Job Description

Job title: Community Fundraising Manager	**Salary:** £36,000- £42,000 (depending on experience)
Hours: Full time, 37.5 hours per week	**Location:** Minimum of three days per week in the office, in London, (Highbury)
Reports to: Director of Fundraising	**Holiday:** 25 days holiday plus bank holidays and additional days over Christmas

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 experiencing serious childhood Illness

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 Community Fundraising Manager will play a critical role. We are looking for a positive, energetic and ambitious fundraiser who wants to make their mark: someone who will get out into the community, open doors and build the partnerships that bring new supporters and new income to Spread a Smile.

The Community Fundraising Manager will lead the charity's community fundraising function across key audiences including: Nurseries, schools, and universities; faith and community groups, service clubs such as Rotary; small local businesses, clubs and societies; and golf clubs, working closely with club captains and presidents. The focus is on securing new partnerships and relationships with these audiences and turning them into sustained, growing income for the charity.

This is a hands-on role in a small, friendly team where everyone collaborates and supports one another. The Community Fundraising Manager will work closely with the Chief Executive, the Director of Fundraising and the wider fundraising and marketing teams 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:

Community Fundraising

- Develop and deliver the community fundraising plan and budget, setting targets for each audience and monitoring income and expenditure.
- Build a strong pipeline of new community partners, proactively researching, approaching and meeting prospects in person.
- Education partners: secure and grow partnerships with primary and secondary schools, colleges, universities and nurseries across the country, including Charity of the Year partnerships, assemblies, non-uniform days and school-led events.
- Faith and community groups: build relationships with churches, mosques, synagogues, Rotary clubs and similar groups, including talks, collections and appeals around key festivals.
- Local businesses, clubs and societies: recruit and steward small local businesses, clubs and societies to fundraise for, and partner with, Spread a Smile.
- Golf clubs: develop relationships with large golf clubs and their captains and presidents, securing Charity of the Year partnerships, Captain's Days and golf days.
- Focus on higher-value opportunities and multi-year partnerships, turning one-off support into lasting relationships.
- Create simple, compelling fundraising packs, resources and propositions for each audience, in partnership with Marketing.
- Represent Spread a Smile at talks, assemblies, meetings and community events, telling the charity's story with warmth and confidence.
- Deliver excellent stewardship to every community partner, with prompt thanks, regular impact updates and recognition in line with the charity's recognition framework.
- Recruit and support community volunteers and ambassadors to extend the charity's reach.

Operational & Culture

- Work closely with the Fundraising Support Executive to ensure 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 colleagues across individual giving, events, major giving, corporate and trusts to share leads and develop new supporter pipelines.
- Report regularly on progress against targets, using data to learn what works and where to focus effort.
- 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 care far more about **attitude and aptitude** than a particular set of qualifications. Skills and experience matter, but the right mindset matters most. The role will require the post holder to have the following skills, experience and employment history:

Skills, experience and employment history	**Essential or Desirable**	**To be assessed via CV**	**To be assessed at interview**
Employment history and experience			
Around 3–6 years' experience in a charity, ideally in a fundraising role.	**Essential**	✓	✓
Experience of relationship-led fundraising: building, growing and stewarding relationships with supporters or partners.	**Essential**	✓	✓
A track record of securing new supporters or partnerships and bringing in income against targets.	**Desirable**	✓	✓
Experience of community fundraising (e.g. schools, faith groups, Rotary and service clubs, local businesses or sports clubs).	**Desirable**	✓	✓
Experience of working in a small or medium-sized charity where everyone supports one another.	**Essential**	✓	✓
Experience of delivering or supporting fundraising events.	**Desirable**	✓	✓
Experience of using a CRM system, such as Donorfy (or another way of managing and tracking supporter relationships).	**Desirable**	✓	✓
Skills and attributes			

A positive, can-do attitude and a real hunger to make your mark in fundraising.	**Essential**		✓
Self-motivated and a doer rather than a delegator: comfortable getting out on the ground, picking up the phone and knocking on doors.	**Essential**		✓
Friendly, conversational and outgoing, with the confidence to speak to groups and build rapport with people from all walks of life.	**Essential**		✓
Excellent written and verbal communication skills, including public speaking and telling compelling impact stories.	**Essential**	✓	✓
Well organised, able to manage a varied portfolio of relationships and meet deadlines in a busy environment.	**Essential**		✓
Team player with a willingness to muck in with day-to-day activities to support the wider team.	**Essential**		✓
Motivated by making a difference and an impact, with a deep passion for Spread a Smile's mission.	**Essential**		✓
Willingness to work occasional evenings and weekends, and to travel across London and Greater London.	**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 £36-42,000 per year (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 per week in the office in London N5.
- Core office hours are 9am–5pm or 9.30am–5.30pm.

How to apply:

We are looking for someone to start **as soon as possible**, and we want applying to be as easy as possible: just send us your **CV** (no covering letter needed). Applications will be reviewed as they arrive, so we encourage you to apply early.
Closing date: 15/11/2026

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 Rhea Gall rhea@spreadasmile.org

We are very happy to have an informal chat with candidates about the role, our expectations and the current state of play. Please feel free to call Tessa Kelly Director of Fundraising on 07801751595

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

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.

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