



## JOB DESCRIPTION

### FUNDRAISING MANAGER

#### Thank you for your interest in joining UHCW Charity.

Every day, our NHS colleagues at University Hospitals Coventry and Warwickshire NHS Trust provide outstanding care to hundreds of patients and families. As the official Charity for the Trust, our role is to go further - helping to fund the extras that make a real difference: improving environments, supporting staff wellbeing, investing in cutting edge equipment, and enabling projects and experiences that can transform someone's time in hospital.

We're proud of the support we receive from our local communities across Coventry and Warwickshire. That generosity is built on relationships - listening, responding well, showing the impact of every gift, and making it easy and meaningful for people to support the areas they care about most.

The Fundraising Manager is central to that work. Working closely with the wider team, you will lead the delivery of fundraising activity across corporates, community and events, ensuring strong operational delivery and a consistently excellent supporter experience. In everything you do, you will reflect our Charity values, being respectful, supportive, ambitious, transparent and collaborative. You'll help us to grow income sustainably while strengthening the relationships that make our Charity possible.

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| <b>Reports to:</b> Head of Fundraising                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Location:</b> UHCW Charity, Main Reception, Coventry, CV2 2DX |
| <b>Hours:</b> 37.5 per week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Salary Range:</b> £37,000 - £41,000 (depending on experience) |
| <b>Line Management Responsibility:</b> Fundraising Assistant                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                  |
| <b>About UHCW Charity</b> <p>At some point in our lives, we or someone we love will inevitably need hospital care. Whether it's a child, a parent, a friend, or even ourselves, University Hospitals Coventry and Warwickshire (UHCW) NHS Trust is here for everyone - providing life-saving treatment and compassionate care to over a million people each year, when it matters most.</p> <p>UHCW Charity is the official charity for UHCW NHS Trust, dedicated to enhancing patient care and hospital facilities beyond what the NHS alone can provide. From funding cutting-edge surgical robots that save lives, pioneering research into new treatments and breakthroughs, to creating warm, welcoming spaces where patients and families feel at ease, we're here to make every moment in hospital that little bit better.</p> |                                                                  |
| <b>Job Purpose</b> <p>The Fundraising Manager is responsible for delivering and growing income across corporate, community and events fundraising for UHCW Charity, both externally and within the Trust. The postholder will manage the Fundraising Assistant and lead day-to-day fundraising delivery, oversee supporter stewardship and journeys, and ensure consistent, high-quality performance across these income streams.</p> <p>Working closely with the wider team, the Fundraising Manager will build and maintain strong partner relationships, drive income growth, and ensure excellent supporter experiences.</p>                                                                                                                                                                                                      |                                                                  |

## Principal Objectives

- **Lead the delivery of fundraising activity across corporates, community and events**, ensuring plans are in place to grow income and engagement, and that activity is well coordinated, proactive and consistently delivered.
- **Support the Head of Fundraising by driving day-to-day delivery and income growth**, enabling strategic focus on high-value opportunities and longer-term development.
- **Strengthen supporter journeys and stewardship** across all relevant income streams, using insight, data and feedback to continuously improve performance, engagement and income generation.

## Duties and Responsibilities

### Fundraising and Relationships:

- **Plan and oversee the delivery of the events programme** (including Charity-led and third-party events), ensuring high-quality supporter experiences, strong logistics, and clear operational plans.
- **Maintain and develop relationships** with corporate partners and key community stakeholders, identifying opportunities to grow and deepen support.
- **Proactively engage with UHCW NHS Trust staff, patients and their families**, identifying opportunities to inspire and support fundraising activities within wards and departments.
- **Work closely with our marketing team** to shape fundraising communications and campaign plans, contributing content and ensuring consistent messaging across channels.
- **To recruit and oversee volunteers** and work in collaboration with the Charity Administrator to ensure excellent relationships with volunteers and donors
- **To recruit and manage a UHCW Charity Business Group**
- **To represent UHCW Charity** at presentations, events, meetings and networking opportunities, working to enhance the UHCW Charity brand online and at all events
- **Develop fundraising materials**, including toolkits, posters, fundraising packs and online content.
- **Oversee stewardship and supporter journeys**, ensuring a strong and consistent experience for new and existing supporters, from first contact through to ongoing relationship management and retention.

