



Job Description – Fundraising Manager

The Role

This is a new role and an exciting opportunity to shape the future of fundraising at Psoriasis UK. As our first specialist fundraiser, you will build on strong foundations and help broaden and grow our fundraising portfolio, developing income streams and supporter relationships that can make a lasting difference to people affected by psoriasis.

This is a particularly important time to join us as we complete our transition from the Psoriasis Association to Psoriasis UK and look ahead to the next stage of our development. You will join a small, committed team with a clear mission and strong organisational foundations, with the opportunity to bring fresh ideas, expertise and energy to our fundraising.

The Fundraising Manager will lead, manage and grow fundraising across the charity, with a particular focus on individual giving, community fundraising, legacy and in-memoriam giving, alongside developing other opportunities for voluntary income. You will work closely with colleagues across the organisation to ensure fundraising supports our strategic priorities - *Supporting People, Driving Research, and Advancing Care* – and delivers sustainable income for our work.

We are looking for someone who combines strategic thinking with hands-on delivery: someone who can develop plans and identify opportunities while also being comfortable writing an appeal, speaking to a supporter, developing a partnership or organising a fundraising activity. You will have the autonomy to make the role your own, while working closely with colleagues and senior leadership to develop fundraising for the future.

The Fundraising Manager is an important member of our small team and will work alongside colleagues in administration, communications and finance, contributing to the wider work of Psoriasis UK when needed.

Main Responsibilities:

1. Effectively lead, inspire, develop and manage the income generation and fundraising of Psoriasis UK.
2. Support the development and implementation of Psoriasis UK's Income Generation Strategy.
3. Ensure fundraising activity reflects and supports Psoriasis UK's strategic priorities of *Supporting People, Driving Research, and Advancing Care*.
4. Optimise voluntary income generation by identifying opportunities to grow existing fundraising activities, developing new income streams where appropriate, and ensuring



fundraising effort is focused on opportunities that align with Psoriasis UK's priorities and capacity.

5. Collaborate with the Finance and Operations Manager to set budgets, manage income generation tracking, and prepare regular progress reports for the Finance Committee and Trustees.
6. Develop and deliver individual giving campaigns that inspire one-off and regular donations, supported by clear supporter journeys that welcome, thank and retain donors.
7. Lead, look after and grow the legacy and in-memoriam giving programme, ensuring families, executors and donors are supported with care and sensitivity while building long-term relationships and income growth.
8. Identify and develop mutually beneficial partnerships with non-pharmaceutical corporate supporters, building creative local and national business relationships that align with our values.
9. Manage the organisation's fundraising platforms and the donor database and ensure accurate and up-to-date records of all fundraising activity, preferences, communications, thanking, consent and engagement so that supporter journeys are timely, appropriate and well informed.
10. Write compelling funding proposals, grant applications, and fundraising appeals to support income generation across a range of fundraising activities and opportunities, including occasional applications to trusts and foundations where appropriate.
11. Work closely with other staff members to develop and implement effective marketing and communications strategies to promote Psoriasis UK fundraising activities.
12. Provide regular reports on income generation activities.
13. Represent Psoriasis UK at external events, to support fundraisers, promote the charity's work and build relationships with potential donors and partners.
14. Provide vital administrative and proposal-writing support for high-value pharmaceutical grants managed by the Senior Management Team; note direct relationship management of pharmaceutical partners is retained at the executive level due to compliance complexities.
15. Energize and expand community fundraising, providing excellent stewardship to individuals, local groups, and volunteers organising events for the charity.

Income Generation - Engagement, Monitoring and Evaluation

1. Ensure that colleagues are kept up to date with relevant fundraising information. Work alongside colleagues to support individual fundraisers.
2. Set clear, ambitious, measurable targets for income generating activity, making effective use of benchmarking and industry standards.
3. Research potential new income streams and prepare and submit business cases to the Finance Committee and / or Board of Trustees.
4. Work with Psoriasis UK's Finance and Operations Manager on income generation activities, ensuring they are updated and informed on legacy progression and other



individual giving donations and activities, and that all paperwork is regularly updated and maintained.

5. Act as the principal channel of communication and care for individual donors, and families leaving gifts in memoriam. Work with the communications department and develop fundraising communications (website, social media, and member's magazine) and ensure fundraising events and activities are publicised appropriately and to maximise engagement.

General Responsibilities

1. Maintain membership of appropriate professional bodies such as the Chartered Institute of Fundraising (CIOF) and keep up to date with current trends and changes in charity law and fundraising practice.
2. Work collaboratively with colleagues to respond to general fundraising enquiries.
3. Co-ordinate fundraising materials and resources for fundraising events.
4. Ensure that all income generation activities comply with legal and ethical standards, including data protection and fundraising regulations. Ensure that all fundraising activities comply with the Institute of Fundraising Codes of Practice and the requirements of the Fundraising Regulator.
5. Represent Psoriasis UK and build relationships at meetings and conferences as appropriate.
6. To carry out other duties as requested by the Senior Management Team.

