



Fundraising Manager

Are you a resourceful, ambitious, and organised fundraiser with a passion for fixing the digital divide—for good? We're looking for a new Fundraising Manager to help expand and diversify our income base, ensuring everyone has the connection, confidence, and support needed to participate fully in a digital world.

You will be a disciplined pipeline builder and relationship creator, adept at researching and qualifying prospects, and understanding funder priorities. You will enjoy the craft of fundraising: translating complex work into persuasive narratives, producing excellent written applications, and building trusted relationships that lead to meaningful investment and impact.

This exciting position takes the lead on the craft of high-value fundraising, diving deep into our complex social infrastructure to shape compelling propositions and write high-quality applications. By bringing strong writing skills, sound judgment, and persistent dedication to our team, you will win vital support for life-changing work, positioning the Good Things Foundation for a sustainable and impactful future.

About us

We are the UK's leading digital inclusion charity, at the heart of the national response, working to deliver immediate and tangible help for people, whilst shaping long-term systems change through advocacy, policy and partnerships.

Nearly 8 million adults still lack the most basic digital skills, nearly 2 million households struggle to afford connectivity and millions more lack the confidence to keep up with changes like AI.

We achieve our impact for digitally excluded people through working in partnership with:

- frontline organisations in the community providing direct support to digitally excluded people and people at risk of digital exclusion
- our strategic partners who share our vision and support us strategically and financially to deliver our mission
- local, regional and central government across the nations delivering services and developing policy

We support digitally excluded people through a blend of national infrastructure and grassroots delivery. Our key services include:

- The National Databank: providing free SIMs and mobile data packages.
- The National Device Bank: a sustainable, circular economy approach to refurbishing and redistributing donated tech.
- The National Digital Inclusion Network: over 8000 organisations working to embed digital inclusion in their work and support digitally excluded people
- Online resources such as Learn My Way and our AI Gateway, designed to support the development of essential digital and AI skills
- What Works Co-Lab: a research and innovation programme generating evidence and piloting new models of digital inclusion delivery and support
- Delivering national digital inclusion projects and support services for clients such as HMRC and Google.org.

Our vision

A world where everyone can participate in our digital society and benefit from digital and AI.

We deliver impact at scale with the partners in the National Digital Inclusion Network. We build evidence and drive innovation in digital inclusion through the What Works? Co-Lab. We want to drive system change through our campaigning, influencing and advocacy work.

Our values

- Collaborative
- Creative
- People-focused
- Curious
- Positive

Job description

Job title:	Fundraising Manager
Reports to:	Director of Business Development
Date	June 2026

Role purpose

We are looking for a resourceful, ambitious and organised fundraiser who can help Good Things Foundation secure the income and support needed to fix the digital divide – for good.

Good Things Foundation is the UK's leading digital inclusion charity. We are the charity behind the National Databank, National Device Bank and National Digital Inclusion Network, the nation's social infrastructure for digital inclusion.

Our 2026–2028 strategy is focused on ensuring that everyone can participate in our digital society, focusing on three things people need to participate fully in a digital world:

- **Connection:** access to data and devices
- **Confidence:** digital, AI and media literacy, skills and online safety
- **Support:** trusted, local help at the point of need

We deliver this through digital inclusion at scale via the National Digital Inclusion Network – a delivery network of 8000+ local hubs passing on devices, data, skills and support to those who need it most; evidence and innovation through our *What Works? Co-Lab*; and fairer digital systems through partnerships and policy change.

To achieve this ambition, we need to expand and diversify our income base, which currently relies heavily on corporate sponsorship. Building on our existing strength in corporate partnerships, this role will help us grow complementary income streams across trusts, foundations, institutional funders, government, major donors and other high-value funding partners. We are looking for someone who can identify fundable opportunities, develop compelling cases for support, write high-quality funding applications, and build relationships that lead to long-term income and impact.

Led by the Director of Business Development & Partnerships, you will play a key role in developing and managing a strong fundraising pipeline. You will research and qualify prospects, shape propositions, write bids and applications, coordinate internal input, manage deadlines, and help convert opportunities into secured income and long-term support.

This is not a mass public fundraising role, but rather a role for someone who enjoys the craft of fundraising: understanding funder priorities, translating complex work into persuasive narratives, producing excellent written applications, and building trusted relationships that lead to meaningful investment and impact.

You may come from a trusts and foundations, grants, institutional fundraising, major donor, philanthropy or wider high-value fundraising background. Whatever your route into fundraising, you will bring strong writing skills, disciplined pipeline management, sound judgement, persistence, and a clear focus on winning support for work that changes lives.

The role is permanent, working within the Partnerships and Fundraising Team. We would particularly like to hear from candidates whose professional and personal experience will bring new perspectives, understanding and capacity to the organisation.

