



Recruitment Pack

Fundraising & Engagement Lead Northern & Western Health Trust Area*

To develop, drive, and promote community fundraising, corporate partnerships, and supporter-led events, with the aim of maximising income and increasing awareness of the charity's work.

www.tinylife.org.uk



Fundraising & Engagement Lead

Hybrid: Belfast Office 2 days

Northern & Western* (half of) Heath Trust Area & Belfast Corporates

Full Time 🐾 37 hours p.w 🐾 NJC points 15-20 £29,093 - £31,586

Are you a people person with a passion for purpose? Are you looking for a role where every conversation, email and event changes lives?

TinyLife, Northern Ireland's Premature and Sick Baby Charity, is seeking a proactive and passionate **Fundraising & Engagement Lead** to help raise the vital funds needed to sustain and grow our life-changing services across the province. We need someone that can bring their 'sparkle' to our amazing supporters.

This is more than a job - it's a chance to lead powerful partnerships. spark community spirit and inspire generosity.

In this fast-paced role, you will:

- Cultivate and grow strong, strategic relationships with businesses across your region.
- Create compelling partnership proposals that deliver mutual value.
- Secure income through sponsorships, Charity of the Year partnerships, payroll giving, and team engagement.
- Lead a dynamic programme of fundraising events and campaigns.
- Inspire individuals, schools, and community groups to rally behind our cause.
- Be the face of TinyLife at events, cheque presentations, and community moments that matter.
- Build and support a passionate volunteer network.

If you are a confident communicator with proven fundraising experience, a can-do attitude and have a passion and genuine desire to make a difference, we want to hear from you.

Location

Hybrid/Belfast Office:

The ideal candidate needs to be within travelling distance of the TinyLife Belfast office - Tuesday & Thursday are the office days currently.

Reporting To:

Reporting To:

Head of Fundraising and Communications

Application Process:

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Candidates are requested to complete the application form with all relevant information and **submit a covering letter**. You can attach a CV but all information **MUST** be on the TinyLife application form to be considered for interview.

Deadline is: Noon on Tuesday 26th August

Interviews: will be held on 2nd September*

Potential Start Date: mid to late September

[Click for application form](#)

*you must be available to interview on 2nd September

All applicants must have the right to work in the UK

TinyLife recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.



TinyLife

Who are TinyLife

TinyLife are Northern Ireland's only dedicated premature and sick baby charity here to help provide services both in the Neonatal Unit and in the community. Over 1700 babies are born premature each year in Northern Ireland.

As you may or may not know the neonatal journey with your baby doesn't always come easily - especially after a difficult start. That's why we're here to support parents every step of the way.

Our services are delivered across all five health and social care trusts beginning with support for parents right at the start of that journey in the neonatal units.

Once families are home, we continue that care with community-based peer support, baby massage classes and family support visits - all designed to build confidence, ease anxiety, and strengthen the connection between parent and baby.

Who we are looking for:

1. Are you passionate about the power of stewarding charity supporters?
2. Do you have a creative mind and a love for uplifting corporate and community led events
3. Do you love developing and managing mutually beneficial relationships?
4. Are you all about inspiring individuals, schools, clubs and corporates in sharing awareness of an amazing charity and opening a fundraising door?
5. Are you able to lead on TinyLife's Corporate Supporter Journey?
6. Are you able to support the Head of Fundraising & Communications on the new Fundraising Strategy and deliver it.
7. Do you enjoy working as part of a close-knit team?
8. Are you proactive and can you take direction and continue tasks independently?

Job Purpose:

The Fundraising and Engagement Lead is responsible for driving income through corporate partnerships, community fundraising, and events across their assigned region. This role will lead on the corporate fundraising strategy; which involves developing tailored corporate proposals, managing Charity of the Year partnerships, and engaging businesses in payroll giving and sponsorships. They will manage corporates in their assigned regions plus Belfast Area.

They will support individuals, schools, and groups to raise funds, planning and delivering a calendar year of fundraising opportunities and promoting & stewarding TinyLife events. The lead also oversees volunteer recruitment and support, ensuring effective involvement and recognition.

Additional duties include maintaining accurate CRM records, tracking performance against KPIs, sharing impact stories, and contributing to innovation in fundraising. The postholder works closely with the Head of Fundraising and Communications to maximise support and awareness for TinyLife's mission.

No day is ever the same in this role, but the one constant is a supportive team, flexibility and an opportunity to develop this role the way you would like it to be in line with TinyLife's vision and values.



Join **#TeamTinyLife** Today!

Key Responsibilities:

Corporate Fundraising (Lead)

- Support on the corporate fundraising strategy; which involves developing and growing the Corporate Fundraising Programme.
- Develop and manage mutually beneficial relationships with local and national businesses.
- Create tailored proposals and partnership packages to secure corporate support and ensuring the businesses ESG Strategy is incorporated.
- Deliver income through Charity of the Year partnerships, sponsorships, payroll giving, and staff engagement activities.
- Provide excellent stewardship to maximise long-term relationships and impact. improvement.

