



# Application Pack

*Embrace. Empower. Educate.*

Role:	Fundraising Manager
Hours:	Part Time (20 hours per week)
Salary:	£35 to £38K FTE (pro rata and depending on experience)
Reports to:	Senior Fundraising Manager

We are committed to ensuring an accessible and inclusive recruitment process. If you would prefer to apply using an alternative format - such as a video application or another method that better suits your needs, please contact [recruit@mermaidsuk.org.uk](mailto:recruit@mermaidsuk.org.uk). We will be happy to support you and make suitable adjustments.

[Mermaidsuk.org.uk](http://Mermaidsuk.org.uk)

Recruitment enquiries: [recruit@mermaidsuk.org.uk](mailto:recruit@mermaidsuk.org.uk)

This job description is in Arial size 12 font. Should you require this description to be sent in a larger size or read out to you, please contact 0800 801 0400 or email [info@mermaidsuk.org](mailto:info@mermaidsuk.org)

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## A little bit about us...

‘We use ‘trans’ as an umbrella term for people that are binary trans, non-binary, genderqueer, genderfluid, agender or of other non-cisgender genders, including those of non-Western origin.’

## The Charity

Mermaids has been supporting trans children, young people, and their families since 1995. Mermaids has evolved into one of the UK’s leading LGBTQ+ charities, empowering thousands of people with its secure online communities, local community groups, helpline services, web resources, events, training, policy and stakeholder engagement and residential weekends.

We also seek to educate and inform wider society on gender identity by helping professionals accommodate and reassure gender diverse young people. Over the years, we’ve seen many changes in the language and understanding surrounding gender issues, but one thing remains the same: trans children deserve the freedom and confidence to explore their gender identity wherever their journey takes them, free from fear, isolation and discrimination.

## What You Can Expect

In supporting our mission to create lasting, positive change for trans people, now and for generations to come, you will receive our full support to thrive in your role. This includes comprehensive training, opportunities for professional development, a contributory pension, generous holiday entitlement, access to external supervision, and a range of additional benefits.

# Message from the CEO

Thank you for your interest in the role of Fundraising Manager with Mermaids. This is a truly exciting time to join the charity; there's no other organisation like Mermaids. Whatever you do here you will be supporting our work to achieve our mission and make positive change for transgender, non-binary, gender diverse children and young people for generations to come. Given the challenges facing young transgender people on numerous fronts, it is more important than ever for the charity to step up.



If you want to be involved in one of the most significant civil rights movements of our time, then this is where you need to be. This role will be crucial in driving forward our trusts, foundations and corporate partnerships work to build strong, mutually beneficial relationships to support our mission.

I joined the organisation as Chief Executive Officer in November 2025, bringing with me a long-standing commitment to youth advocacy and inclusive leadership. Supporting trans, non-binary and gender-diverse young people is central to my work. Throughout my career, I have championed policies that promote safety, dignity and equal access to opportunities, and I continue to listen closely to the communities we serve to ensure their experiences guide our direction. I am dedicated to fostering a culture of respect, belonging, and meaningful change for all young people.

If you have the passion and drive to help us achieve our vision. I look forward to hearing from you and, hopefully, joining us soon.

Yours,  
Jo Hardy  
CEO

# Role Profile

## Fundraising Manager

The young people, children and families that we support are at the heart of everything we do at Mermaids. To strengthen our fundraising capacity, we are seeking an experienced Fundraising Manager to support the sustainability and growth of our work, enabling us to plan confidently and deliver long-term impact.

Mermaids is an equal opportunity employer. We encourage applications from those with lived experiences (directly or indirectly) and/or close ties to the LGBTQ+ community. We actively support and encourage people from a variety of backgrounds and experiences to join us and shape what we do. We are particularly keen to receive applications from BPOC (black and people of colour) and/or disabled and trans candidates.

### Key Objectives

The Fundraising Managers' key objective is to identify and develop opportunities, create inspiring funding proposals, and provide excellent stewardship to ensure all funders and partners feel valued, engaged, and motivated to continue their support. You'll also maintain a healthy and active pipeline of our new prospects, supporting the long-term sustainability of our work.

This is a rewarding, hands-on role for someone who loves relationship building, is confident working with funders and corporate partners, and is excited to be part of a charity making a real difference to trans youth across the UK.

### Key Responsibilities

#### Fundraising Delivery

- Take ownership of the management delivery of specific income streams across the following:
  - Trusts, foundations and statutory fundraising

- Corporate donors and partnerships.
- Build relationships with trusts, create inspiring fundraising proposals, make appropriate applications and ensure that all reporting is completed in line with guidelines.
- Build long-term, mutually beneficial partnerships with corporate organisations that deliver income, awareness, and engagement opportunities.
- Research, identify and pursue new fundraising opportunities within relevant income streams.
- Develop and deliver exceptional prospecting and stewardship journeys for the relevant income streams.
- Monitor, maintain and manage our fundraising and donation CRM and platforms, as required for income streams.
- Track progress through regular, accurate reporting and presentations detailing fundraising progress and performance against the relevant income streams, for internal and external stakeholders.

