



Role Profile - Fundraising Lead

PURPOSE: The Fundraising Lead is responsible for developing and delivering a sustainable and diversified income stream to support the charity's growth and impact. The role will lead on grant fundraising while building community and individual giving streams, managing fundraising events, and ensuring effective monitoring, compliance, and external representation.

ROLE ACCOUNTABILITIES

Grant Fundraising

- Identify, research, and prioritise suitable grant opportunities from trusts, foundations, and public bodies
- Write and submit high-quality, compelling funding applications, aligned with the charity's business plan and funding needs
- Develop and maintain a strong pipeline of prospective funders
- Manage relationships with existing funders, including reporting and stewardship
- Track deadlines, reporting requirements, and funding outcomes

Community Fundraising

- Develop and grow income from community fundraising initiatives, including local partnerships, volunteer-led activities and individuals
- Engage with supporters, schools and local businesses to encourage participation and donations, leveraging partnership contacts developed by the Marketing, Partnerships and Activities Lead
- Build and manage relationships with donors, supporters, and local partners
- Work with the Marketing, Partnerships & Activities Lead on the creation of campaigns to increase regular giving and one-off donations
- Provide resources and guidance for community fundraisers to maximise success
- Strengthen the charity's local presence and supporter base

Fundraising Events

- Plan, organise, and deliver all types of fundraising events (e.g. community events, corporate engagement activities), both in-person and virtual
- Ensure events are engaging, profitable and aligned with the charity's brand, mission, and values
- Manage event logistics and budgets and work with volunteers, partners, and suppliers to deliver successful events
- Work with Marketing, Partnerships and Activities Lead to promote events through appropriate channels, including social media and marketing platforms to maximise attendance and income
- Evaluate event performance and identify opportunities for improvement

Strategy, Compliance and Reporting

- Lead on the development and delivery of the charity's fundraising strategy, aligned with funding and business needs
- Translate the strategy into a clear actionable plan and deliver against this plan
- Monitor and report on fundraising performance against targets, providing insight and recommendations
- Ensure all fundraising activity complies with relevant regulations and best practice (e.g. Fundraising Regulator, GDPR)
- Maintain accurate records of fundraising activity and income
- Represent the charity at external events, networking opportunities, and meetings



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INDICATORS OF SUCCESS
<ul style="list-style-type: none"> • Development of a clear and credible fundraising strategy aligned with the charity's business plan and goals • Delivery of agreed annual fundraising income targets • Growth in diversified income streams (individuals, community) • Strong pipeline of funding opportunities • Positive funder and supporter relationships • Effective and compliant fundraising processes

WORK LEVEL, LOCATION, MANAGER	SCALE & SCOPE
<ul style="list-style-type: none"> • Work Level: N/A • Location: Bedford • Reports to: FFL Manager 	<ul style="list-style-type: none"> • Direct Reports: 0 • Budget (if applicable): N/A

KEY RELATIONSHIPS	
INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • Friends for Life Manager • Marketing, Partnership & Activities Lead • Treasurer • Trustee for Fundraising • Administrator 	<ul style="list-style-type: none"> • Charitable Trusts, Foundations , National Lottery and statutory bodies • Supporters, local schools and local businesses • Volunteers • Members of the public

EXPERIENCE, QUALIFICATION & SKILLS	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Proven experience in fundraising • Track record of developing income from successful grant applications, community and fundraising events • Strong written communication skills, with the ability to produce compelling funding proposals • Experience of developing and managing relationships with funders or donors • Ability to develop a fundraising strategy and translate this into a clear, actionable plan • Ability to meet deadlines • Creative and proactive approach to problem solving • Understanding of fundraising compliance and good practice • Passion for the charity's mission and the ability to communicate impact effectively 	<ul style="list-style-type: none"> • Experience working in a small charity or community-based organisation • Experience of organising fundraising events • Knowledge of the local Bedfordshire community and funding landscape • Experience with CRM systems or donor databases •

This Role Profile covers the main accountabilities of the role. It is not a detailed task list, and your manager may ask you to take on other reasonable responsibilities as the needs of the organisation change.