

Fundraising Manager

Salary	£40,000 - £45,000 Pro Rata
Duration	24 months
Hours of work:	28 hours
Location:	Hybrid
Reports to:	Executive Director
Line reports:	Fundraising Assistant and Communication Assistant

About Us

FORWARD (Foundation for Women's Health Research and Development) is a pioneering led by and for African women, working to end multiple forms of violence against women and girls. From child marriage, female genital mutilation, domestic abuse, faith-based abuse & related harms. Our vision is for African women and girls everywhere to have equality, live in dignity, be healthy and thrive free of violence. Our mission is to transform responses to violence against African women and girls through delivery of specialist support services, partnership and leadership development and community interventions.

FORWARD marked our 40th Milestone in 2025 and is committed to scale up our campaigns and advocacy work. As the Partnerships & Advocacy Officer, you will be working alongside the Executive Director to support our unfinished policy agenda on tackling FGM, child motherhood and faith and culture. You will be self-motivated, proactive and passionate about increasing our influencing capacity to promote dignity, equality and wellbeing of to supporting FORWARD to live our approach to fundraising through trusts and foundations. You will identify new opportunities, write compelling proposals and drive ongoing engagement to increase our income.

What's it like working at FORWARD?

We have a culture of encouraging creativity. Bringing ideas and solutions to complex problems is welcomed as part of the role. We believe in connectivity, and ensure that we connect as a team by being together in our London office as much as we can. We are committed to building a truly diverse team and have a commitment to equality, diversity and inclusivity as part of who we are and everything we do. We are a values-driven organisation and expect all our staff to exhibit a commitment to these through their working practice. As an organisation that tackles multiple forms of abuse, staff are supported to embrace a culture of well-being and continuous improvement, feedback and feeling able to challenge each other to succeed.

About the Role

This is an exciting opportunity for a passionate, versatile and experienced Fundraising Manager who shares FORWARD's mission to end violence against women and girls. We are looking for a strategic thinker and doer with a passion for justice and equity who can strengthen our income streams, raise our public profile, and deepen our donor and partner relationships.

You will lead our competitive tendering and grant application work, develop our new area of corporate partnerships, and play a pivotal role in ensuring FORWARD takes a strategic and sustainable approach to income generation. You'll provide first-class stewardship to existing supporters and funders, while cultivating new prospects to maximise income for the charity.

This is a rewarding and influential role, suited to someone who is proactive, collaborative, and keen to shape the future of fundraising and communications at FORWARD. You'll be part of a small, dynamic team

delivering fast-paced programmes in response to community needs across London. Your role will help drive forward our mission and values of trust, nurturing and empowerment especially as we celebrate our 40th anniversary.

This is a part-time post, flexible on location, although some travel within the UK may be required. The role will support fundraising events, requiring occasional evening and weekend commitments (for which time in lieu will be granted).

Our Benefits

We offer a wide range of employee benefits including:

- Excellent annual leave entitlement
- Pension scheme
- Employee Assistance Programme
- Death in Service benefit
- Flexible working
- Opportunities for training and professional development

How Will You Make a Difference?

Leadership and Management (10%)

- Work with the Senior Management Team (SMT) and Board (particularly the Fundraising and Marketing Subgroup) to proactively identify new funding and income opportunities for growth.
- Devise and develop appropriate and sustainable strategies and targets annually.
- Provide knowledge of current fundraising practice and develop a consistent working strategy that is sustainable.
- Provide knowledge of current fundraising practice and develop a consistent working strategy that is sustainable.
- Assist in informing long-term financial/business planning and clarifying priorities.
- Support the SMT and Board in developing a comprehensive framework for reporting on the charity's impact, including to funders.
- Engage key funding partners, donors, corporates and influencers to identify impactful fundraising opportunities and build sustainable relationships.
- Strengthen existing relationships with funders and donors through clear, focused stewardship plans to maximise future funding potential.

Fundraising (50%)

- Develop and implement effective strategies to target trusts, foundations, grants, corporate partnerships, and digital fundraising using a variety of techniques.
- Set and deliver achievable fundraising targets aligned with FORWARD's strategic objectives and programme priorities. Initiate, develop and manage fundraising campaigns, liaising with colleagues to create impactful storytelling and supporter engagement.
- Lead high-value fundraising bids and donor acquisition, ensuring relationships and communications are well managed for best outcomes.
- Collaborate across the organisation to develop compelling donor communications and strengthen the donor journey.

- Design and promote tailored sponsorship and partnership packages; cultivate relationships with corporate supporters.
- Cultivate relationships with individual supporters including high-net-worth individuals and embed systems to steward donors.
- Explore innovative income streams including legacy giving, ethical fundraising events, and diaspora philanthropy.
- Work with the Fundraising Assistant and Communications Assistant to plan and deliver compelling digital campaigns and appeals.
- Represent FORWARD at external meetings and events, occasionally including evenings or weekends.
- Be a lead ambassador for fundraising across the organisation and embed a culture of fundraising within the team.

