abilities	Excellent written and verbal communication skills, including public speaking and the ability to develop compelling fundraising proposals, impact stories and donor communications.	Essential	✓	✓
Skills and Abilities	A creative, ambitious and proactive approach to fundraising, with evidence of identifying and delivering growth opportunities.	Essential	✓	✓
Skills and Abilities	A growth mindset and commercially focused approach to securing new sources of income.	Essential		✓
Skills and Abilities	Strong analytical skills, with the ability to use data and insight to inform decision-making.	Essential		✓
Skills and Abilities	Excellent organisational and time management skills, with the ability to manage competing priorities and meet deadlines in a dynamic fundraising environment.	Essential		✓
Skills and Abilities	Strong attention to detail and the ability to develop and oversee effective systems and processes that support excellent donor care.	Essential		✓
Skills and Abilities	A collaborative and hands-on team player, with a willingness to support day-to-day activities and wider organisational priorities.	Essential		✓
Skills and Abilities	A strong commitment to Spread a Smile's mission and to improving outcomes for seriously ill children and their families.	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 (discretionary) additional days in between Christmas and New Year.
- Flexible working options. This is a full-time role, with a minimum of three days in the office in London N5 (these are set as Mon, Tues and Thurs).
- Core office hours are 9am–5pm or 9.30am–5.30pm.

**How to apply:**

We welcome applications from people of all backgrounds and are committed to building a diverse and inclusive team. If you have any disability and require reasonable adjustment/s to any part of the process, then please contact Rhea Gall rhea@spreadasmile.org

The closing date for applications (CV + tailored covering letter) is Monday 28th September.

Link to apply: <https://wkf.ms/4sFo5xL>

First stage: Online interviews will take place w/c 5th October

Second stage: In-person interviews will take place on Thursday 15th October at our offices in Highbury and Islington, London.

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.