### CRM, Data and Compliance:

- **Maintain accurate records of supporter interactions**, using the Charity's CRM, Beacon, to track engagement and ensure effective stewardship and reporting.
- **Produce regular updates and reporting** on fundraising activity and income performance, sharing insights and recommendations with the Head of Fundraising and wider team.
- **Ensure all fundraising activity complies with legislation and best practice**, including GDPR, charity law and the Fundraising Regulator's Code of Fundraising Practice.
- **Support the Head of Fundraising and UHCW Charity Director** with reporting and other information as and when required.

### Other:

- **Line manage the Fundraising Assistant**, overseeing workload, priorities, performance and professional development.
- **A willingness to travel and work flexibly** in line with supporter requirements - flexible working hours are essential for this role, with some evening and weekend working required. TOIL (Time off in Lieu) will be given.
- **To undertake any other duties** as required for the effective operation of UHCW Charity.

## Person Specification: Qualifications, experience and skill levels

| Requirement                 | Essential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Desirable                                                                                                                                                                                                                                                                                                                        |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Qualifications</b>       | <ul style="list-style-type: none"> <li>Full UK driving licence and access to a vehicle insured for business use</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>Fundraising or event-related qualification</li> </ul>                                                                                                                                                                                                                                     |
| <b>Experience</b>           | <ul style="list-style-type: none"> <li>Minimum 3 years' fundraising experience working within the charity sector</li> <li>A proven ability to work proactively to identify new contacts and opportunities</li> <li>Event planning and hosting, including online</li> <li>Excellent networker</li> <li>Broad experience of organising fundraising activities such as events and collections</li> <li>Experience of recruiting, motivating and supporting volunteers</li> </ul>                                                                                                                                       | <ul style="list-style-type: none"> <li>Experience of managing direct line reports</li> <li>Experience of using a CRM/database to record supporter information</li> <li>Experience of working with third-party event organisers and suppliers</li> <li>Experience of dealing with the media</li> </ul>                            |
| <b>Knowledge and skills</b> | <ul style="list-style-type: none"> <li>Strong interpersonal, communication and social media skills, both verbal and written</li> <li>Confident public speaker, able to deliver engaging presentations</li> <li>Ability to plan and prioritise workload, meet deadlines and manage multiple tasks</li> <li>Ability to work with a broad range of organisations and people of all ages and backgrounds</li> <li>Working in line with fundraising regulations and best practice</li> <li>Good organisational skills and strong attention to detail</li> <li>Good level of IT skills</li> <li>GDPR compliant</li> </ul> | <ul style="list-style-type: none"> <li>Understanding and awareness of current issues within the charity sector and the NHS</li> <li>Knowledge of fundraising trends and engagement strategies</li> <li>Working in line with fundraising regulations and best practice</li> <li>Knowledge of local area and businesses</li> </ul> |
| <b>Personal Attributes</b>  | <ul style="list-style-type: none"> <li>Friendly, proactive and enthusiastic approach</li> <li>Able to work independently and as part of a team</li> <li>Willingness to work flexible hours, including some evenings and weekends</li> <li>Ability to handle difficult, sensitive, or emotionally distressing situations when working with families or</li> <li>Commitment to the vision, purpose, mission and values of UHCW Charity</li> </ul>                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                  |
| <b>Other</b>                | <ul style="list-style-type: none"> <li>Willingness to undergo training as required</li> <li>Willingness and able to travel across Coventry and Warwickshire for meetings and events</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>Knowledge of Coventry and Warwickshire communities, businesses and networks</li> </ul>                                                                                                                                                                                                    |

## **What we offer**

### **Annual leave**

- 27 days per annum plus public holidays

### **Pension scheme:**

- Company pension scheme with matched contributions of up to 7%

### **Other benefits:**

- Opportunities for professional development
- Blue Light discount card
- Employee Assistance Programme

### **UHCW Charity is committed to equality, diversity and inclusion.**

We welcome applications from all individuals regardless of age, disability, gender identity or expression, race, ethnicity, religion or belief, sex, sexual orientation, or socio-economic background. We are committed to building a team that reflects the diverse communities we support and to creating an inclusive environment where everyone feels respected, valued and able to thrive.

## **How to apply**

To apply, please send your CV and a letter of application demonstrating how you meet the job description and person specification to [daniel.obrien@uhcw.nhs.uk](mailto:daniel.obrien@uhcw.nhs.uk)

**If you do not meet all the requirements of the job description and person specification, but can demonstrate equivalent experience and skills, we would still like to hear from you.**

**We welcome conversations about the position and are happy to arrange an informal discussion if you'd like to find out more before applying.**

**Closing date:** 5:00pm on 12<sup>th</sup> August 2026

**Interviews:** Week commencing 17<sup>th</sup> August 2026