



Director of Fundraising Recruitment Pack



Registered Charity No. 293340

Company No. 1955570

Registered office: 32 Cubitt Street London WC1X 0LR

Foreword

Dear Applicant,

Thank you for considering the Director of Fundraising position at Bipolar UK. We appreciate your interest in joining our mission to support people affected by bipolar, a severe mental health illness that impacts more than a million people in the UK. Bipolar is characterised by extreme mood changes, ranging from manic highs to devastating lows, which can significantly disrupt lives and relationships. The condition not only affects people who live with the condition, but also their families and communities.

Bipolar UK is the only national charity focused exclusively on empowering people to live well with bipolar. Our mission is to provide vital resources, advocacy and community support to those affected, helping them to navigate the complexities of the condition.

This is an exciting time for our charity and we are experiencing significant growth in our support services, media profile and research partnerships, all of which have been bolstered by the findings from our Bipolar Commission.

We are now seeking a passionate and strategic leader to join our team as the Director of Fundraising. In this pivotal role, you will spearhead our efforts to increase our income to £3.5 million over the next five years. Your expertise will be crucial in developing and implementing a comprehensive multi-year fundraising strategy. This strategy will focus on building individual giving, while leveraging our strong foundation in trusts, legacies and corporate partnerships.

At Bipolar UK, we believe that everyone has the potential to make a lasting impact. We offer a supportive and collaborative environment and joining us means becoming part of a dedicated team committed to improving lives and creating meaningful change.

We look forward to receiving your application and exploring how your vision and leadership can help shape the future of Bipolar UK.

Yours faithfully



Simon Kitchen
CEO, Bipolar UK



About us

Why Bipolar UK exists

Bipolar is one of the biggest mental health challenges of the 21st century:

- More than one million people in the UK have bipolar - that's one in 50 people
- Having bipolar increases someone's risk of suicide by at least 20 times
- It takes an average of 9.5 years to get a correct diagnosis of bipolar
- Bipolar has a huge impact on families and friends
- 56% of people living with bipolar get no treatment or support for the condition
- People who live with bipolar deserve specialist support and services
- The need for a dedicated national bipolar charity has never been greater

What we do

Bipolar UK is the only national charity dedicated to supporting individuals and families affected by bipolar. Peer support is at the core of our work. Our integrated service consists of:

- More than 80 support groups for people affected by bipolar, both online and in person, facilitated by trained and supported volunteers
- A moderated eCommunity that's open 24/7, 365 days a year
- 1-1 peer support via phone and email
- An annual World Bipolar Day conference
- Information and resources on our website

Vision

To build a better world together for everyone affected by bipolar

Our strategic aims

1. Provide a comprehensive peer support service for people affected by bipolar and increase the reach of our delivery
2. Act as the voice of our community to improve the country's health systems and services, and change attitudes to bipolar throughout UK society



**Thank you to you all at Bipolar UK
for all that you do - it's a lifeline.**



Job description

Job title:	Director of Fundraising
Location:	Flexible - home-based (with travel to events and team meetings in London and other UK locations required)
Salary:	£60-£67k depending on experience. Permanent contract after six-month probation period. 32 hours a week (taken as four-day working week optional) 25 week days of annual leave (plus Bank Holidays) 5% employer pension (after completion of probation) Additional day of annual leave for every full year of service
Responsible to:	Chief Executive Officer (CEO)
Responsible for:	Fundraising Team of six

Purpose

Bipolar UK is seeking a Director of Fundraising to lead its growth and help transform the lives of those affected by bipolar. With over a million people living with the condition in the UK, and five million more impacted through friends and family, the need for support is immense. Bipolar UK is the only UK-wide charity solely focused on bipolar, providing peer support, raising awareness, campaigning and leading research.

The Director of Fundraising will develop and implement a strategy to increase income to £3.5 million over the next five years, expanding services, research and campaigns. They will focus on building individual giving while leveraging the charity's strong foundation in trusts, legacies, and corporate partnerships. This role is crucial to ensure we can continue to offer accessible self-management advice and peer support, and expand our research team. Joining the team at Bipolar UK offers an exciting opportunity to make a lasting impact in mental health and improve lives across the UK.

You will be attracted to this role because:

- You have an affinity to the cause - if you understand bipolar, this is a change-driven organisation where you can achieve impact and be close to the work that matters to you.
- There's a high chance of success - the £3.5 million figure is ambitious but realistic, based on an extensive research.
- There is a momentum of growth - 95% since 2019 and the third highest in the mental health sector.
- You will be personally responsible for this success.
- You will succeed at a broad professional level.

Job summary

The Director of Fundraising will be responsible for developing and implementing a five-year fundraising strategy. This includes the day-to-day management of the existing fundraising team and championing fundraising at senior management level and with the Board.

Key responsibilities:

Fundraising Strategy and Planning

- Develop and implement a comprehensive five-year fundraising strategy aligned with the organisation's goals and vision.
- Set ambitious income targets and create annual and multi-year fundraising plans.
- Analyse market trends, donor behaviour and fundraising opportunities to maximise income.
- Develop innovative campaigns and fundraising initiatives to engage donors and supporters.
- Liaise with the communications team to refine our value proposition and ensure all messaging aligns to Bipolar UK tone of voice.
- Oversee and grow an existing programme of grants, corporate partnerships, high net worth individuals, community and events, in memoriam and commissioned income.
- Develop and implement new strategies for individual giving, regular giving and legacies.

Team Leadership and Development

- Lead, motivate and manage the fundraising team to achieve targets and deliver excellent performance.
- Provide coaching, training and support to team members to enhance their fundraising skills.
- Foster a collaborative and high-performance team culture.
- Set clear objectives, and KPIs for team members and monitor their progress through appraisals and reviews.

Monitoring and Reporting

- Monitor and evaluate the effectiveness of fundraising activities, reporting on performance to the CEO and the Board.
- Work with the finance team to ensure accurate coding and prepare regular reports on fundraising performance, donor engagement and income generation.
- Use data and analytics to inform decision-making and continuously improve fundraising strategies.
- Ensure compliance with fundraising regulations, including the Codes of Conduct issued by the Chartered Institute of Fundraising, GDPR, and other legal and ethical standards.

Budget Management

- Manage the fundraising budget, ensuring that resources are allocated effectively and that fundraising activities are cost-effective.
- Forecast income and track performance against targets, identifying risks and opportunities.

Personal specification

Essential requirements

- 5-10 years of fundraising experience, including managing a fundraising department.
- Proven track record of achieving a step change in income generation.
- Experience of two of the following fundraising methodologies:
 - Grants
 - Corporate
 - Community and events
 - Legacies
 - High net worth individuals
 - Commissioning.
- Qualification or training in management and evidence of continuous professional development in fundraising.
- Strong digital skills, with a track record of maximising the use of CRMs.
- Excellent business writing skills.
- Good internal and external interpersonal skills.
- Inspirational leader and capacity to represent Bipolar UK at a senior level.

Desirable

- An affinity to bipolar.



How to apply

The closing date for this vacancy is 9am on Monday 18th November.

If you are interested in applying, you are welcome to meet online with the CEO, Simon Kitchen, one-to-one to ask any questions about current finances, fundraising performance, budget and the team. You can arrange an appointment by contacting his personal assistant, Nadine Head: nhead@bipolaruk.org

Please apply for this role using our blind recruitment platform on [CharityJobs](#). Please submit a CV and short covering letter.

We expect a two-stage interview process with a combination of online and in-person meetings w/c 25th November and w/c 2nd December.

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