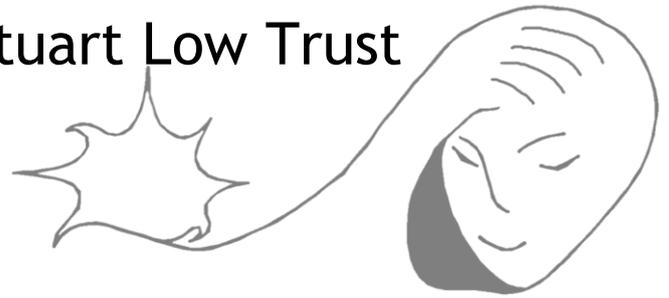




**The Queen's Award
for Voluntary Service**

The Stuart Low Trust



bringing people together for better health and wellbeing

Fundraising Manager Job Description & Person Specification

Salary: £42,702 FTE per annum pro rata (Actual £25,625)
Hours: 21 hours per week
Contract: Permanent, subject satisfactory probation period
Leave: 25 days' holiday per annum, plus bank holidays
Benefits: Flexible and hybrid working, Contributory Occupational Pension Scheme
Reporting to: Chief Executive

Position overview

This is a hands-on and strategic role for an experienced fundraiser who thrives in a small charity environment (annual income circa £250k). Reporting to the Chief Executive, you will lead on income generation primarily through trusts and foundations, diversified by building on existing corporate partnerships, community campaigns and individual giving. You will translate the lived experiences of our participants and the impact of our programmes into compelling funding propositions. You will build authentic relationships with funders and supporters who share our commitment to mental health support and community inclusion.

Summary job outcomes

The role is central to achieving The Stuart Low Trust's (SLT) Strategic Plan 2024-28 ambition to diversify income and build a sustainable base of grants, with particular focus on:

- Sustaining and growing our core trusts and foundations income.
- Increasing corporate, community and individual giving (currently 8%) by implementing SLT's expert fundraising consultant-developed roadmap.
- Developing opportunities among Islington's affluent residential communities and businesses on the edge of the City of London.
- Building long-term, values-aligned partnerships rather than transactional funding relationships.

Office 1, The Jean Stokes Community Centre, Carnoustie Drive,
Islington, London, N1 0DX
Tel: 020 7713 9304 Email: info@slt.org.uk Website: www.slt.org.uk
Company limited by guarantee registered in England No. 5001948
Charity Registered in England & Wales No. 1102325



MAYOR OF LONDON

FUNDRAISING
REGULATOR

Registered with

Key Responsibilities

1. Fundraising Strategy & Income Diversification (with Chief Executive)

- Develop and deliver a fundraising strategy aligned to SLT's medium- and long-term goals, based on rigorous review and continuous learning.
- Grow and diversify income streams and Identify opportunities to build unrestricted income to strengthen financial resilience.
- Develop a workplan to achieve annual income targets.
- Work closely with the Chief Executive on pipeline management, forecasting and income planning.

2. Trusts & Foundations (Income Lead)

- Lead and manage a pipeline of applications to trusts and foundations.
- Research, cultivate and secure grants from charitable trusts and foundations.
- Write high-quality, persuasive applications aligned to SLT's strategic priorities and values.
- Work closely with delivery staff to gather outcomes, case studies and impact data.
- Manage funder relationships with care and professionalism, ensuring timely, accurate communications, building trust and confidence in SLT.
- Develop a stewardship approach that deepens funder understanding of SLT's impact and encourages renewal and uplift.

3. Corporate Partnerships (Growth Area)

- Develop and manage relationships with values-aligned corporate partners, particularly in Islington and the City of London.
- Identify opportunities for corporate grants, employee fundraising, payroll giving, volunteering and matched funding.
- Shape SLT's case for support that connects business social value goals with SLT's mental health mission.
- Work collaboratively with the Volunteer Support Manager to coordinate meaningful volunteering experiences.

4. Community & Individual Giving (Diversification opportunity)

- Grow SLT's individual giving base, with emphasis on regular donors and mid-level gifts.
- Develop donor stewardship journeys to secure repeat and long-term relationships, including via donor platforms.
- Design time-limited community fundraising campaigns that maximise return on investment through supporter networks.
- Explore opportunities to increase donations with local residents, community fundraising groups and high-net-worth individuals.

5. Impact, Systems & Compliance

- Maintain accurate records in SLT's CRM and income tracking systems.
- Maintain, update and contribute fundraising content on SLT's website, donor platforms and social media in conjunction with our Marketing & Comms Officer.
- Collaborate with programme staff to develop case studies and impact reports that reflect lived experience sensitively and ethically.
- Ensure compliance with fundraising regulation and best practice.

- Develop appropriate use of AI through a test and learn approach for new this technology to improve efficiency, research and quality of content across all fundraising income streams.
- Keep abreast of sector trends and proactively test new approaches suitable for a small charity context.

6. Leadership & Collaboration

- Line-manage fundraising staff, as the portfolio grows.
- Recruit and support fundraising volunteers in partnership with the Volunteer Support Manager.
- Contribute positively to SLT's small, collaborative team culture.
- Represent SLT externally to raise our profile and build networks.

Person Specification

Using the Personal Specification, please clearly address each point providing evidence to write your Supporting Statement.

You are unlikely to be shortlisted for interview if you don't address the essential criteria.

We are looking for a fundraiser who combines strategic thinking with emotional intelligence. Someone who understands that fundraising in a small mental health charity is about relationships, integrity and long-term trust. You do not need to meet every criterion, but must have strong track record in applying to trusts and foundations. If you are motivated by our mission and believe you can help us grow sustainably, we encourage you to apply.

Essential knowledge

- Understanding of fundraising regulation and best practice.
- Awareness of the needs of people experiencing mental health challenges and social isolation.
- Understanding the critical factors to achieve successful grant application outcomes.

Essential Experience

- Proven track record securing income from trusts and foundations with a good application success rate.
- Experience of grant prospect research, bid writing and funder stewardship.
- Experience developing and growing income streams beyond trusts (e.g. corporate, community or individual giving).
- Experience engaging corporate partners, particularly professional services or City-based businesses.
- Experience writing impactful partnership/fundraising communications for channels such as LinkedIn, social media, internal communications or blogs.

Essential skills and abilities

- Excellent written communication and storytelling skills, with the ability to produce clear, persuasive and well-structured funding applications.
- Strong organisational skills and ability to manage multiple deadlines and priorities.

- Ability to manage income pipelines and using systems to track individual and community fundraising.
- Ability to work collaboratively and positively in a small team environment.
- Confidence building relationships with senior external stakeholders.

Desirable

- Experience fundraising within a small charity (£1m income or below).
- Experience line-managing staff and supervising volunteers.
- Experience developing individual donor stewardship journeys.
- Experience working with mental health, community or social inclusion organisations.
- Understanding of co-production and lived experience approaches within a service context.

Essential Personal Qualities – TO BE ASSESSED AT INTERVIEW STAGE

- Rigorous in paying attention to detail.
- Emotional intelligence and relational approach to partnership-building.
- Strategic thinker who is also practical and delivery-focused.
- Self-motivated, proactive and comfortable working with autonomy.
- Reflective and open to learning.
- Willingness to undertake occasional evening or weekend work.