



THE
FLORRIE

FUNDRAISING MANAGER

Job information
pack



ABOUT THE FLORRIE

The Florrie is a mixed-use community centre which has been at the heart of Liverpool for over 130 years. Our stunning Grade II listed Victorian community arts and heritage venue serves as a social, cultural, educational, and charitable hub for the people of South Liverpool.

Our amazing space hosts activities for people of all ages, including musical and cultural events and exhibitions throughout the year. For example, Florrie Radio showcases music from across Liverpool and Merseyside, and we provide food support through The Florrie Community Shop and Cafe. Additionally, we have versatile event spaces available for hire and offer fully inclusive workspaces for small local businesses and charities.

“Within these wonderful spaces we directly deliver a wide range of activities, events and services to the local community and act as a venue for cultural, musical and commercial events.”



FUNDRAISING MANAGER

ROLE DETAILS

Job Title	Fundraising Manager
Salary	£32,000 per annum
Hours	Full-time, 35 hours per week Flexible working options available
Reports to	Chief Operating Officer
Contract type	Permanent

Are you a strategic and results-driven fundraiser with a passion for creating long-term impact? Do you have experience securing income/sponsorships, delivering high-profile events and building corporate partnerships? If so, we'd love to hear from you!

The Florrie has an exciting opportunity for a Fundraising Manager to lead the organisation's income generation activity. This role is central to the work of our remarkable mixed-use venue. It will focus on securing grants from trusts, foundations, and statutory funders, planning and delivering major fundraising events such as gala dinners and donor receptions, and building sponsorships and corporate partnerships, particularly with Liverpool-based businesses.

You'll work closely with senior staff, including the CEO, to develop and deliver a fundraising strategy that supports both our charitable programmes and organisational growth. We're looking for a confident, creative professional with a proven track record in income generation and relationship-building - someone who can bring fresh ideas, strong networks, and a proactive mindset to help secure a sustainable future for The Florrie.

KEY RESPONSIBILITIES

Strategic and management responsibilities

- Work closely with senior staff, including the CEO, to identify funding needs and priorities.
- Co-develop and deliver The Florrie's fundraising strategy.
- Set, monitor, and report on income targets across grants, partnerships, and events.
- Work closely with the Finance Team to track funding pipelines, manage income, and identify shortfalls.
- Provide regular fundraising updates to the leadership team and board, contributing to business planning and growth.
- Ensure all fundraising activity complies with relevant legislation, ethical guidelines, and data protection standards.
- Support the CEO in researching, writing, and submitting compelling funding bids to trusts, foundations, and statutory funders.
- Develop strong, evidence-based cases for support using internal data, reporting systems, and real-world impact stories.
- Build and maintain relationships with funders.
- Monitor sector trends and proactively identify new funding opportunities.

Corporate partnerships and sponsorship

- Identify and approach potential corporate partners, with a particular focus on Liverpool-based businesses.
- Develop tailored sponsorship packages and partnership opportunities that align with The Florrie's values and community mission.
- Maintain and grow relationships with corporate supporters, ensuring long-term, mutually beneficial collaborations.
- Represent The Florrie at external networking events and business forums to raise the organisation's profile.

Major fundraising events

- Plan and oversee high-profile fundraising events, such as gala dinners, donor receptions, and corporate networking events.
- Manage event logistics with our Events Coordinator, including budgets, sponsorship, and promotion.
- Collaborate with internal teams to ensure events are aligned with wider organisational goals and messaging.
- Evaluate event performance and capture learning for future improvements.

Communications and advocacy

- Create and manage fundraising communications, including funding proposals, supporter updates, and promotional materials.
- Build a strong public profile for The Florrie's fundraising efforts through PR, digital media, and stakeholder engagement.
- Champion The Florrie's values and vision in all external communications and events.



ESSENTIAL REQUIREMENTS

Skills and attributes

- A confident communicator with excellent relationship-building and networking abilities.
- Passion for community impact and alignment with The Florrie's mission.
- Experience managing high-profile events and corporate relationships.
- Proactive, creative thinker with a solutions-focused mindset.
- Comfortable working with senior staff and contributing to strategic planning.
- Strong multitasker who thrives in a busy, deadline-driven environment.
- Excellent writing skills, particularly in producing successful grant applications.
- Strong organisational, planning, and time management skills.

Experience and qualifications

- Experience setting and achieving income targets across multiple income streams.
- Track record of income generation of over £100,000 per annum.
- Understanding of the non-profit/charity sector.
- Demonstrated experience in planning and delivering major income-generating events.
- Experience building and managing corporate sponsorships and partnerships.
- Familiarity with fundraising regulations, GDPR, and best practice in ethical fundraising.
- A relevant qualification in fundraising, communications, or nonprofit management (desirable).

This role is subject to a satisfactory DBS check and references.

WHY JOIN OUR TEAM AT THE FLORRIE?

The Florrie is a much-loved community hub with a proud history. When you join our team, you'll be part of a passionate, down-to-earth team that values collaboration, creativity, and community.

- Pension scheme
- Discount in our on-site cafe
- On-site parking
- Development and training
- Access to free wellbeing activities such as yoga, keep fit, walking group, gardening

If you're ready to take on a meaningful role where your skills will make a difference, apply today!

HOW TO APPLY

Applications to be submitted via Indeed or Charity Jobs. All candidates must have existing permission to work in the UK.

The Florrie is an equal opportunity employer. Our mission is to welcome everyone and create inclusive teams. We celebrate differences and encourage everyone to join us and be themselves at work. Our policy is to recruit a diverse workforce and follow the guidelines of the Equality Act. We are an employer that values lived experience at all levels of our organisation.





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