Main responsibilities

Fundraising and Income Generation

- Secure income from new and existing funding sources, with a particular focus on trusts and foundations, institutional funders, government and statutory opportunities, major donors, high-net-worth individuals and other high-value funding partners.
- Develop and manage a strong pipeline of funding opportunities, from prospect research and qualification through to application, follow-up, negotiation and award.
- Produce a steady flow of high-quality funding applications, bids, proposals, expressions of interest and cases for support, ensuring they are compelling, accurate, funder-specific and submitted to deadline.
- Identify and pursue opportunities aligned with Good Things Foundation's 2026–2028 strategy, translating our programmes, evidence, lived experience and impact into clear, fundable propositions.
- Maintain a strong understanding of the funding landscape, using funder research, networks, sector intelligence, policy developments, CRM data and digital tools to identify high-potential opportunities.

Bid Writing, Proposal Development and Internal Coordination

- Lead or coordinate the development of funding applications, working with colleagues across delivery, finance, research, technology, communications, campaigns and advocacy to develop credible, costed and impactful proposals.
- Turn complex delivery models, budgets, evidence, policy context, lived experience and impact data into clear, persuasive and fundable narratives for different audiences.
- Ensure proposals are realistic, deliverable and aligned with organisational priorities, including appropriate scrutiny of assumptions, risks, costs, outputs and outcomes.
- Maintain a library of reusable fundraising content, including cases for support, programme descriptions, impact evidence, standard responses, funder reports and supporting materials.

Funder and Donor Relationship Management

- Build, manage and steward relationships with a portfolio of current and prospective funders, donors and high-value supporters.
- Understand funder and donor priorities, motivations and decision-making processes, using this insight to shape tailored approaches, applications, engagement and reporting.
- Coordinate funder communications, meetings, updates, reports and follow-up actions, working with internal colleagues to gather timely information on delivery, outcomes, learning and impact.
- Support senior colleagues, trustees or other stakeholders to engage with funders, major donors and prospects where this could strengthen relationships or unlock opportunities.

Pipeline, Systems and Performance

- Maintain accurate and useful pipeline records in Salesforce, including opportunity value, probability, deadlines, next steps, risks, restrictions and reporting requirements.

- Track applications, success rates, reasons for success or rejection, and learning that can strengthen future fundraising activity.
- Use CRM systems, data, digital tools and AI to improve prospect research, drafting, insight gathering, pipeline management and proposal development.
- Follow agreed internal processes for opportunity approval, budgeting, due diligence, contract or grant agreement review, reporting and record keeping, escalating ethical, reputational, safeguarding, data protection or delivery risks as needed.

Staff Management

- Empower and develop any staff reporting to you by agreeing clear objectives, encouraging ownership, providing regular feedback, managing performance, supporting personal development and ensuring they feel valued.
- Work flexibly, ready to undertake other duties as reasonably required in line with your skills, knowledge and experience to contribute to Good Things Foundation's success.

Person specification

We recognise that everyone has the potential for growth, and we welcome applications from candidates who can demonstrate that they have some, but not necessarily all, of the experience and personal attributes listed here.

Knowledge, experience and skills

Essential

- Experience in high-value fundraising, grant capture, trusts and foundations, institutional giving or philanthropy, with evidence of securing restricted and/or unrestricted income.
- A strong track record of producing high-quality, persuasive and funder-specific bids, applications and proposals, with evidence of tailoring content to funder priorities and achieving successful outcomes.
- Strong prospect research and qualification experience, using sources such as funder databases, public information, networks, sector intelligence, policy developments, events, CRM data and digital tools to identify high-potential opportunities.
- Managing a fundraising pipeline or portfolio of prospects, including prioritising opportunities, tracking progress, managing deadlines, coordinating follow-up, and reporting on income potential, risks and next steps.
- Building, stewarding and growing relationships with funders, donors or high-value supporters, including understanding their priorities and tailoring approaches accordingly.
- Working collaboratively with colleagues across delivery, finance, research, communications, policy or senior leadership to develop accurate, costed and compelling funding proposals.
- Experience working in a similar role, or the ability to demonstrate transferable skills and experience relevant to a role of this nature.
- Strong understanding of fundraising principles and practice, particularly trusts and foundations, grants, institutional funders, statutory funding, major donors and other high-value income streams.
- Excellent written communication skills, with the ability to produce compelling, accurate and tailored applications, proposals, reports and cases for support.
- Strong verbal communication and relationship management skills, with the ability to engage confidently and professionally with funders, donors, colleagues and external stakeholders.
- Ability to interpret funder priorities, eligibility criteria, guidance notes and application requirements, and translate these into strong, compliant and competitive submissions.
- Ability to turn complex social issues, delivery models, evidence, lived experience, budgets and impact data into clear, persuasive and fundable narratives for different audiences.
- Ability to understand Good Things Foundation's mission, 2026-2028 strategy and wider operating context, including the importance of digital inclusion to economic growth, public service reform, AI, social justice and fairer digital systems.
- Strong organisational and project management skills, including the ability to coordinate input from colleagues, manage approvals, meet deadlines and maintain accurate records.
- Confident and responsible use of AI tools to improve efficiency, productivity, innovation and quality in fundraising activity, with strong judgement around accuracy, ethics, confidentiality and data protection.

