Smile foundation



Strategic Fundraising Manager Recruitment Pack

Note from our CEO

Thank you for your interest in joining the HEY Smile Foundation. We're delighted that you're considering becoming part of a team that's passionate about making a real and lasting difference in communities across the region.

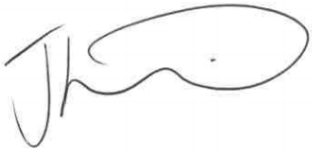
At Smile, we exist to support and strengthen the incredible voluntary, community, and social enterprise (VCSE) sector that forms the backbone of local life. Our role is to work alongside community leaders, volunteers, and organisations of all sizes, helping them to thrive, grow, and deliver lasting impact. Whether it's through capacity building, governance support, strategic partnerships, or investment in grassroots ideas, we're here to amplify the work of those already doing brilliant things.

We don't deliver services for communities; we work with them. Our team believes that sustainable change happens when people are empowered to lead that change themselves, and that belief runs through everything we do. From supporting community buildings and local networks to helping deliver major health and wellbeing programmes, we focus on collaboration, trust, and meaningful relationships.

We're proud to be a values-led organisation. We are impact driven, ensuring that everything we do delivers meaningful outcomes. We believe in the power of collaboration, working in partnership to strengthen community voices. We act with generosity, sharing our time, resources, and knowledge freely. And above all, we operate with integrity, always putting communities first and doing what we say we will.

If you're someone who shares these values and wants to play a role in supporting stronger, more connected communities, we'd love to hear from you. This isn't just a job it's an opportunity to help shape the future of the places we care about most.

Jamie Lewis
CEO





Smile Values

- **Impact-driven:**

  We focus on achieving meaningful and sustainable outcomes, prioritising our work to ensure tangible and positive impact on the communities we support.

- **Collaborative:**

  We promote diverse partnerships with organisations, stakeholders, and community groups, using innovative and generous means to share and maximise resources, knowledge, and expertise for a wide-reaching impact.

- **Generous:**

  We support colleagues, partners, and communities to become confident, professional, and self-sufficient. Providing them with the time, care, education, and opportunities they need to thrive.

- **Integrity:**

  Honesty, transparency, accountability, and kindness.Integrity is the golden thread that runs through everything Smile does every day.

Job Description

Job Title:
Strategic Fundraising Manager, The Health Tree Foundation

Reports to:
Chief Executive Officer, HEY Smile Foundation

Responsible for:
Strategic fundraising, partnerships, commissioning, income development, impact reporting and governance reporting and management of the charity team

Salary:
£40,000

Location:
Hybrid working across Northern Lincolnshire and Goole NHS Foundation Trust sites, including Scunthorpe General Hospital, Diana Princess of Wales Hospital (Grimsby), and Goole & District Hospital.

Hours:
37.5 Hours Per week - Fixed Term until 30 June 2028

Closing date:
27 November 2026



About the Role

The Strategic Fundraising Manager will provide leadership and strategic direction for the The Health Tree Foundation fundraising programme. The postholder will be responsible for developing and delivering a long-term fundraising and engagement strategy that positions The Health Tree Foundation as a proactive, visible and credible philanthropic partner to Northern Lincolnshire and Goole NHS Foundation Trust.

This role will lead the transition from operational fundraising activity to a structured, relationship-led model focused on major donor development, strategic campaigns, long-term partnerships, sustainable income growth and place-based philanthropy. The postholder will act as the senior operational lead for the programme and will work closely with Trust leadership, senior NHS stakeholders, regional businesses, donors and philanthropists, community partners and Smile Foundation leadership.

The role is intended to establish philanthropy as a recognised strategic capability within the Trust. The postholder will develop a Trust-wide fundraising strategy aligned to organisational priorities, build high-value donor and funding pipelines, lead major campaigns and strategic fundraising initiatives, support the embedding of charitable engagement across Trust services, strengthen the visibility and profile of The Health Tree Foundation, and ensure strong governance, reporting and performance monitoring.

The role will ensure all fundraising activity remains aligned to the wider programme vision of Our Hospitals, Our Communities. We are looking for a strategically minded individual who can see the bigger picture, analyse market trends, identify gaps and opportunities, and position The Health Tree Foundation as the go-to local health charity. The successful candidate will need to evidence a strong track record of income generation, demonstrate sound strategic judgement, and show that they can create and shape ambitious new opportunities beyond traditional fundraising approaches.

They will lead a team of professionals across three hospital sites and drive a coordinated approach to strategic fundraising, partnerships, commissioning, income development, impact reporting and governance reporting.

Key Role Responsibilities

1. Strategic Income Leadership

- Develop and deliver a multi-year income strategy that ensures long-term sustainability and supports the Foundation's mission to improve health outcomes.
- Build a diversified funding portfolio across trusts and foundations, major donors, corporate partnerships, public sector commissioning, and social investment.
- Set and manage income targets, budgets, and forecasts, with clear accountability for delivery against agreed objectives.
- Use evidence, insight, and market awareness to identify where the greatest opportunities for growth and investment exist.
- Report performance, progress, risks, and opportunities to the CEO and Board.
- Lead strategic fundraising, partnerships, commissioning, and income development activity across the programme.

