



Job Description: Strategic Fundraising Manager

General

Job Title

Strategic Fundraising Manager

Reporting to

Director of Communications and Fundraising

Direct Reports

Currently 1 Fundraising Officer (with potential for team expansion)

Purpose of the Role

The Strategic Fundraising Manager will lead the **implementation of the Bikeability Trust's non-government income generation**, translating the 2026–2035 Income Generation Strategy into practical delivery plans and income growth.

This is a **delivery-focused strategic role**, combining hands-on fundraising (personally securing income and managing relationships) with developing systems, plans and evidence-led pipelines that build a **balanced, sustainable income portfolio** aligned to the Trust's long-term ambitions.

Key Responsibilities

1. Strategy Implementation and Planning

- Translate the Income Generation Strategy into **annual and multi-year income generation plans**, with clear targets, pipelines and KPIs for each income stream.
- Maintain a **balanced portfolio of non-government income**, ensuring diversity across trusts, corporates and individuals.



- Apply a **test-and-learn approach**, piloting activity, evaluating results and refining approaches based on evidence.
- Contribute to the ongoing development of propositions that clearly articulate **what fundraising will enable beyond government funding** with a particular emphasis on reaching underrepresented groups, supporting inclusion and SEND provision, creation and development of new products and markets (e.g. adult learners) and advocating for more policies and investment that support active travel.
- Ensure that the Trust develops and maintains the necessary systems, processes and infrastructure to support its income generation efforts, including responsibility for the CRM, monitoring of the opportunities pipeline, use of grant finding platforms, and performance monitoring systems for income generation.

2. Income Generation (Hands-on Delivery)

The postholder will personally lead and contribute to income generation across key areas:

Trusts and Foundations

- Develop and manage a **pipeline of priority trusts and foundations**
- Write and submit high-quality funding applications and reports
- Secure multi-year and repeat funding where possible

Corporate Partnerships

- Support the development of **strategic corporate partnerships**, including prospecting, proposal development and account management
- Contribute to packaging **fundable programmes and partnership opportunities**

Individual Giving and Major Donors

- Support the development of **individual giving activity**, including campaigns, community challenges and donor journeys
- Manage relationships with a **small portfolio of major donors or prospects**

3. Relationship Management and Stewardship

- Build and maintain **strong working relationships** with funders and partners
- Deliver high-quality stewardship, reporting and communications
- Support a shift toward **longer-term, relationship-based fundraising** rather than one-off transactions.



4. Team Support and Development

- Provide day-to-day support to fundraising staff or project contributors
- Contribute to building a **high-performing and collaborative fundraising team**
- Support the development of **business cases for additional fundraising capacity**, where needed
- Recruitment, training and supervision of fundraising volunteers where necessary.

5. Pipeline, Performance and Insight

- Maintain accurate pipelines and income forecasts across all fundraising streams
- Track progress against targets and contribute to reporting to senior leadership and Board
- Use data and insight to improve performance and inform decision-making
- Ownership and management of the CRM fundraising database and all fundraising platforms
- Support monitoring of **income diversification and risk**.

6. Cross-Organisational Working

- Work closely with colleagues (particularly within the Strategy Team and with the Director of Development) to develop **compelling, evidence-based cases for support**
- Support integration of fundraising into campaigns, programmes and communications with clear calls to action
- Champion the importance of **unrestricted income and the principles of full cost recovery** where appropriate.

Person Specification

Experience (Essential)



- Demonstrable experience in **charity fundraising or income generation** (typically 3–6 years+)
 - Proven track record of securing income from at least **one or two specific streams** (e.g. trusts, corporates, or individual giving)
 - Experience of developing **funding proposals, cases for support or partnership pitches**
 - Experience of managing **relationships with funders or partners**
 - Experience of working with **targets, pipelines and performance tracking**
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Experience (Desirable)

- Experience working across **multiple income streams**
 - Experience contributing to or implementing an **income generation strategy or plan**
 - Experience supporting or supervising colleagues or projects
 - Experience securing **multi-year or high-value funding (£50k+)**
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Knowledge and Understanding

- Good understanding of key **fundraising methods and income streams**
 - Awareness of the importance of **diversified and unrestricted income**.
 - Understanding of **relationship fundraising principles**
 - Awareness of fundraising regulation and best practice
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Skills and Abilities

- Strong written skills, with the ability to produce **clear, compelling funding bids and proposals**
 - Good relationship management and communication skills
 - Ability to manage multiple projects and deadlines effectively
 - Analytical skills – able to use data (particularly financial data) to inform decisions and improve performance
 - Proactive and solutions-focused approach
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Personal Attributes

- Motivated and results-driven, with a strong sense of ownership
 - Collaborative and team-oriented
 - Adaptable and open to testing new ideas and approaches
 - Values-driven and committed to Bikeability Trust's mission
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Desirable

- Interest in **cycling, active travel or behaviour change**
 - Experience in sectors aligned to Bikeability (e.g. children, education, health, environment)
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Success Measures

- Delivery of agreed **income targets**, with strong personal contribution
- Development of **active, high-quality funding pipeline**
- Evidence of **repeat funding and retained relationships**
- Contribution to a **more balanced and diversified income base**
- Positive contribution to team development and fundraising systems