



Job Description and Personal Specification

Job Title	Community Fundraising Manager – Maternity Cover
Line Manager	Senior Community Fundraising Manager
Responsible for	Members of the Community Team
Location	30-32 Upper Maudlin Street, Bristol BS2 8DJ, with potential for hybrid working
Terms	Maternity Cover – one-year fixed term contract Full time, 35 hours per week
Salary	£34,000 - £38,000 DOE

For over 30 years, Wallace & Gromit's Grand Appeal has helped to transform children's healthcare in Bristol, funding pioneering treatment, facilities and research at Bristol Children's Hospital and the Neonatal Intensive Care Unit at St Michael's Hospital.

By uniting philanthropy with world-class medicine, the charity enables clinicians to deliver exceptional care and improve outcomes for babies and children across the South-West and beyond. Alongside this, we operate three family accommodation houses, giving parents and families somewhere to stay close by, where we can support them during their child's stay in hospital. Our long-standing partnership with Aardman underpins the charity's national profile and reach.

Our 13-strong fundraising team works across five specialist areas, covering corporate partnerships, community fundraising, events, individual giving and philanthropy. This role sits within the Community Fundraising Team, working alongside three team members and in close collaboration with the wider fundraising team.

Community fundraising is all about inspiring and supporting individuals, groups, schools and organisations across the region to raise money in ways that are meaningful to them. Whether it's taking on a personal challenge, organising a fundraising event, supporting one of our wider public campaigns or bringing a community together. Our community fundraising team provide the guidance, tools and inspiration that help supporters make a difference.

As Community Fundraising Manager you will work on strategy to ensure that significant growth is achieved, and targets are met within the community fundraising programme. You will be responsible for the strategy, development and delivery of our diverse community fundraising portfolio, identifying opportunities to scale activity and maximise income.

You will oversee a range of established fundraising programmes such as Hot Dog Dash, Gromit's Grand Read, our School's Programme and our Christmas project – Shine Bright, while also developing innovative new campaigns to engage supporters.

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You will deliver a high degree of creativity and supporter insight, to secure committed long-term engagement and to maximise income. You will be a forward-thinking individual, bringing new ideas, skills and knowledge to the team with a passion for innovation to drive new initiatives forward.

Our community fundraising team play a pivotal role in stewarding our fundraisers and supporters across the region. As a highly visible ambassador for the charity, you will be responsible for stewarding our high-level supporters and will be great at relationship building with a warm and engaging personality. You will thrive on meeting and inspiring the public through presentations and talks.

Equally important, you'll bring empathy, compassion and emotional intelligence to the role. You will be able to sensitively support and converse with families in difficult situations and guide their fundraising appropriately, offering the highest quality stewardship at all times.

You will line manage, motivate and inspire members of the Community team. Working closely together, you will manage workloads ensuring that all fundraisers are stewarded to the highest standard and ensure the team delivers key activities effectively.

If you are motivated by purpose, value and integrity, and want your work to have real-world impact, we would love to hear from you. While this is a fixed term contract there is potential for this to be extended depending on organisational requirements and growth. The role holder will be required to complete a DBS disclosure check.

Key Responsibilities

Plan and deliver the community fundraising strategy

- Responsible for the development, strategy and management of the community fundraising programme, maximising income and return on investment.
- Prepare and present community fundraising activity evaluation reports.
- Identify opportunities to raise awareness of the charity including giving talks and attending events.
- Identify potential areas of growth and develop new fundraising initiatives.
- Manage budgeting and forecasting for the community programme.
- Maintain knowledge of all products offered by the fundraising team, including the lottery and events so that opportunities for cross-promotion can be utilised.

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People management

- Line manage, motivate and develop members of the Community team: set objectives, monitor delivery and support development needs.
- Work with the Community team to ensure accurate and effective use of the database.
- Manage the Community team to ensure they are effectively stewarding their fundraisers and to ensure they are getting out into the community to give talks and attend events.

Engage and motivate charity supporters

- Manage high value community fundraisers, forging strong relationships through high-quality customer care, optimising opportunities for increased support and encouraging long-term engagement.
- Develop supporter relationship and stewardship strategies with the Community team to maximise fundraising potential and secure long-term income.
- Represent the charity at external events or fundraisers events, primarily in the Bristol area but also throughout the South West and South Wales, delivering inspiring talks, presentations and cheque presentations to a diverse community base as required.
- Lead on the organisation of community stewardship events.
- Supervise and support volunteers when appropriate.

Marketing and Communication

- Work with the communications team to ensure the community fundraising sections on our website are maintained to provide engaging and up to date information and functionality.
- Work with the communications team to ensure fundraising activities are effectively promoted across multiple print and digital channels, securing case studies where appropriate.
- Ensure community fundraising materials and literature are current, brand and impactful in supporting community fundraising goals.
- Attend photo shoots, press opportunities, providing interviews when required to help maximise media exposure.