Communications (10%)

- Oversee effective use of FORWARD's donor CRM system (Beacon) to improve data management and donor communications.
- Ensure relevant fundraising news, grant terms, and reporting obligations are shared across teams.
- Support internal communication of all grants. Ensure communication strategies amplify fundraising campaigns and deepen engagement with diverse donor audiences
- Oversee development of cohesive communication and social media strategies that support fundraising campaigns.
- Support production of high-quality communication materials including digital content and publications such as the Annual Review.
- Ensure all content is engaging, accessible and meets high editorial standards.

Line Management and Reporting (20%)

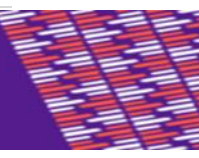
- Provide line management and day-to-day support to the Fundraising Assistant and Communications Assistant. Ensure all fundraising and communications activities are well planned, delivered within budget, and meet donor requirements.
- Develop and manage fundraising and marketing budgets; monitor performance with the Finance Manager.
- Build strong working relationships across departments to promote collaboration and shared learning.
- Produce regular updates and progress reports for the Executive Director and Board of Trustees

General Responsibilities (10%)

- Comply with FORWARD's Equal Opportunities and Health & Safety policies.
- Abide by organisational policies, code of conduct and practices. Participate in supervision sessions and annual appraisals.
- Attend relevant training to fulfil job requirements.
- Maintain awareness of fundraising and charity law.
- Participate in team meetings and operational meetings.
- Attend internal and external meetings as requested.
- Be proactive in professional development.
- Uphold confidentiality in line with FORWARD's policies and Common Law obligations.



This job description is not exhaustive and is intended as a guide to the main responsibilities. The post holder may be required to undertake other duties, and the role may develop in line with the evolving needs of the organisation.



We are looking for someone who brings passion for Fundraising, alongside the skills and experience listed below.

Skills & Experience - Essential

You should be able to demonstrate an extensive track record and evidence of achievements in terms of:

- *Proven track record of successful income generation across multiple fundraising streams.*
- *Experience developing and delivering strategic fundraising and/or communications plans.*
- *Strong written communication skills, including producing compelling donor materials and reports.*
- *Experience line managing or supporting staff, volunteers or junior colleagues.*
- *Ability to manage relationships with diverse stakeholders including donors, businesses, and community groups.*
- *Confident in using fundraising/CRM systems (e.g. Beacon) and digital tools.*
- *Strong planning and organisational skills.*

Knowledge - Essential

- *Understanding of fundraising regulations, ethical practices, and donor stewardship.*
- *Solid grasp of branding, media engagement, and digital marketing.*
- *Awareness of communications in advocacy and social change.*

Personal Attributes - Essential

- *Commitment to FORWARD's mission and values.*
- *Collaborative and inclusive working style.*
- *Results-oriented, self-motivated, and proactive.*
- *Flexibility to attend occasional evening/weekend events*

Skills & Experience - Desirable

It would be an advantage if you can also show evidence of:

- *Experience securing and managing corporate partnerships and sponsorships.*
- *Experience delivering successful digital or community fundraising campaigns.*
- *Familiarity with bid writing or trust/foundation applications.*
- *Experience working in or with small to medium-sized charities.*

Knowledge - Desirable

- *Understanding of intersectionality and issues affecting African diaspora women and girls.*
- *Knowledge of communicating on sensitive or rights-based issues.*
- *Understanding of GDPR and data protection in donor management.*

Personal Attributes - Desirable

- *Demonstrates cultural humility and a commitment to inclusive, anti-racist practice.*
- *Creative and solutions-focused.*
- *Comfortable working in a small team.*
- *Willingness to learn and grow with the role*

Application deadline:

Interviews:

Please email your CV and a separate short cover letter specific to this position to recruitment@forwarduk.org.uk by the application deadline.

In your cover letter, please don't repeat the information covered in your CV, but do include how you meet the job specifications and why you feel you're the best person for this role. Your covering letter should include:

- Why you would like to work for FORWARD?
- Why this particular role interests you?

Please use the job description and person specification information in this application pack to detail your suitability. If you would like to submit your application in a different format, please get in touch via email or phone (020 8960 4000) and we can discuss how best to facilitate your request. **CVs submitted on their own, without a supporting covering letter, will not be considered.**

If this opportunity sounds exciting to you but your experience, skills or qualifications don't match every requirement exactly, we would still encourage you to apply - you may just be the perfect fit.

FORWARD is committed to promoting equal opportunities in employment. Applicants will receive equal treatment regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership and pregnancy and maternity.

If you would like to discuss any aspect of the role or the application process please email recruitment@forwarduk.org.uk and we would be delighted to answer any queries you may have.