This role profile is not exhaustive and is subject to review in conjunction with the post holder.

This is an exciting time to join Psoriasis UK as we strengthen our fundraising to reach and support even more people affected by psoriasis. You will work towards delivering our strategy - *Supporting People, Driving Research, and Advancing Care* - ensuring we can continue to fund life-changing support, research and advocacy for those who need it most.

How to apply: Applications should be made using the Psoriasis UK application form. Please note that CVs will not be accepted.

The deadline for receiving applications is 20/09/26.

Please note, this role may close earlier if we receive a high number of suitable applications, so please apply early.

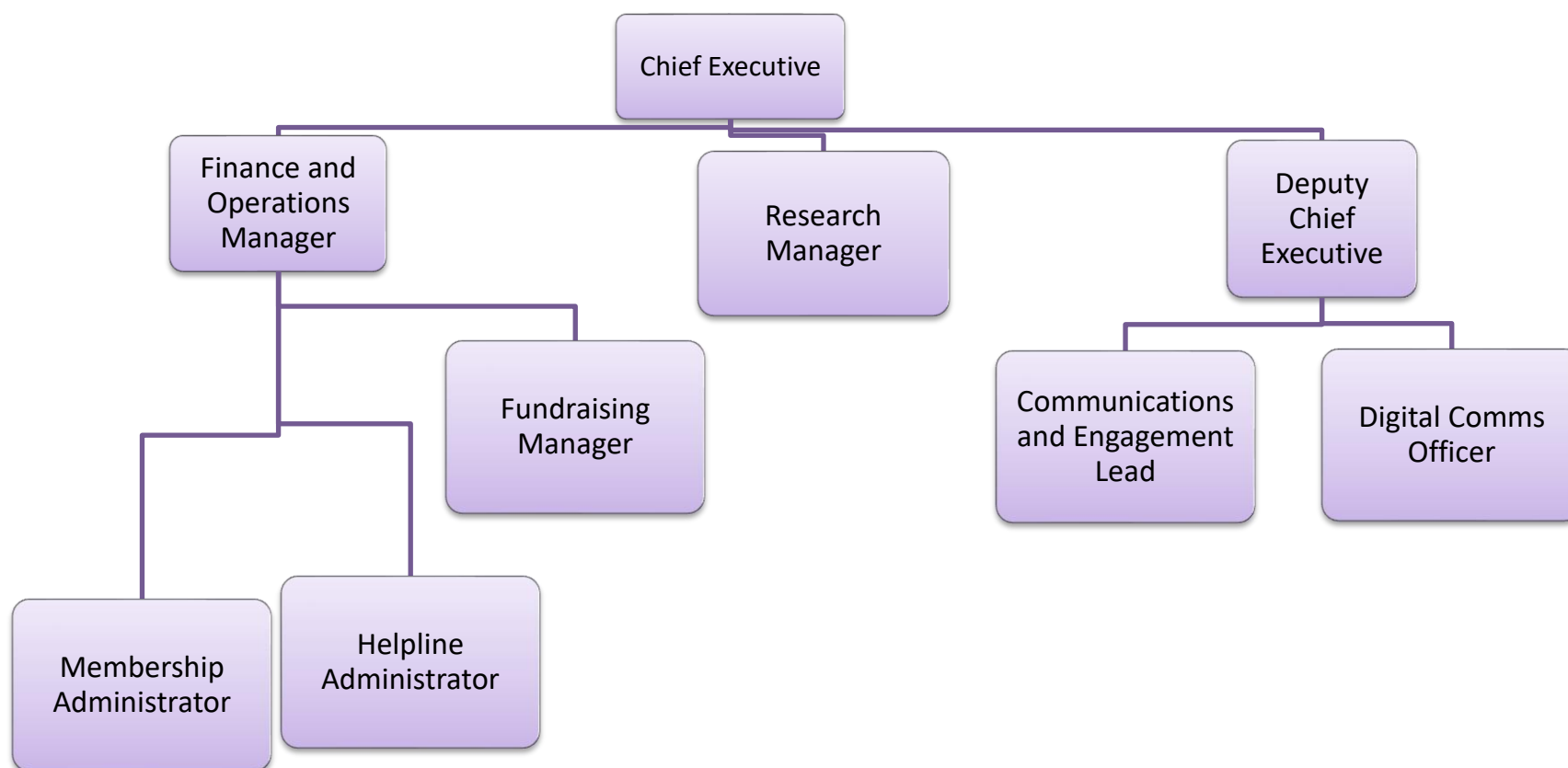
Please send completed application forms to Laura Stevenson, Deputy Chief Executive at jobs@psoriasisuk.org.uk



Interviews: Interviews are expected to take place on either 29th or 30th September in- person at our head office – Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF.

If you are invited to interview you will be expected to give a short presentation, the subject of which you will be notified in advance.

Organisation Chart





Terms, Conditions and Benefits

Fundraising Manager

Job Title: Fundraising Manager

Hours: Full-time, 37 hours per week (not including lunch breaks), Monday to Friday.

