



Fundraising Development Manager Search

April 2026

About Bright Shadow

Founded in 2009, at Bright Shadow we do dementia differently. Serving Kent and Medway, we build enriching, joyful experiences that use the power of the arts and creativity to enable people living with dementia – and those who give care – to live happy, healthy lives.

We understand the impact of a diagnosis, yet our work fosters positivity: focusing on what we can do, not what we can't. People with dementia, family members, expert artists and other professionals are all part of co-creating our ambitious artistic work.

Our trademark Zest groups, wider creative programme, and our training and resources for organisations seeking to be dementia inclusive, are all rooted in our passionate belief in authentic relationship-centred care.



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Bright Shadow core team

Clare Thomas: Chief Executive

Rebecca Truscott-Elves: Director of Creative Research

Jodie Elwin: Project Manager

Charlotte Chapman: Business Associate

Lana White: Finance Associate



**“Bright Shadow is joy
and it brings joy!”**

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Why this role?

Bright Shadow has secured funding for this new position for the next three years, and we're looking for someone to join our team at a pivotal moment. Our award-winning **Zest** programme is expanding in autumn 2026, we're building our **Dementia Arts Quality Framework**, and we're continuing to expand our capacity to co-create projects thanks to our **Campfire Conversations** and **Open Forums**.

Our team is small but mighty, including our fantastic inclusive board of trustees, two of whom live with dementia. We know we need to add an **experienced fundraising manager** to our team to help us build our community of support. Could that be you?



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Job Description

Role summary To be responsible for the development and management of Bright Shadow's long-term income strategy. This will involve managing its funding pipeline and relationships with funders and donors, and the development of new, diverse income streams.

Post reports to Chief Executive

Post works alongside Chief Executive, Director of Creative Research

Location Home Working, some travel for meetings required

Hours 0.6 FTE – 3 days (21 hours) per week. Working pattern negotiable. Occasionally, flexibility may be required to ensure duties are delivered to a high standard and within deadlines

Salary £38,000 (£22,800 pro rata)

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Key Duties and Responsibilities

1. Working with the Chief Executive and consulting other colleagues, to develop a long-term income strategy for the charity, building a portfolio of diverse income and funding streams including but not limited to: Trusts and Foundations, Individual Donors, Legacies, Corporates, Partnerships, Commissioning, Earned Income and Community Fundraising.
2. Be responsible for achieving income targets agreed with the Chief Executive and Board of Trustees. Year on year development will be expected.
3. Research and develop prospects and prioritise applications or other fundraising activities, including events, according to the strategy and to support accurate forecasting.
4. Submit funding applications on a regular basis according to the pipeline, approaching this systematically, diligently and punctually.
5. Maintain records of all funding prospects, outcomes, relationships and commitments.

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Key Duties and Responsibilities

6. Be responsible for the management of successful income agreements, including contracts, grant agreements and reporting requirements, working with colleagues to gather information and data as required.
7. Develop and drive new, diverse income streams according to the agreed strategy and in a sustainable way.
8. Support the Chief Executive to build and manage new and existing relationships with key stakeholders, including trusts and foundations, donors, commissioners, delivery partners, and other relevant individuals and organisations. This may at times involve collaboration and the sharing of good practice to support the charity's objectives.
9. Foster collaboration with colleagues (including the Community Fundraising Group) and beneficiaries to co-create funding applications and activities, and to develop new fundraising opportunities.
10. To oversee community fundraising activities and the proper collection of Gift Aided donations.

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Key Duties and Responsibilities

11. Provide considered, compelling communications messages and tailored experiences to strengthen our support base and communications, supporting the generation of income.
12. Contribute to a repository of research, data and evidence and stay up to date with current sectoral trends.
13. Produce quarterly progress reports to the Board of Trustees relating to fundraising development.
14. Represent Bright Shadow at relevant sector meetings and events as required.
15. Ensure compliance with the current Institute of Fundraising Code of Fundraising Practice guidelines and Data Protection legislation and ensure that all fundraising is carried out on an ethical basis.
16. Carry out any other reasonable duties that support the generation of income for the organisation as deemed appropriate by the Chief Executive.

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Person Specification

The Person Specification states the minimum knowledge; skills and experience required to carry out the job and is used for both shortlisting candidates for interview and to identify the areas to explore in an interview.

Competencies	Essential	Desirable
Experience		
Development and successful implementation of a fundraising strategy for all or part of an organisation	✓	
Wide range of funding research, bid writing and report writing experience	✓	
Success in raising income through a variety of income streams	✓	
Experience of establishing and developing relationships with key external stakeholders	✓	
Experience of managing a diverse workload, prioritising and meeting deadlines while working under pressure	✓	
Experience in digital fundraising and online communications	✓	

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Knowledge	Essential	Desirable
Knowledge of the grant applications process and/or the commissioning process	✓	
Awareness of financial procedures and ability to understand and interpret financial information such as management accounts and annual accounts	✓	
Working knowledge of the Fundraising Code of Fundraising Practice guidelines and Data Protection legislation	✓	
Awareness of issues and opportunities within the sector, current trends, influences and funder priorities		✓
Knowledge of the challenges of living with or being affected by dementia, and an understanding of our strengths-based approach to co-creation		✓
A relevant fundraising qualification e.g. Institute of Fundraising		✓

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Skills and Attitude	Essential	Desirable
Passionate about the work of Bright Shadow	✓	
Excellent planning and organisation skills	✓	
Excellent communication skills, both written and verbal	✓	
Ability to network and make presentations face to face and virtually, to develop new contacts and partnerships	✓	
Ability to motivate yourself and work independently on your own initiative	✓	
Excellent team working skills, recognising others' strengths and providing support as needed	✓	
Ability to engage and motivate a diverse range of audiences, including trustees, supporters, colleagues and beneficiaries	✓	

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Skills and Attitude	Essential	Desirable
Solution-focussed and creative in approaching new challenges	✓	
Competent user of a wide range of IT software and apps	✓	
Demonstrable commitment to always working in a dementia positive, anti-racist and inclusive way	✓	
Committed to the safeguarding of vulnerable adults and of children	✓	
Commitment to maintaining confidentiality	✓	

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How to apply

Please fill in the application form which you can download from **our website**, and once completed send to us via email to **recruitment@brightshadow.org.uk**.

The application form includes space for a personal statement.

Please do not send any additional documents (i.e. a CV) along with the application form, we've created the form in a way to allow you to share all relevant information in one place.

Filling in our **equity and diversity monitoring form** is optional, but really helps.

Application deadline:

Noon on Wed 27th May 2026

1st round interviews (on Zoom):

Wed 3rd June 2026

2nd round interviews (in person):

Wed 10th June 2026

Bright Shadow is an **equal opportunities** and a **Living Wage** employer.

If you require reasonable adjustments to assist you in the application process, please call us on **01227 467 272** or email **recruitment@brightshadow.org.uk**

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Bright Shadow

Registered Charity No. 1171042



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www.brightshadow.org.uk