

Fundraising Manager Role Description

Commitment and Terms	
Salary:	£36,000–£40,000 per annum, depending on experience
Hours:	Full-time, permanent role
Location and Travel:	Our charity hub is in Croxley Business Park, Watford, Hertfordshire. Candidates must be able to engage locally on a regular basis (at least 2-3 days a week when not with donors/partners) Flexible working arrangements, including hybrid working.
Reports to:	Chief Executive Officer
Direct Report:	Fundraising Officer (Community and Corporate)

Organisation Overview

Founded in 2014, Goods For Good is a UK-based humanitarian aid charity that mobilises businesses to donate surplus, overstock and quality seconds to help people in need. We work to ensure that essential items, including clothing, footwear, bedding, toiletries and hygiene goods, reach vulnerable communities both in the UK and overseas.

Our model combines humanitarian aid with environmental responsibility, helping people in crisis while reducing waste and promoting a more circular, sustainable economy. By redistributing goods that would otherwise go to landfill, we provide practical support where it is needed most and create meaningful social and environmental impact.

Last year, Goods For Good distributed more than £26 million in aid, helping over 448,000 people living in extreme poverty.

By providing footwear, clothing and other essential items, we helped to restore dignity and offer hope to individuals and families facing the toughest circumstances.

Working with over 200 corporate partners and more than 85 charity partners across the UK and internationally, we have delivered more than £80 million worth of aid since 2014 and prevented around 2,272 tonnes of usable goods from going to landfill. Our “lite” operating model ensures exceptional efficiency: for every £1 raised, we generate approximately £50 of social impact value.

The need for our work continues to grow. As poverty deepens and global crises persist, we remain focused on improving lives, restoring dignity, and protecting the planet.

Role Summary

Goods For Good recently appointed Jo Godsmark as Chief Executive Officer and is entering a period of transition and growth. We are looking for an experienced Fundraising Manager to strengthen our fundraising and help deliver the charity’s next phase of development.

Reporting to the CEO, the Fundraising Manager will develop and implement an organisation-wide fundraising strategy and delivery plan, with responsibility for agreed income targets. They will oversee fundraising processes, our Beacon CRM and donor journeys, and lead our corporate, community, events and individual giving activity.

This role would suit a creative, tenacious and donor-focused fundraiser who can turn strategy into action, build lasting relationships and deliver successful fundraising activity.

The Fundraising Manager will work alongside a colleague leading on trusts and foundations, the Corporate and Community Fundraising Officer, the Marketing Manager and our Lifetime President, who supports the Philanthropic Group and relationships with goods donors.

The successful candidate is expected to be appointed in October 2026.

Key Responsibilities

Fundraising leadership and development

- Develop and implement an organisation-wide fundraising strategy and annual delivery plan, working towards agreed income targets.
- Work with the CEO and Marketing Manager to agree on an annual programme of fundraising campaigns and events.
- Manage and develop the Corporate and Community Fundraising Officer.

- Oversee fundraising processes and the effective use of Beacon CRM across the fundraising team. Ensure funder, donor and supporter data supports effective stewardship, accurate reporting and future fundraising decisions.
- Ensure all fundraising activities comply with ethical fundraising standards and applicable data protection legislation.
- Represent Goods For Good professionally at external meetings, events and networking opportunities.
- Develop and embed appropriate, responsible uses of AI to improve fundraising research, planning, administration and reporting, in line with data protection and organisational policies.

Corporate Partnerships and Volunteering

- Develop corporate partnerships, particularly with local businesses, to increase income and other forms of support.
- Work with the Corporate and Community Fundraising Officer to grow the corporate volunteering programme, increase participation, donations and longer-term engagement.
- Create appropriate opportunities for employees and volunteers who choose to become individual supporters or regular donors.
- Engage corporate partners in Goods For Good's fundraising events, including Quiz For Good, the Packathon and Padel For Good.

Community Fundraising

- Lead a programme of community fundraising activities that grow income and builds the supporter base.
- Work with the Marketing Manager to increase awareness of and engagement with Goods For Good within the local community, including Croxley Park.

Event Management

- Plan and deliver three to four fundraising events each year that generate income, deepen supporter engagement, and attract new audiences.
- Work with the CEO and Marketing Manager to develop events connected to Goods For Good's programmes: Sport For Good, Schools For Good, Relief For Good and Essentials For Good.

Individual Giving

- Grow income from individuals by increasing the number and value of one-off and regular donations, supported by effective donor journeys and stewardship.
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Person Specification

Experience and Knowledge

- A strong track record of delivering fundraising growth, including responsibility for generating six-figure annual income.
- Demonstrable success in donor stewardship, corporate partnerships, individual giving and community fundraising.
- Experience developing and delivering fundraising strategies and plans against agreed income targets.
- Experience planning and delivering successful fundraising campaigns and events.
- Experience managing and developing people.
- Experience using a CRM to manage donor relationships, supporter journeys, and fundraising data.
- A good understanding of how digital and social media can support fundraising campaigns and supporter engagement.
- Knowledge of ethical fundraising principles, relevant fundraising standards, and data protection requirements.
- An understanding of appropriate and responsible uses of AI within fundraising.

Core Competencies

- Strong written and verbal communication skills, with the ability to adapt messages for different audiences.
- Excellent relationship-building and interpersonal skills.
- The ability to influence, engage, and motivate others.
- A practical, solution-focused approach and the resilience and tenacity to see plans through.
- Strong project management skills, including planning, coordination, delivery, and monitoring.
- The ability to work collaboratively, support colleagues, and maintain high standards.
- Excellent attention to detail and commitment to producing accurate, high-quality work.
- Strong organisational skills, with the ability to manage competing priorities and meet deadlines.

Technical skills

- Confident use of Microsoft 365, particularly Word, Excel, Outlook and PowerPoint.
 - Confident use of fundraising CRM systems to maintain accurate supporter records, manage data, and produce reports.
 - Ability to analyse fundraising performance, monitor progress against targets, and present findings clearly.
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Application Process

Applications should be sent in the first instance to Jo Godsmark, our CEO.

Interested candidates should submit an up-to-date CV and cover letter and answer the three competency questions posed in the application process. The cover letter should outline candidates' motivation for the role and how their experience aligns with Goods For Good's mission and future goals. Applicants should include examples of their approach and achievements in fundraising, including any innovative events or initiatives, to deliver greater impact.

Closing date for applications: Friday 28 August

First stage interviews expected: w/c 14 September

We are an equal opportunity employer committed to diversity, equity and inclusion in all aspects of our work and recruitment practices.