2. Income Generation & Fundraising Growth

- Build and manage a diverse pipeline of fundraising opportunities across multiple income streams.
- Lead the development of major donor programmes, corporate partnerships, community fundraising, legacy giving, strategic campaigns, and trusts and foundations opportunities.
- Develop long-term relationships with philanthropists, major donors and influential stakeholders.
- Create compelling fundraising propositions aligned to Trust priorities and community needs.
- Maximise opportunities to secure transformational gifts and strategic partnerships.
- Demonstrate a clear ability to convert strategic relationships, market intelligence, and emerging opportunities into measurable income growth.

3. Partnership Development & Strategic Influence

- Develop and maintain strong strategic relationships with Trust executive teams, clinical leaders, NHS stakeholders, local authorities, Integrated Care Boards, businesses, employers, community organisations, and existing and prospective donors.
- Act as a senior ambassador for The Health Tree Foundation across the region, promoting its role, impact and strategic value.
- Represent the Foundation at events, conferences and partnership meetings, using influence and insight to create opportunities for support, collaboration and growth.

Key Role Responsibilities

4. Team Leadership & Culture

- Lead, motivate and develop a team of fundraising and engagement professionals.
- Create a high-performing, collaborative and values-driven culture.
- Provide coaching, mentoring and performance management support.
- Ensure clear objectives, accountability and professional development opportunities for all team members.
- Promote innovation, learning and continuous improvement across the fundraising function.

5. Marketing, Visibility & Engagement

- Work with colleagues to strengthen the profile, reputation and visibility of The Health Tree Foundation.
- Ensure fundraising campaigns communicate impact clearly and inspire support.
- Identify opportunities to increase awareness, engagement and support across local communities.
- Develop strategic messaging that reinforces The Health Tree Foundation as the preferred local charity partner for health-related giving and investment.

6. Governance, Reporting & Performance

- Establish robust fundraising systems, reporting mechanisms and performance frameworks.
- Monitor income pipelines, fundraising performance, budgets and return on investment.
- Lead the production of high-quality impact reporting that clearly demonstrates the value, reach and outcomes of The Health Tree Foundation's work to donors, partners, Trust leaders and wider stakeholders.
- Provide regular updates, reports and assurance to the Charitable Funds Committee, a sub-committee of the Humber Health Partnership Trustee Board.
- Produce clear, accurate and timely reports for senior leaders, trustees and stakeholders, ensuring information is well presented, evidence based and suitable for board-level scrutiny.
- Ensure compliance with fundraising regulations, charity law and NHS governance requirements.
- Maintain effective risk management, financial oversight and quality assurance processes.

Person Specification

Essential Experience

- Significant senior-level experience in strategic fundraising, business development, commissioning, income generation, or partnership leadership.
- A demonstrable track record of developing and delivering income strategies that secure large-scale growth across multiple funding streams.
- Clear evidence of personally leading income generation activity and securing measurable financial results through fundraising, partnerships, commissioning, or business development.
- Experience of securing and managing high-value relationships with major donors, corporate partners, trusts and foundations, public sector partners, or philanthropists.
- Experience of leading strategic campaigns, developing compelling cases for support, and converting opportunities into sustainable income.
- Experience of producing detailed impact reports, performance updates, or board papers for senior stakeholders, trustees, or committees.
- Experience of working with senior leaders, trustees, boards, or executive stakeholders and presenting clear performance information, recommendations and strategic insight.
- Experience of leading, motivating and developing teams, with responsibility for performance, supervision and culture.
- Experience of managing budgets, income targets, forecasts and performance frameworks.
- Experience of building partnerships across sectors, ideally including health, voluntary, community, public sector, or business environments.

Desirable Experience

- Experience of fundraising or strategic partnership work within an NHS, healthcare, charity, or place-based environment.
- Experience of developing philanthropy, charitable engagement, or donor stewardship within a multi-site or complex organisation.
- Experience of working with commissioning, public sector contracts, social investment, or blended income models.
- Experience of working closely with communications, marketing, or brand development teams to strengthen public engagement and profile.
- Experience of working within charity governance, compliance, or regulated environments.
- Experience of supporting organisational change, service redesign, or the development of new income infrastructure.

Person Specification

Qualifications

- Educated to degree level or able to demonstrate equivalent professional experience.
- A recognised professional qualification in fundraising, project management, or charity leadership is desirable, and candidates should be able to demonstrate how this has informed their practice.
- Evidence of continuing professional development relevant to fundraising, leadership, governance, partnership development, or income generation.