Community Fundraising & Events

- Support on the development and delivery of the community fundraising plan.
- Support and inspire individuals, schools, clubs and community groups to raise funds for TinyLife.
- Plan and coordinate a calendar of community-led fundraising events, and help promote and steward both in-house and third-party events.
- Motivate and facilitate supporters to maximise the funds they raise.
- Attract and inspire new supporters while maintaining and developing relationships with existing supporters.
- Develop and implement new and imaginative modes of fundraising as agreed.
- Manage event logistics, promotion, volunteer coordination and post-event follow-up.
- Represent TinyLife at events, cheque presentations and community engagements across Northern Ireland.

Volunteer Management

- Recruit, train and support a network of volunteers to assist with fundraising and events.
- Match volunteers to appropriate roles and ensure they feel valued and appreciated.
- Organise volunteer briefings, updates and recognition activities.

General Responsibilities

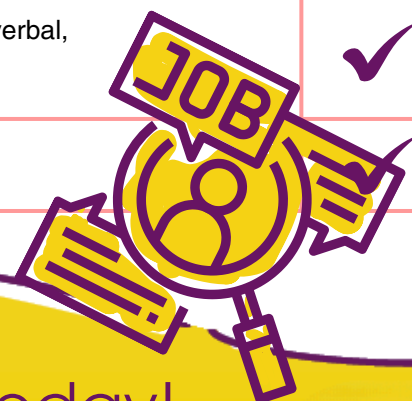
- Maintain accurate records of supporter interactions and income on the CRM (Charitywize).
- Monitor progress against KPIs and contribute to reports and evaluations.
- Work closely with the Head of Fundraising and Communications to share impact stories and promote fundraising initiatives.
- Stay informed of sector trends and contribute ideas to innovate and improve TinyLife's fundraising work.
- Support other income generation activities as required.



Essential Criteria

- 2 years' experience of working in a fundraising role with a proven track record for corporate partnerships or a similar type role.
- A minimum of 5 GCSE's (including maths & english) a Degree/3rd Level qualification or equivalent.

Criteria	Essential
Proven track record of securing and delivering corporate partnerships with achieved financial targets (demonstrated transferable skills considered)	✓
Experience of corporate and community fundraising or ability to demonstrate transferable skills e.g., sales or marketing	✓
The ability to present key messages to different audiences in an empathetic and sensitive manner.	✓
A proven track record in achieving financial and non-financial targets	✓
Knowledge of the principles of good donor management and/or customer care	✓
Excellent negotiating and influencing skills	✓
Experience of developing relationships across a wide range of external customers including businesses, individuals, and organisations.	✓
Experience in planning, co-ordinating and delivering successful community and fundraising events both virtually and in person to achieve income targets.	✓
Demonstrated ability to co-ordinate, prioritise and organise within a fast-paced setting	✓
Excellent interpersonal and communication skills –demonstratable through both written and verbal means, as well as presentations.	✓
Knowledge of Legal and financial aspects fundraising e.g. Fundraising Regulator and the Codes of Fundraising Practice	✓
Flexible, adaptable approach & a good teammate, great communication and interpersonal skills	✓
Organised with excellent attention to detail and time management skills. Good verbal, written and presentation skills	✓
IT literate with experience using Microsoft Office/Canva.	✓



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Desirable Criteria

- Knowledge of Legal and financial aspects of fundraising e.g. Fundraising Regulator and the Codes of Fundraising Practice.
- Knowledge and experience of recruiting, managing, developing, and supporting volunteers at all levels.
- Experience in digital marketing and social media.
- Experience of monitoring and reporting on performance to inform recommendations.
- A full driving licence with access to a vehicle*. *(We will consider applicants that are unable to drive if they have reliable access to a dedicated driver and private transport, ensuring they can travel as necessary for the required role.)*

Core Competencies and Behaviours:

The following competencies will be explored at interview:

- **Focus on Outcomes:** Ability to effectively plan and organise work, anticipate issues and overcome obstacles to ensure results are delivered.
- **Teamwork and Communication:** The ability to work collaboratively to build and maintain effective relationships (both internally and externally) with people from all walks of life in line with our ethos to gain buy-in and commitment to get involved in a variety of fundraising activities and events in line with our ethos and values.
- **Innovation, Change and Resilience:** The ability to use your initiative to think ahead.
- **Service Excellence:** Strong attention to detail with the ability to ensure high quality standards and internal service excellence is consistently delivered.
- **Technical and Professional Development:** Effective use of IT including Microsoft, Excel, Canva and databases.

Risk, H&S, Safeguarding, Quality and Compliance:

- Adhere to standards in line with changing requirements, legislative compliance and best practice.
- Act confidentially and take proactive steps to ensure compliance to GDPR at all times.
- Adhere to Safeguarding, Health and Safety policies, procedures and practices at all times and report any risks immediately to your manager.

Continuous Improvement:

- Seek opportunities to promote continuous improvement in all areas of practice.
- Support self-development and welcome training opportunities within TinyLife.
- TinyLife is a small charity and sometimes we will have to take on 'other' tasks. Are you ok to support this?



Our TinyLife values guide what we do:

Empowerment



Learning



Courage/Bravery



Inclusivity

