



**Action for
Pulmonary
Fibrosis**



Senior Fundraising and Innovation Manager

Charity Commission England & Wales Registered Charity Number: 1152399
Scottish Charity Regulator Number: SC050992

actionpf.org

Job description

Job title:	Senior Fundraising and Innovation Manager
Location:	Hybrid Role – 1 day pw in the charity’s Peterborough office
Salary:	Band 4 (£40,000–£45,000)
Hours:	Full-time, 37.5 hours per week. Typically, 9:00 am – 5:00 pm, with flexibility to maintain a good work–life balance. Occasional out-of-hours work may be required, with time off in lieu. (Part-time consider, minimum 4 days).
Reports to:	Director of Fundraising and Communications
Direct Reports:	Third-Party and Challenge Fundraising Officer and the Community Fundraising Coordinator.
Role Areas:	Expand and grow income streams from challenge, third party and community participation. Lead on fundraising product innovation and create and scale new ideas into meaningful income streams.

About Action for Pulmonary Fibrosis

Action for Pulmonary Fibrosis (APF) is the UK’s leading patient charity dedicated to improving the lives of individuals and families affected by pulmonary fibrosis. We fund research into better treatments, provide essential support to patients, and campaign for better access to care. Our mission is underpinned by values of compassionate, bold, expert, and collaborative. We believe in creating a supportive environment in which both our employees and beneficiaries can thrive.

Founded in 2013 by people affected by PF and clinicians, APF has grown into a respected national charity rooted in community and evidence.

We provide trusted information and support, help a growing network of support groups, campaign to improve access to care, and invest in research to bring hope of new treatments. APF strives to be an organisation of equity and inclusion, welcoming people from all backgrounds – our team and volunteers aim to reflect the diverse communities we serve. In 2025, we launched an ambitious five-year strategy (2025–2030) co-created with the PF community, which focuses on expanding support, transforming care, and accelerating research. This strategy marks a step change with a clearer focus, stronger delivery model, and greater ambition to ensure no one faces pulmonary fibrosis alone.



Role purpose

This position plays a key role in growing income, inspiring participation and building new ways for people to support Action for Pulmonary Fibrosis.

The Senior Fundraising and Innovation Manager will create and scale fundraising products, expand community and third-party participation and cultivate ideas that turn into measurable income. It is a role that combines strategy with action, identifying opportunities and testing them, through to launch, improvements, analysis and embedding them into the APF fundraising portfolio.

The postholder will own an income target, lead fundraising product growth and manage a team with their own income responsibilities.

Success means more supporters raising more money, in more ways, with clear journeys and deeper connection to APF's mission.

This role will collaborate closely with the Senior Supporter Care and Campaigns Manager, and the Senior Partnerships and Philanthropy Manager, as well as the Communications team, to ensure audiences receive seamless, coordinated journeys. Campaign planning, product launches and supporter stewardship will be delivered through collaboration and combined success measures to ensure fundraising activity is connected.

Key responsibilities

Income growth and product innovation

- Develop, test and launch new fundraising products and propositions that create sustainable income and participation.
- Lead innovation across all areas of fundraising but particularly in, supporter-led activity, merchandise, third-party partnerships and challenge events.
- Build product roadmaps with clear KPIs, that include test phases, insights and income projections.
- Champion a test-and-learn culture, using evidence and supporter feedback to shape what we develop and how we grow.

Portfolio ownership and delivery

- Own defined income targets and be accountable for delivering them.
- Oversee income targets held by direct reports - provide coaching, structure and support to deliver against them.
- Monitor performance, address barriers to growth and drive continuous improvement in product outcomes and supporter experience.

Community and supporter-led fundraising

- Expand fundraising participation through APF's support groups, networks and community partners, enabling them to raise funds in ways that work for them.
- Build scalable models for local and national participation, ensuring community fundraising delivers meaningful impact and reliable income.
- Inspire, equip and mobilise people to fundraise in ways that reflect APF's values and ambition.

Third-party and challenge fundraising

- Oversee challenge events, third-party relationships and supporter-led fundraising activity, ensuring high-quality stewardship and repeat participation.
- Drive recruitment, retention and long-term value of participants through thoughtful journeys, integrated handovers and active relationship development.



Key responsibilities (continued)

Cross-team integration and planning

- Co-lead the annual fundraising calendar with the Senior Supporter Care & Campaigns Manager and the Communications team, ensuring aligned propositions and coordinated asks.
- Establish shared supporter pathways and handover, ensuring people move smoothly between fundraising products, campaigns and relationship teams.

Leadership and People Management

- Lead, develop and support a small fundraising team, fostering clarity, ownership, creativity and excellence.
- Provide effective leadership to direct reports, ensuring clear objectives, professional development opportunities and wellbeing support.
- Set clear expectations, champion learning, encourage innovation and maintain focus on measurable progress.
- Represent fundraising at a senior level as a member of the Operational Leadership Group, contributing to strategic planning, cross-departmental priorities and organisational culture.
- Act as a senior fundraising leader, supporting colleagues, contributing expertise, strengthening practice and championing organisational learning.

