



Job specification

Job description

Job title	Regional Fundraising Manager		
Directorate	Marketing, Fundraising and Engagement		
Team	Community Fundraising		
Reporting to	Head of Community Fundraising	No. of direct reports	4 - 7
Location	Homebased covering regional geography		
Agility contract type	Field based		
Budgetary responsibility	Circa £1.5 million (ranges from £1m to £2m)		
Job level (HR use only)	4	Date	Sep 2025

Summary of role

To maximise income and awareness for the BHF by developing and implementing a regional plan to deliver BHF's national Community Fundraising Strategy. Lead, manage and offer hands-on fundraising support and development to a team of Fundraising Managers to deliver both patch and area targets.

This role will proactively secure fundraising corporate partnerships, build and develop our volunteer and supporter networks, lead and deliver national campaigns, local and national and maximise community engagement.

Key responsibilities

Leadership and Management

- Recruit, lead and manage a team of high calibre Fundraising Managers within your region in line with BHF policies and Fundraising Directorate guidelines
- Lead a team of Fundraising Managers with in a regional patch in an inspiring, cause-driven way by setting performance objectives and targets, motivating the team and enabling them to meet their financial and supporter objectives

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- Proactively manage performance, holding monthly 12ls and annual performance and development reviews
 - Work with the Fundraising Managers to devise and deliver local plans for their patch in line with the UK Community Fundraising strategy in order to maximise income, exceed target and ensure a strong corporate pipeline of prospects and income, whilst strengthening community engagement and awareness of the BHF
 - Effectively train, coach and direct a regional fundraising manager team, fostering the development and retention of talent,
 - Champion the sharing of knowledge and learning across the direct team and more widely within Community Fundraising
 - Contribute proactively and act collectively as a member of the Community Fundraising Leadership Team, taking the lead and collaborating on cross-charity initiatives. This includes working closely with the Operations Team and acting as an informed customer voice into national work - bringing insight from what works in communities.

Financial

- Track and monitor income within your team, providing commentary and forecasts as well as performance reporting. Identify any variances in income and put in place contingency plans to address these with your team
- Ensure delivery of regional income budgets, and secure both pipelined and sustainable income streams; providing a strong base for year-on-year growth

Supporters, stakeholders and relationships

- Ensure the highest quality of supporter care and experience for our supporters and to resolve any complaints, concerns or conflicts in accordance with policy.
- Ensure effective collaborative working with the Customer Service Centre
- Forge strong relationships with other BHF staff working within your region to ensure effective collaboration and to maximise opportunities to generate income and awareness
- Be a senior representative of the BHF within your area networking and relationship building personally with key supporters, media contacts, and opinion formers across the region to influence and win support

Delivering fundraising

- Work alongside the team managed by the role to secure and realise key fundraising opportunities, while taking responsibility for account managing some high-value and complex supporter relationships
 - Ensure all regional fundraising activities comply with appropriate legal requirements, data protection regulations, sector best practice and with BHF policies
 - Perform such other tasks as the Head of Community Fundraising may require
 - Working outside core hours on occasion and if required
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Person specification

Knowledge, training & qualifications

- IT literate and fully conversant with Microsoft packages
 - An understanding of and empathy for BHF's cause and objectives
 - Have knowledge of the geographical area
 - Full UK driving license
 - Fundraising, Marketing. PR or Events qualification is desirable
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Experience

Essential

- Demonstrable track record of success in managing field fundraising, sales or marketing
- Excellent people management skills and experience of motivating teams to deliver targets
- Demonstrable experience of PR, communication and marketing activity
- Experience of preparing, monitoring and analysing budgets and setting targets
- Experience of using databases within sales, marketing or fundraising settings

Desirable

- Experience of managing remote based teams
 - Experience of volunteer management, and/or working with volunteers
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Skills & attributes

- Excellent budget management skills to maximise net income, with the ability to present and interpret financial information
 - Strong influencing and negotiating skills, and the ability to have challenging conversations at all levels
 - Strong operational planning, time management and prioritisation skills.
 - Able to identify opportunities and to focus team and individual activity to maximise success
 - Excellent communication, presentation and public speaking skills, an ability to motivate and inspire your team and our supporters
 - Able to build relationships and network effectively with a wide range of audiences
 - A demonstrable ability and confidence to successfully make 'the ask' for support
 - A collaborative team player who proactively supports colleagues and works towards BHF's shared purpose and goals
 - Resilient and able to work effectively under pressure
 - Able to work effectively from a home base and willing to work evenings and weekends when necessary
 - You should have your own transport and hold a full UK driver's license and have the ability to travel as and when required by the role
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Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially.

Data protection

During your employment this role will encounter some personal data. The role will be permitted to access and use the following types of personal data: Personal details, contact information and/or family details

- Personal financial information - including any of the following - donations, gifts, bank account, card numbers
- Personal Sensitive data - including any of the following - health, race, ethnicity, sexual orientation, political affiliation, trade union membership, religious or philosophical beliefs, biometric or genetic data, criminal record

If you find yourself with access to personal data you are not authorised to have, you must report it to your line manager and the IT Service Desk immediately.

Our Values

			
Brave	Informed	Compassionate	Driven
We speak out We're decisive We're innovative	We work together We're clear We're curious	We're open & honest We respect others We promote our cause	We're focused We're determined We keep learning