Desirable

- Major donor, HNWI or UHNWI fundraising experience, particularly where this has involved cultivation, stewardship or developing tailored cases for support.
- Experience across more than one high-value fundraising route, for example trusts and foundations, statutory funding, institutional funders, philanthropy, corporate foundations or strategic grant-makers.
- Experience securing both restricted project funding and more flexible or unrestricted income.

- Experience of securing five- or six-figure grants, donations or funding awards.
- Experience of fundraising for a charity, social enterprise, public benefit organisation or mission-led organisation.
- Experience of trusts and foundations fundraising, statutory funding, institutional fundraising, major donor fundraising or philanthropy.
- Experience using fundraising databases, CRM systems, funder research tools or bid-management processes.
- Relevant fundraising training, professional development or membership of a fundraising body, such as the Chartered Institute of Fundraising.
- Knowledge of digital inclusion, poverty, social justice, public service reform, AI, technology for good or related policy areas.
- Confidence using CRM systems, funder databases, data, insight and digital tools to support prospect research, pipeline management, proposal development, relationship stewardship and funder reporting.
- Good understanding of fundraising ethics, due diligence, data protection, safeguarding, restricted funding and the importance of making accurate, realistic commitments to funders.

Qualities and behaviours

- Highly motivated, proactive and outcome-oriented, with a strong focus on securing funding and delivering results.
- An excellent writer who enjoys the craft of fundraising, able to turn ideas, evidence, budgets, delivery models and impact into clear, persuasive and fundable narratives.
- Organised, disciplined and resilient, able to manage multiple opportunities, deadlines, applications and relationships while maintaining momentum through rejection, ambiguity and long lead times.
- Intellectually curious, able to quickly understand complex social issues, funder priorities and strategic opportunities.
- A strong relationship-builder and collaborator, able to listen well, ask good questions, build trust and work effectively with colleagues, funders, donors and external stakeholders.
- Able to work at pace while maintaining strong attention to detail, accuracy, evidence and funder requirements.
- Committed to learning, wellbeing, diversity and inclusion, and to valuing different skills, perspectives and talents.

Inclusive recruitment approach

We welcome applications from people who are looking to work flexibly in terms of hours and locations and particularly from people with diverse backgrounds and experiences.

Our values underpin our equity, diversity, and inclusion commitments. It's only through promoting inclusion that we can truly embody the values of being people-focused and collaborative. Creativity is central to Good Things and we understand that having a diverse workforce drives innovation and creativity.

As an organisation, we're committed to ensuring that individual contributions are encouraged and valued. We recognise the significant benefits that can be achieved from striving towards a workforce that represents our partners in thousands of communities across the UK and further afield.

We therefore welcome applications from everybody who is committed to our vision and values and can demonstrate the skills, competencies, and experience required for the role applied for.

We are open to discussing the possibility of a secondment from organisations within the National Digital Inclusion Network and/or in any of our partner organisations.

Terms of appointment

Salary	£35,000-£40,000 depending on experience.
Location	Hybrid. Our offices are in Sheffield, South Yorkshire. All staff have the freedom and flexibility to work in a hybrid way, combining face to face and home working as suits them. However we do require all staff to travel to Sheffield regularly for meetings, workshops and events at least twice per month. Travel to Sheffield to fulfil your role duties is considered normal commuting and the costs or time will not be reimbursed.
Hours	Full-time *Flexibility of working patterns may be discussed with candidates if required
Benefits	See list of our benefits on our Working at Good Things webpage.

How to apply

Please email your application to recruitment@goodthingsfoundation.org by the closing date and time of **Sunday 7th June 11:55pm**. Please attach your CV and a supporting statement, of no more than two sides, that sets out:

- Tell us why you want to be Good Things Foundation's Fundraising Manager?
- How will your skills and experience directly contribute to our mission and strategic aims?
- Explain the main challenges facing people experiencing social / digital exclusion and how Good Things can help overcome those challenges in the next three years?

Applications which do not include both a CV and covering letter will not be considered.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.