

Job Description

Senior Fundraising Manager

Reports to: TBD

Line Management: Fundraising team

Role Description

This is an exciting opportunity to take ownership of a fundraising function in its infancy with scope to develop a breadth of sustainable income streams.

We're looking for an experienced, hands-on fundraiser who is dynamic and enjoys a role where every day presents a new challenge.

You'll be responsible for driving fundraising growth, developing new opportunities across corporate partnerships, trusts and foundations, community fundraising, and individual giving, and play a visible role across the organisation. A focus will be on:

- Securing major funding for our capital appeal programme.
- Identifying and winning grants from trusts, foundations, and statutory funders.
- Developing and growing long-term corporate partnerships.
- Building fundraising capability and creating sustainable income growth.

You will lead the fundraising function and report directly to the Chief Executive. You will work closely with colleagues in the communications team and have the opportunity to recruit and line manage additional fundraising support once in post.

You will combine strategic planning with hands-on delivery. You will be responsible for building relationships with funders and partners, developing compelling cases for support, preparing high-quality funding applications and bids to meet ambitious targets.

Although advantageous if you have experience working in a military charity environment, or a national charity with Royal Patrons, we're open to candidates from a range of fundraising backgrounds and income streams. What matters most is a demonstrable record of meeting five figure income targets, your ability to build strong relationships within and outside of the charity, and your commitment to getting results.

About Haig Housing Trust

Haig Housing Trust is the UK's leading veterans' housing charity, providing over 1,500 homes for veterans and their families across the UK. As we approach our centenary in 2028, we have ambitious plans to modernise and grow our estate to meet the housing needs of future generations of veterans.

To support this ambition, we are seeking to appoint a Senior Fundraising Manager to lead and develop our fundraising function. This is a pivotal role that will significantly contribute to our capital investment plans, grow our impact, and support the veterans who depend upon us.

Key Skills required

Fundraising Excellence - demonstrable success securing income from trusts, foundations, corporate partnerships, major donors, or capital appeals.

Relationship Building - Skilled at developing productive relationships with funders, businesses, stakeholders, and supporters.

Bid Writing & Grant Fundraising - Exceptional ability to develop compelling funding applications and secure significant grant income.

Delivery - Outcome-focused and organised, consistently achieving fundraising targets and deadlines.

Collaboration - Works effectively across teams to develop opportunities, gather evidence, and deliver successful bids.

Growth Mindset - Identifies opportunities, develops innovative solutions, and builds sustainable income streams.

Communication - Excellent written and verbal communication skills with the ability to influence a range of audiences.

Main Responsibilities

Fundraising Leadership

Develop and lead our fundraising strategy, delivering the plans and activity to deliver those outcomes. Identify new opportunities to grow and diversify income. Establish clear fundraising targets, KPIs, and effective means of reporting performance.

Capital Appeal Fundraising

Develop compelling cases for support linked to capital projects and investment. Identify and build relationships with major donors, trusts, foundations and corporate supporters to deliver significant gifts. Create and manage prospect pipelines aligned to capital fundraising priorities.

Trusts, Foundations & Grant Funding

Identify suitable grant opportunities and lead high-quality funding applications. Coordinate data gathering across teams to support proposals. Manage funder relationships, reporting requirements and grant compliance.

Corporate Partnerships

Implement a corporate partnerships programme, securing new supporters. Create partnerships including financial support, sponsorship, employee engagement and strategic relationships. Grow relationships with existing corporate partners.

Income Growth

Develop donor engagement to encourage repeat and increased support. Ensure supporters receive timely and effective communication regarding impact and outcomes.

Performance Management & Reporting

Monitor fundraising performance against agreed targets, producing compelling reports for senior audiences. Manage fundraising budgets effectively, maintaining accurate records within CRM and reporting systems.

Compliance & Governance

Ensure FR activities comply with relevant legislation and sector best practice. Contribute to organisational risk management and governance processes. Ensure accurate monitoring and reporting of restricted funding.

Ambassadorship

Be an ambassador for the charity with supporters, partners, funders and stakeholders. Promote understanding of veterans' housing needs and our mission.

This is a highly visible role requiring excellent relationship-building skills, professionalism, strong commercial awareness, and the ability to translate organisational ambition into fundraising success. You'll have autonomy to shape the future of fundraising within an established, credible and proud charity in an exciting chapter as we approach our centenary year and establish the biggest veterans housing community in the UK.

Salary (£42k-£45k depending on experience)

	Essential	Desirable
Qualifications, Skills & Experience		
Clear evidence of outstanding fundraising & leadership skills at senior level	X	
Proven track record of securing five figure income	X	
Demonstrable success in trust and foundation FR and bid writing	x	
Experience securing and managing corporate partnerships	x	
Evidence of successful FR campaigns or capital appeals		x
Experience developing fundraising plans and achieving income targets.	x	
Able to manage multiple FR opportunities and deadlines simultaneously	x	
Outstanding & engaging communication skills across all media	X	
Experience producing high-quality reports, proposals and presentations.		x
Developed and implemented a FR strategy, including achieving KPIs	X	
Consistently achieved demanding FR targets, grown and diversified income	X	
Comprehensive knowledge of FR regulation & best practice	X	
Accountable, delivering high quality work against taut deadlines	X	
Skilled in planning, project management, budgeting and service delivery	X	
Ability to resolve detail whilst maintaining sight of the bigger picture	X	
A passion for & clear delivery of: learning, innovation & quality		X
Able to effectively manage Royal Patronage	X	
Experience working with the military or veterans, passionate in delivering for beneficiaries		X
Personal Qualities		
Absolute integrity, able to build trust, credibility & influence with diverse teams	X	
An outstanding ambassador and influencer, able to convince key stakeholders to fund Haig	X	
A collaborative leader who works with colleagues to deliver strategic outcomes	X	
A self-motivated problem solver, able to challenge & be challenged in line with our values	X	
Able to turn strategy into delivery & make sense of the big picture for people	X	
Resilient, calm under pressure, willing to go above & beyond to meet beneficiaries' needs	X	
Dynamic, innovative & flexible, able to deliver with minimum direction	X	
Proactive & agile, combines attention to detail with delivery of strategic outcomes	X	
Clear understanding, identification with and commitment to Haig's charitable purpose	X	
Commitment to fulfil development, safeguarding & training requirements		X
Member of the Chartered Institute of Fundraising or equivalent professional body.		X

Head of Fundraising Advert 2

Haig Housing Trust

Every veteran deserves a safe place to call home.

This is a career changing opportunity to help veterans and their families build secure futures and to ensure that those who have served our country have access to high-quality housing and supportive communities for generations to come.

For over 100 years, Haig Housing Trust has provided homes and hope to veterans across the UK. As we look to the future, we have ambitious plans to invest in our homes, strengthen our communities and expand our impact. To help us achieve that vision, we're investing in the development of our fundraising function and we're seeking an experienced and ambitious **Senior Fundraising Manager** to join our team.

Reporting to the Chief Executive, you'll be visible in leading our fundraising function and growing the capacity of the team once in post to drive our capital appeal, produce compelling grant applications, and build meaningful partnerships with businesses and other supporters who share our commitment to veterans.

We're looking for someone who brings:

- A successful track record in fundraising and income generation.
- Strong bid-writing and grant fundraising experience.
- The ability to build lasting relationships with funders and corporate partners.
- Excellent communication and influencing skills.
- Energy, creativity and a collaborative approach.

Whether you're already leading fundraising in a charity or are ready to take the next step in your career, this is a chance to make a genuine difference at a pivotal moment in our history.

If you believe every veteran deserves a place to belong, we'd love to hear from you.