Essential Skills & Knowledge

You will be able to demonstrate:

- Strong strategic thinking, with the ability to see the bigger picture, identify trends and translate insight into action.
- The ability to think beyond immediate opportunities and shape new propositions, partnerships and income models that support long-term growth.
- Excellent administration and organisational skills, with the ability to manage complex information, competing priorities and detailed reporting requirements to a high standard.
- Excellent written and verbal communication skills, including the ability to write compelling proposals, reports, impact updates and papers for senior leaders and board-level audiences.
- Strong financial and budgeting skills, with the ability to manage budgets, interpret financial information, and support accurate forecasting and financial oversight.
- Strong board awareness, including an understanding of governance, committee processes, trustee and NED accountability and the need to present concise, accurate and well-judged information for scrutiny and decision-making.
- Excellent relationship-building, influencing and negotiation skills, with the credibility to work confidently with senior stakeholders.
- Commercial awareness and market insight, with the ability to identify and shape new opportunities for sustainable income growth.
- Strong planning, prioritisation and programme management skills, with the ability to manage multiple priorities effectively.
- The ability to analyse data, performance and pipeline information to inform decisions, improve delivery, and monitor return on investment.
- Knowledge of fundraising good practice, donor stewardship and relationship-led income development.
- Knowledge of governance, compliance and accountability requirements relevant to charity fundraising and partnership working.
- Strong leadership skills, including the ability to motivate others, create clarity and build a high-performing team culture.

Values, Behaviours & Personal Attributes

We are looking for a passionate and purpose-driven individual who is inspired by the opportunity to make a real and lasting difference through stronger hospital and community connections. You will be someone who embodies HEY Smile Foundation's values of being impact driven, working in collaboration, showing generosity, and acting with integrity in all that you do.

- **Impact-driven:** You will be focused on achieving meaningful outcomes, not just activity, and motivated by the difference that fundraising and partnership development can make to patients, staff, and communities.

- **Collaborative:** You will understand that the strongest results come through partnership and shared ownership, and you will be skilled at bringing people together around common goals.

- **Generous:** You will be someone who gives time, shares knowledge, supports others, and invests in relationships with warmth, kindness, and credibility.

- **Integrity:**
  - You will be honest, ethical, and accountable, following through on commitments and acting in the best interests of the Foundation, its supporters, and the communities it serves.
  - You will also be entrepreneurial, resilient, adaptable, emotionally intelligent, and confident in representing The Health Tree Foundation as a credible and ambitious local health charity.

Other Requirements

- A willingness to work flexibly, including occasional evenings and weekends, in line with the needs of fundraising campaigns, events, and stakeholder engagement.
- Ability and willingness to travel regularly across Trust sites and partner locations.
- Commitment to equality, inclusion, safeguarding, and the respectful involvement of patients, staff, donors, and communities.
- Commitment to maintaining accurate records, using systems effectively, and contributing to robust monitoring, reporting, and evaluation.
- A commitment to continuous learning and keeping up to date with developments in fundraising, philanthropy, health partnership working, and the wider external environment.

Success Measures

Success within the role will be measured through:

- Growth in fundraising income and pipeline value.
- Development of long-term strategic partnerships.
- Increased visibility and engagement across the Trust footprint.
- Strong governance and reporting arrangements.
- Delivery of sustainable fundraising infrastructure.
- Positive stakeholder relationships and organisational confidence.
- Increased awareness and recognition of The Health Tree Foundation across Northern Lincolnshire and Goole.
- Successful leadership and development of a high-performing fundraising team.

Why This Role Matters

This role is about much more than fundraising.

It is about building a culture of philanthropy, strengthening the connection between hospitals and communities, creating meaningful partnerships, and ensuring The Health Tree Foundation becomes a trusted and valued force for improving healthcare across Northern Lincolnshire and Goole for generations to come.



Safer Recruitment

As an organisation, we are committed to creating and fostering a culture that promotes safeguarding and the welfare of children and adults at risk.

Our safer recruitment practices support this by ensuring that there is a consistent and thorough process of obtaining, collating, analysing and evaluation information from and about candidates to make sure that all persons appointed are suitable to work with our children and adults.

The recruitment and selection of our people will be conducted in a professional, timely and responsive manner and in compliance with current employment legislation, and relevant safeguarding legislation and statutory guidance.

Our principles:

- We will always seek to recruit the best candidate for the role based on merit, including their skills, experience, motivation and competencies. Our robust recruitment and selection process should ensure the identification of the person best suited to the role and the organisation.

- We are committed to diversity and equality of opportunity and will interview all applicants (internal and external) who self-declare at application as having a disability, and who meet the minimum requirements in the person specification of the vacancy they are applying for.

- We will make reasonable adjustments at all stages of the recruitment process in order to enable successful candidates who declare disabilities to start working or volunteering with us.

- Any current member of staff, volunteer or client who wishes to apply for vacancies and is suitably qualified will be considered and addressed fairly and objectively based on their merit.

- As an organisation committed to safeguarding, we will ensure all under 18s joining the organisation have ongoing risk assessments to make sure their role and activities are safe and appropriate.

- All documentation relating to candidates will be treated confidentially in accordance with GDPR legislation.



At HEY Smile Foundation, we believe communities thrive when people and organisations are given the support, confidence and opportunity to succeed. We are looking for somebody who shares that belief and wants to help tell the stories that make it happen.

Address: HEY Smile Foundation, C/O Gosschalks,
61 Queens Gardens, Dock Street, Hull, HU1 3AE

Telephone: 01482 590270

Email: hello@heysmilefoundation.org

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