Salary: £38, 220

Contract type: Permanent

Location: Dick Coles House, 2 Queensbridge, Northampton, NN4 7BF with hybrid and flexible working offered.

If you have a preferred pattern of work, do discuss it with us. We operate a hybrid working model that requires a non-negotiable minimum of two days per week based in the Northampton office. This includes our protected all-staff office day every Thursday. The remaining three days can be worked from home. We encourage team members to meet face-to-face with all colleagues at least once a week to ensure good team relationships.

Annual Leave: Annual leave entitlement for full time staff is 34 working days per calendar year (including all bank holidays) rising to 39 days after five years' service.

The charity operates an office shutdown at the following periods: between Christmas and New Year, Easter Tuesday, Spring Bank Tuesday and August Bank Tuesday (6 days) which are included within the above-mentioned annual leave allowance.

We operate a time off in lieu (TOIL) arrangement whereby staff who have worked additional hours for a specific reason have an opportunity to take compensatory time off in the interests of their health and well-being.

Development: There is a healthy budget for training and development and staff are encouraged to make use of opportunities to stay at the forefront of their field, to learn new skills and knowledge, and to gain new experiences.



Pension: Psoriasis UK operates an auto enrolment pension scheme into which it will pay a contribution of 7.5% of salary following confirmation in post after a three-month probationary period. Your minimum contribution to the scheme is 5% of salary.

Additional benefits: We can also offer you:

- An additional day's holiday on your birthday, or nominated special or celebration day (or nearest working day)
- A health insurance scheme (following completion of the three-month trial period).
- Reserved free parking available on site.
- An enhanced maternity and paternity leave policy after 12 months continuous service.
- Flexible and family friendly working patterns

Reporting to: Finance and Operations Manager (with close working links with the Chief Executive)

Probationary period: The post will be offered subject to satisfactory references and be subject to a three-month trial period.

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Person Specification – Fundraising Manager

It is not expected that applicants would necessarily have all of the experience and skills as detailed below but this checklist will be used to help assess suitability for the post.

	Essential	Desirable
Qualifications and Membership		
Educated to degree standard or equivalent OR significant experience in a related field with demonstrable high levels of numeracy and literacy	✓	
Certificate in Fundraising Management		✓
Membership of Institute of Fundraising		✓
Skills, Experience and Knowledge		
Two years or more experience of professional fundraising at a senior level	✓	
A proven record of success in the generation of income from a variety of sources	✓	
Proven experience balancing a varied portfolio, specifically shifting between public community events and sensitive legacy stewardship	✓	
Knowledge of legal requirements relating to fundraising		✓
Knowledge of all major fundraising techniques	✓	
Knowledge and experience of managing fundraising platforms		✓
Experience in developing individual giving and / or legacy campaigns		✓
Experience or interest in developing ethical corporate partnerships		✓
Confident communicator able to steward donors sensitively and professionally		✓
Competent / advanced user of Microsoft Office (Word, Excel, Powerpoint, Outlook) and online meeting programmes such as Teams / Zoom	✓	
Experience of analysing data and producing quality reports based on findings	✓	
Evidence of good organisational and project management skills, with good time-management and the ability to manage multiple projects and deadlines, whilst maintaining attention to detail, and high quality standards	✓	
Experience of setting and monitoring income and expenditure budgets	✓	

Experience of strategic thinking, analysis and business planning	✓	
Ability and experience in dealing with a wide range of people and organisations.		✓
Ability to identify, present, prioritise and implement key strategic objectives		✓
Evidence of competency in using databases.		✓
Experience of working in a small team and / or in the voluntary sector / managing volunteers.		✓
Evidenced success in identifying and pitching to non-pharma corporate business partners	✓	
Experience writing precise, compliant grant proposals or funding applications		✓
Understanding		
An understanding of sensitivity and respect for confidentiality.	✓	
Ability to show empathy and understanding of the difficulties of living with a health-related condition.	✓	
Ability to show professionalism, empathy and understanding when communicating with relatives regarding legacies and in memoriam giving	✓	

Abilities and competencies		
Ability to deal with a variety of contacts in person, online and over the telephone with professionalism and diplomacy.	✓	
Demonstrate a commitment to equality and diversity in all aspects of work	✓	
Ability to assimilate and summarise complex information (including financial) to different target audiences.	✓	
Ability to remain calm under pressure.	✓	
Ability to work with attention to detail.	✓	
Ability to logically plan and organise projects	✓	
Personal Qualities		
Well organised and professional approach. High level of accuracy and attention to detail.	✓	
Confidence and ability to deal with people at all levels.	✓	
Excellent communications skills – written and oral.	✓	
A willingness to undertake training and adapt to changing situations.	✓	



High levels of enthusiasm and motivation when working alone and as part of a team.	✓	
Ability to inspire and motivate others.		✓
Willingness to undertake a wide range of activities at different levels		✓
Access to a car for occasional work purposes; a full driving licence.		✓

It is essential that you have the right to work in the UK at the time of application.