Person Specification

We are seeking an ambitious, resourceful and influential fundraising leader with the following skills, experience and attributes:

Essential Experience and Knowledge

- Significant experience within charity fundraising, with a track record of growing participation or income through community, challenge, events, or product-based fundraising.
- Demonstrable success in designing, testing and scaling new fundraising products, propositions or participation models (e.g. campaigns, merchandise, mass participation, peer-to-peer, community movements).
- Strong knowledge of the UK fundraising landscape, including sector trends, income models, audience motivations and regulatory standards.
- Experience of developing and delivering multi-channel fundraising plans, informed by insight and supporter behaviour.
- Proven experience improving fundraising performance through product innovation, audience growth, income pipeline development or supporter participation.
- Demonstrable experience of working with CRM data, audience insight or segmentation to shape fundraising strategy and decision-making.
- Experience managing fundraising budgets, forecasting income, and measuring return on investment or cost-per-acquisition.
- Proven experience in leading teams to deliver income targets or performance goals, fostering accountability and growth.
- Experience building and maintaining partnerships across teams to deliver shared outcomes and cross-organisational priorities.
- Experience leading or contributing to organisational change, product development cycles, or new ways of working that drive measurable income improvement.



Person Specification (continued)

Essential Skills and Abilities

- Strategic thinker with the ability to identify opportunity, translate ideas into actionable plans, and scale what works.
- Entrepreneurial mindset with strong commercial instincts and comfort taking an evidence-led, test-and-learn approach.
- Exceptional relationship-building and influencing skills, with the ability to secure buy-in at all levels and drive cross-team collaboration.
- Strong campaign and product planning skills, with the ability to balance creativity and analytical rigour.
- Excellent project management skills, with the ability to manage multiple complex workstreams and competing priorities.
- Confident decision-maker who can work autonomously while enabling others to succeed.
- Strong communication skills, with the ability to articulate ideas clearly, persuasively and appropriately for different audiences.
- Able to interpret data and translate insight into audience strategy, product decisions and performance improvements.
- Comfortable working at pace, adapting to change, and driving delivery in a growth-focused environment.

Leadership Attributes and Approach

- A motivating and visible leader who empowers others, builds confidence and champions shared ownership of results.
- Inspires creativity while maintaining discipline, ensuring innovation translates into income and impact.
- Creates clarity and momentum, bringing structure and focus to complex or emerging areas of work.
- Brings a coaching mindset, enabling colleagues to solve problems, develop skills and stretch their potential.
- Resilient, pragmatic and solutions-focused when navigating challenges, ambiguity or organisational change.
- Able to balance ambition with judgement, pushing for progress while maintaining organisational trust and credibility.
- Champions a culture of experimentation, learning and continuous improvement.

Commitment to Supporters, Fundraising Standards and Ethics

- Strong understanding of what motivates supporters and how to steward those relationships ethically to grow lifetime value.
- Demonstrates commitment to excellent fundraising practice, supporter experience, data protection and regulatory compliance (e.g. Fundraising Regulator, GDPR).
- Understands the importance of consent, transparency and trust in long-term income growth.



Person Specification (continued)

Commitment to Equality, Diversity and Inclusion

- Demonstrates commitment to inclusive fundraising that welcomes and engages people from diverse backgrounds and communities.
- Understands barriers to participation in fundraising and takes proactive steps to remove them through product design and engagement.
- Advocates for building fundraising that reflects and respects the voices, identities and motivations of different audiences.

Desirable Experience

- Experience launching or growing fundraising in communities, networks or grassroots supporter movements.
- Experience developing mass participation products such as challenge events, awareness moments, merchandise-led fundraising, or peer-to-peer campaigns.
- Familiarity with digital marketing tools, CRM platforms, or supporter database insight.
- Experience delivering activity in partnership with volunteers, ambassador networks, or community groups.
- Experience presenting strategies, business cases or product proposals to senior stakeholders or boards

Diversity & inclusion

At Action for Pulmonary Fibrosis, we are committed to promoting equity and inclusion. Pulmonary fibrosis does not discriminate, and neither do we. We believe that our team should reflect the diverse communities we serve.

We warmly welcome applications from all candidates, irrespective of age, disability, race, sex, pregnancy or maternity, gender reassignment, sexual orientation, religion or belief, or marital or civil partnership status.



Terms of appointment

Contract:	Permanent
Salary band:	Band 4 (£40,000–£45,000).
Pension:	Auto-enrolment (APF contributes 3%).
Holiday:	25 days plus 3 discretionary days at Christmas, plus bank holidays (pro rata for part-time). Buy/sell leave scheme available.
Location:	Hybrid (Peterborough office 1 day per week).
Hours:	37.5 hours full-time (flexible with TOIL), part-time considered (minimum 4 days per week).
Other benefits:	Flexible working policies, free gym membership at Peterborough office, life assurance.
Probation:	You will have an initial six-month probationary period.
Notice periods:	2 weeks on both sides during the probation period and extending to three months thereafter.

How to apply

Please submit a CV and a covering letter (maximum of two pages) to **HR@actionpf.org** highlighting your skills and suitability to the role, reflecting the key responsibilities in the job description.

First stage interviews to be held virtually on 11th December, second stage interviews to be held at the Peterborough office on 17th December.