## Strategy

- Strategically build upon existing relationships with a network of engaged corporate organisations with a view to steward them to become high-value corporate partners.
- Develop and deliver a strategy for both corporates and trusts, meeting ambitious income targets

## General Responsibilities

- Maintain good working relationships with all staff members, volunteers, and stakeholders.
- Manage own time effectively and ensure attention to detail at all times.
- Conduct the duties of the job description in accordance with the operational policies of Mermaids, including, but not limited to, the confidentiality and code of conduct policies.
- Adhere to all Mermaids policies and procedures.
- Undertake any other reasonable duties as may be required.

# Person Specification

## Fundraising Manager

**E = Essential**

**D = Desirable**

KNOWLEDGE, SKILLS & RELEVANT EXPERIENCE	
E	Significant experience in securing significant income from charitable trusts, foundations, and corporate donors.
E	Excellent communication skills, both verbal and written, with the ability to write persuasive copy that is both succinct and compelling, tailored to different audiences.
E	Significant experience of building and sustaining strong relationships both internally and with significant external stakeholders (such as corporate partners) to deliver objectives
E	Experienced in financial information management and analysis.
E	Significant experience of developing and managing donor relationships and partnerships to achieve long-term support.
E	Understanding of the UK fundraising landscape and current trends in trust and corporate fundraising
E	Ability to prioritise and manage own workload effectively, while remaining flexible and adapting to emerging new issues, short deadlines and other demands or challenges.

E	Clear understanding of the aims and objectives of Mermaids.
E	Committed to equality, diversity and inclusion and to working in a values led organisation.
E	Self-motivated and achievement focused, with a positive outlook and problem-solving attitude.
D	Knowledge of fundraising best practice and regulations applicable to trusts, foundations, and corporate fundraising.
D	Excellent IT skills, with experience in effectively using a fundraising database/CRM (such as Raisers Edge).

# Key terms

**Place of Work:** We operate as a fully remote organisation; this role is home-based with occasional travel for in-person meetings.

**Contract Type:** Subject to 6 months' probation, this is a part time permanent position, 20 hours per week, 3 to 4 days a week (depending on preference).

We are happy to discuss and explore flexible options and job share opportunities.

**Salary:** £35k to £38k (pro rata) depending on experience.

**Annual Leave:** The full-time core holiday entitlement is 26.5 working days.

**Pension:** Mermaids will contribute 6% of salary to the Mermaids pension scheme, 2% will be automatically taken from your salary as the employee contribution unless you choose to opt out.

**Benefits:** All staff members receive the following benefits:

- 4-day week (32 hours for full time staff members)
- Remote working
- Increased annual leave based on length of service (an additional 1 day per year up to a maximum of 4 days)
- Bank holiday flexibility (can be worked if preferred)
- Christmas closure
- Birthday leave
- Access to a GP 24/7, an employee assistance programme and external supervisors
- Health cash plan (the ability to claim back medical and dental costs)

**Probation & notice:** The post is subject to a six-month probationary period. During this period, you will be entitled to receive, and are required to give, at least one weeks' notice of termination, which must be in writing. After successful completion of your probationary period, you are entitled to receive one months' notice of termination and are required to give three months' notice of termination, which must be in writing.

# The selection process

## How to apply

Send your completed application form and CV to [recruit@mermaidsuk.org.uk](mailto:recruit@mermaidsuk.org.uk) with Fundraising Manager in the subject title.

Please include hyperlinks in the letter to relevant material and add all social media accounts to the body of the email.

Deadline for applications: The final day for applications to be sent to us is 9pm Monday 2nd February 2026. Please note that the charity reserves the right to offer the position to an individual before the deadline has lapsed, so we would recommend that you do not wait for the deadline to apply if you are interested in this role.

Interview dates: Week commencing 9th February 2026.

Start date for the role: subject to when you can start.

Due to the high volume of applications that Mermaids receives per position we are unable to provide feedback on individual applications or answer questions from applicants. If applicants have not been contacted by 13<sup>th</sup> February 2026 then they should assume their application has not been successful on this occasion.

## Safeguarding

Mermaids is committed to safeguarding and promoting the welfare of children, young people and adults at risk, and this is a responsibility that is shared by all members of staff and volunteers across the Charity. The successful candidate will be subject to reference requests, safer recruitment checks and will be required to pass a Basic or an Enhanced Disclosure and Barring Service (criminal records) check.

## Data Collection and Protection

We treat personal data collected during the recruitment process in accordance with Data Protection legislation.