

Senior Fundraiser Job Description

Department: Fundraising

Reports to: Head of Fundraising

Hours: 35 hours per week

Salary: £32,420 per annum

Location: Peterborough (office-based or hybrid working)

Purpose of the role:

This role offers an exciting opportunity for an experienced fundraiser to combine hands-on income generation with leadership responsibilities, helping to grow supporter engagement and fundraising income while making a lasting difference to the people Shine supports.

As a key member of the Shine Fundraising Team, the Senior Fundraiser will play a pivotal role in delivering fundraising objectives while providing leadership and line management support to members of the team.

The postholder will build strong, supporter-focused relationships, recruit and engage new supporters, and nurture existing relationships with community groups, schools, businesses, organisations, and individual supporters. Through excellent stewardship and relationship management, they will maximise fundraising opportunities, drive sustainable income growth, and contribute to achieving Shine's strategic goals.

Areas of Responsibility

Fundraising and Relationship Management

- Contribute to the development and delivery of fundraising strategy, annual operational plans and income targets.
- Develop and maintain strong relationships with new and existing supporters across a designated geographical area, enabling them to maximise their fundraising potential
- Identify supporter motivations and connect individuals, groups, businesses and organisations with the most appropriate opportunities from Shine's fundraising portfolio.
- Manage and grow income across a range of fundraising streams, including community, corporate and events.
- Work collaboratively with colleagues across the charity to identify networks, contacts, and fundraising opportunities.
- Deliver exceptional supporter stewardship, ensuring donors feel valued and connected to the impact of their support.
- Respond promptly and professionally to supporter enquiries, ensuring a high standard of customer care.

- Monitor income performance against targets, producing regular financial reports and implementing mitigation plans where necessary.
- Identify compelling supporter stories and fundraising successes for sharing with the Marketing and Communications Team.
- Promote Shine campaigns, events, and activities to increase awareness, engagement, and income generation.
- Represent Shine professionally at external meetings, events, and networking opportunities.
- Contribute to wider organisational objectives and undertake additional duties as required.

Leadership and Line Management

- Provide direct line management to designated members of the Fundraising Team.
- Conduct regular one-to-one meetings, annual performance reviews, and support personal development.
- Manage performance, attendance, annual leave approval, and associated HR processes in line with organisational policies.
- Offer day-to-day guidance, coaching, and leadership to team members, supporting them in overcoming challenges and achieving their objectives.
- Support the recruitment and induction of new fundraisers, sharing knowledge and best practice.
- Foster a culture of collaboration, accountability, and effective communication across the Fundraising Team.

Additional requirements

- Full UK driving licence and access to a vehicle for travel across the designated region.
- Willingness to undertake occasional evening and weekend work to support fundraising activities and events.
- Follow Shine's safeguarding policies and processes, recognising that safeguarding is everyone's responsibility.
- Demonstrate commitment to equality, diversity and inclusion, and Shine's values, in all aspects of work and ensure fundraising activity is accessible and inclusive.
- Handle supporter information in accordance with GDPR and organisational data protection policies.
- Basic DBS & UK Right to Work checks will be carried out prior to start date.

Person Specification

Essential Experience

- Proven experience in fundraising, including community, corporate and events.
- Experience of supporter stewardship and donor journeys.
- Experience of working to fundraising KPIs and performance targets.
- Demonstrable track record of achieving and exceeding income targets.
- Experience of managing multiple projects and competing priorities while meeting deadlines.
- Experience of building and maintaining successful relationships with a diverse range of stakeholders.
- Experience of using a CRM database to manage relationships, track activity, and report on performance.

Essential Skills and Knowledge

- Excellent relationship-building, networking, and influencing skills.
- Strong communication skills, with the ability to motivate and inspire supporters and colleagues.
- Strong organisational and planning skills with an understanding of KPIs, target setting, budgeting and SMART objectives.
- Ability to research opportunities, develop plans, and deliver successful outcomes.
- Competent IT skills, including Microsoft Word, Excel, Outlook, and PowerPoint.
- Ability to produce high-quality reports, correspondence, supporter communications, and social media content.
- Strong attention to detail and commitment to maintaining accurate records.
- Understanding of fundraising regulation and fundraising best practice.

Personal Qualities

- Self-motivated, proactive, and able to work independently.
- Enthusiastic and passionate about supporting Shine's mission and values.
- Collaborative team player who recognises the value of working across teams and departments.
- Positive, resilient, and solutions-focused approach.
- Professional, confident, and adaptable in a fast-paced environment.

Benefits to working at Shine:

- Competitive salary: Review due April 2027
- Regular working hours, and no shift work (some very occasional weekends or evenings)
- 3% pension contribution
- 25 days annual leave plus bank holidays, with additional discretionary leave between Christmas and New Year
- Additional annual leave awarded for 'long service'
- Opportunity to purchase additional annual leave
- Broadband allowance for home-based roles
- Life insurance after 12 months' employment
- Access to our Employee Support Programme and Mental Health First Aiders
- Support to learn and develop

How to apply

Shine is a Disability Confident employer and will offer guaranteed interviews if a disabled applicant meets the minimum criteria for the job.

If you would like to discuss the role in more detail or have any questions, please contact Jo Marriott, Head of Fundraising and Special Appeals via email to jo.marriott@shinecharity.org.uk to arrange a suitable time for a chat.

To apply please submit your **CV and supporting statement***, which should outline your interest and explain how you meet the role criteria to recruitment@shinecharity.org.uk

Please note applications without a supporting statement will not be accepted

We understand that you may wish to use AI tools to help you with some aspects of your application, but we do expect tailored applications which are personalised to your experiences and not generic applications which are completely AI generated. We encourage candidates to be transparent about AI usage in their applications.

Closing Date: Sunday 2 August 2026 11pm

Interviews: Week beginning 10 August 2026