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Other tasks

- Keep abreast of governance requirements pursuant to all communications /marketing activity including but not limited to the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice, Gambling Commission and General Data Protection Regulation.
- Ensure accurate and effective use of the database and that agreed standards of supporter stewardship and processing of personal and financial information are met.
- Carry out other tasks and duties as required to support colleagues in the wider team.

Essential Skills & Qualifications

Experience:

- Three years minimum relevant experience ideally in a charity fundraising role with proven experience of identifying new opportunities and developing fundraising initiatives, independently managing projects from concept through to completion and proven experience of increasing income from fundraising activities.
- Experience of cultivating supporters and providing high quality and tailored stewardship to mid- high level supporters.
- Previous line management experience with the ability to work collaboratively as part of a flexible team and contribute towards both team and individual targets.
- **Desirable:** Personal participation in a fundraising event or challenge is desirable along with experience of working with schools and volunteers.

Charity knowledge and compliance:

- Expert knowledge and thorough understanding of charity fundraising laws, regulations and best practice, including GDPR and Gift Aid.

Relationship Management and Communication:

- Excellent communication skills, with the ability to adapt messages for a range of audiences.
- Strong interpersonal skills and the ability to build, influence and maintain relationships with a wide range of people.
- Excellent presentation skills, with the ability to engage, inspire and motivate supporters, participants and a wide-ranging audience.

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Planning, Analysis and Organisation

- Excellent organisational and time-management skills with the ability to prioritise competing demands while maintaining accuracy and attention to detail.
- Strong analytical skills, with the ability to evaluate and report on fundraising performance and activities and manage budgets effectively.

Technical Skills

- Excellent IT skills, including proficiency in Microsoft Office applications and CRM and supporter database systems.

Personal Qualities

- Self-motivated, proactive and able to work independently using initiative.
- Empathy with the aims, objectives and values of the charity and commitment to supporting patients and families treated at Bristol Children's Hospital and the Neonatal Intensive Care Unit at St Michael's Hospital.
- Commitment to continuing professional and personal development.
- Able to demonstrate behaviours that reflect the charity's values: supportive, professional, collaborative, creative and confident.

Additional Requirements

- Willingness to travel to events and work occasional evenings and weekends when required (TOIL provided in most circumstances).
- Full UK driving licence and access to a vehicle.
- Commitment to keeping up to date with relevant policies, procedures and legislation.
- Willingness to complete all mandatory training required by the charity.

This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the charity. All job descriptions are non-contractual and give a sense of the broad scope of the role and so include a level of flexibility. While they list some key tasks, there will also be tasks that arise, and which can be reasonably expected of the role.

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Our Team Culture & Values

Top talent:

We seek to recruit and nurture top talent in every team.

Championship teams:

We work together to deliver results we'd be unable to achieve on our own.

Mission first:

Our work for Bristol Children's Hospital (BCH) and Neonatal Intensive Care Unit (NICU) is of paramount importance and remains our focus at all times. We ensure that our culture is harmonious, friendly and supportive so that we stay focused on achieving our goals.

Community focus:

Our Grand Appeal community is at the heart of everything we do. We build lasting relationships by being open, transparent and trustworthy.

Positive energy:

We are determined, optimistic and ambitious.

Ambition, innovation and brilliant execution:

We collaborate and develop efficient, effective and creative strategies to help us deliver our team goals and the Charity's Primary Purpose. We always strive for high-quality work and action.

Clear communication:

We are direct and always strive to explain what we mean in clear, transparent language. We understand the importance of accurate drafting, use of language, and prompt sharing of information to improve collaboration and productivity.

Responsibility:

We each take responsibility for our actions. We share successes and failures as a team. We acknowledge excellent performance in others. We encourage improvements across the organisation even in ways that are not explicitly part of our job.

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What we offer

At The Grand Appeal, you'll join a friendly, talented and supportive team of around 45 people, who share one mission: making a difference for sick children and their families. We offer a creative, inspiring workplace opposite Bristol Children's Hospital.

We offer:

- Competitive salary
- Generous holiday allowance
- Healthcare plan (after probation)
- Pension scheme (including a salary sacrifice option)
- Hybrid working approach

If this sounds like the right workplace for you, you have the required skills and experience, and you are looking for a new challenge, we would love to hear from you.

How to apply

Complete the application form and send to jobs@grandappeal.org.uk with a copy of your CV.

The closing date/time for applications is midnight on Wednesday 30 September 2026.

We will be interviewing on a rolling basis from Monday 21 September and could close the vacancy early if a suitable applicant is appointed.

For an informal discussion, please contact Kate Jones, Senior Community Fundraising Manager on 0117 927 3888 or jobs@grandappeal.org.uk

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