

# Job Description and Person Specification



<b>Job Title:</b>	Fundraising Manager
<b>Employed by:</b>	Imago Community
<b>Responsible to:</b>	Director of Development
<b>Working Hours:</b>	Full or part time, Monday to Friday. Flexibility required as occasional evening or weekends needed

**Background:** Imago is a social action charity delivering an innovative range of services to individuals, voluntary and community organisations and private and public-sector agencies in Kent, East Sussex, Medway and London. Underpinning our work is a commitment to excellence, evidencing impact and safeguarding vulnerable people. We work with individuals, families, and communities to create change together.

## **Purpose of Role:**

To help Imago grow income and inspire more people to support our work. To lead on developing and delivering fundraising activities; connecting with new supporters and nurturing existing relationships, building a community of people who are passionate about making a difference.

## **Responsibilities and duties**

### **Key Areas:**

- Taking a lead role in generating income to support Imago's mission, designing and implementing innovative and inspiring fundraising initiatives, events and campaigns, and developing high quality grant funding applications
- Proactively identifying opportunities to secure support from diverse sources (individuals, community groups, businesses, grant-makers) to grow income and reach
- Shaping and delivering a clear fundraising strategy aligned with Imago's income generation objectives and long-term vision.

### **Fundraising delivery and innovation:**

- Bringing a creative flair to fundraising – from designing engaging events to developing original, inspiring ideas
- Planning and delivering fundraising and challenge events, managing promotion, supporter engagement, and event logistics
- Developing and implementing compelling campaigns and appeals, including individual giving and online fundraising
- Exploring and establishing new and diverse income streams, with a particular focus on digital and community-based opportunities
- Researching and writing high quality funding applications to trusts, foundations, and grant providers, working closely with colleagues to create compelling cases for support
- Inspiring, guiding and supporting community fundraisers with their own events and activities, providing encouragement, resources and advice throughout their fundraising journey
- Collaborating with the Digital and Design Manager to create accessible and inspiring fundraising resources
- Managing and updating the 'Get Involved' pages on our website with engaging content, event details, and success stories
- Using online tools and fundraising platforms to maximise reach and engagement.

### **Supporter engagement and relationship building:**

- Identifying and engaging new supporters to grow our donor base
- Nurturing existing supporter relationships through timely, personalised, communications
- Building strong, positive connections through networking with individuals, community groups, schools and businesses to raise income and awareness
- Collaborating with marketing to promote fundraising activities share impact stories, and thank our supporters
- Telling compelling stories that highlight the impact of Imago's work and inspire further support
- Maintaining an accurate and up-to-date supporter database, ensuring excellent stewardship and GDPR compliance.

## **Evaluation, collaboration, and shared goals:**

- Monitoring, evaluating, and reporting on fundraising activity, using insights to shape future strategies
- Working closely with colleagues across the organisation to ensure fundraising aligns with service delivery priorities
- Contributing to shared organisational goals – ‘creating change together’.

## **Essential skills and experience**

- Experience in a similar fundraising role, or in communications, marketing, or project/event management
- Strong project and campaign management skills, with the ability to prioritise, organise and meet targets
- Natural relationship builder – confident, engaging, and enthusiastic about connecting with people and promoting the positive difference that Imago services make
- Confident and comfortable making the ask – inspiring people to give and clearly explaining how their support will make a real impact
- Thinks creatively, brings fresh ideas, and has a passion for inspiring others,
- Excellent written and verbal communication skills, can confidently share stories and messages across multiple platforms, and is capable of writing compelling funding applications
- Detail-oriented, logical, organised and able to track progress towards fundraising goals effectively
- Understands the importance of compliance with fundraising regulations and data protection (GDPR)
- Motivated self-starter and also a collaborative team player
- Strong IT skills using Microsoft Office package
- Driven by impact and excited to be part of a supportive and purpose-led team
- Full UK Drivers Licence and access to a car.

## Desirable experience

- Experience of using CRM or fundraising databases to manage supporter relationships
- Knowledge or experience of Gifts in Memory and Legacy Fundraising
- Experience in charity or non-profit sector
- Awareness of current trends and best practice in community fundraising.

To apply, please send your CV with a covering letter to:  
[jobs@imago.community](mailto:jobs@imago.community)

Post is subject to references and a satisfactory enhanced  
Disclosure and Barring Service check