Job Description and Person Specification

FUNDRAISING AND DEVELOPMENT MANAGER

Great Central Railway and Great Central Railway (Nottingham)

Salary TBC	**Hours** Full time or part time, up to 37.5 hours per week; some flexibility may be considered
Contract Permanent, subject to satisfactory probation	**Location** Primarily Loughborough, with regular work across both railways and some flexible working by agreement
Primary line manager General Manager, Great Central Railway	**Joint working relationship** General Manager, Great Central Railway (Nottingham)
Direct reports Volunteers supporting fundraising activity	**Flexibility** Some evening, weekend and travel commitments

The opportunity

The Great Central Railway (GCR) and Great Central Railway (Nottingham) (GCR(N)) are working together to protect, develop and ultimately reunify two nationally significant heritage railways. This role will turn that ambition into compelling fundraising propositions and sustainable income.

The postholder will lead the delivery of an ambitious, joined-up fundraising programme across both railways. They will generate income from individuals, major donors, corporate partners, trusts and foundations, public appeals, legacies and other sources, while building strong and enduring relationships with supporters.

Job purpose

To lead the development and delivery of the joint fundraising strategy for GCR and GCR(N), securing sustainable income for agreed organisational and project priorities and helping both railways build a professional, effective and supporter-centred fundraising operation.

The role has its primary reporting line into the General Manager of GCR and will also work closely and directly with the General Manager of GCR(N). Priorities will be agreed through a joint annual

fundraising plan, with clear allocation of activity and income between the two organisations. Any competing priorities will be resolved jointly by the two General Managers.

Key responsibilities

1. Strategy, planning and performance

- Develop and deliver a costed annual fundraising plan aligned with the strategic, business and financial priorities of both railways.
- Translate organisational priorities into clear, credible and compelling cases for support.
- Set and manage agreed income targets, budgets and performance measures across each fundraising stream.
- Maintain a live pipeline of prospects, applications, approaches and anticipated income, including value, probability, timescale and next action.
- Provide concise monthly performance reports and forecasts to both General Managers and appropriate governance groups, identifying corrective action where required.
- Contribute to longer-term organisational planning, ensuring projects are developed with fundability, deliverability and donor expectations in mind.

2. Individual giving, major donors and legacies

- Develop individual giving programmes that attract new donors, increase regular giving and deepen the engagement of existing supporters.
- Identify, research and cultivate prospective major donors, preparing tailored approaches, proposals and stewardship plans.
- Build trusted relationships with donors and prospects, involving senior leaders, directors, trustees and project specialists where this will strengthen engagement.
- Work with the David Clarke Railway Trust and other relevant partners to promote and administer legacy giving within agreed governance arrangements.
- Ensure donors are thanked promptly, recognised appropriately and kept informed about the difference their support has made.

3. Campaigns, appeals and fundraising communications

- Lead compelling public appeals and project campaigns, with clear objectives, audiences, milestones, propositions and measures of success.
- Develop fundraising opportunities around locomotive and rolling stock projects, infrastructure, reunification, heritage, skills, volunteering and the visitor experience, as priorities are agreed.
- Work closely with Marketing colleagues to create effective webpages, email, social media, printed material and supporter journeys.
- Develop on-site, event-based and digital fundraising opportunities, including sponsorship, match funding and giving linked to special events.

- Build productive relationships with railway media, sector partners and other external organisations where these can extend campaign reach.

4. Corporate partnerships and sponsorship

- Identify and develop relationships with businesses whose interests and values align with the railways.
- Create attractive and deliverable corporate partnership and sponsorship packages, balancing commercial value with heritage integrity.
- Prepare and make persuasive approaches, negotiate agreements and ensure all promised benefits are delivered.
- Develop opportunities for corporate giving, gifts in kind, employee engagement, matched giving and strategic partnerships.

5. Trusts, foundations and institutional funding

- Research and maintain a forward programme of relevant grant opportunities across both railways.
- Build constructive relationships with funders and understand their strategies, priorities and requirements.
- Prepare persuasive, evidence-based applications that meet funder criteria and present credible budgets, outcomes and delivery plans.
- Develop partnerships with organisations and community groups where joint working will increase impact, reach or fundability.
- Coordinate grant compliance, claims, variations and reporting with the responsible project manager and finance lead; responsibility for project delivery and financial records remains with the relevant operational owner.
- Support the collection of baseline information and evaluation evidence needed to demonstrate outcomes and impact.

6. Supporter data, systems and governance

- Develop and maintain accurate, secure and useful donor and prospect records, working towards an effective CRM-based approach across the fundraising programme.
- Segment and analyse supporter information to improve targeting, stewardship, retention and long-term value.
- Ensure fundraising activity complies with data protection requirements, Gift Aid rules, funding conditions, relevant policies and recognised standards of ethical fundraising.
- Maintain clear records of donations, restrictions, commitments, contact preferences and agreed donor recognition.
- Work with Finance colleagues to ensure income is recorded, allocated and reported accurately between the relevant organisations and projects.

7. Relationships and collaborative working

- Work as a visible and trusted partner to the General Managers and leadership teams of both railways.
- Collaborate closely with GCR and GCR(N) directors, trustees, departmental leaders, project sponsors, volunteers and technical specialists.
- Work constructively with the David Clarke Railway Trust, Friends of the Great Central Main Line and other associated organisations, respecting their distinct governance responsibilities.
- Attend and contribute to the Fundraising Steering Group and other meetings as required.
- Represent both railways professionally with donors, funders, businesses, community partners and sector bodies.

Expected outcomes in the first 12 months

- A jointly agreed fundraising plan, income budget and reporting dashboard is in active use.
- A prioritised pipeline of credible prospects, applications and campaigns is being managed consistently.
- At least one significant public campaign and a programme of trust, corporate and major-donor approaches have been delivered.
- Donor records, stewardship and reporting arrangements have been strengthened, with a clear plan for CRM development.
- Fundraising performance is demonstrably contributing to both railways' agreed income targets and strategic priorities.

Person specification

Criterion	Essential	Desirable
A demonstrable track record of securing fundraising income from more than one source, such as trusts and foundations, individuals, major donors or corporate partners.	✓	
Experience of developing and delivering fundraising plans, campaigns and measurable income targets.	✓	
Excellent written communication and the ability to create persuasive cases for support, bids, reports and donor communications.	✓	
Confidence and credibility in building relationships and making approaches to senior individuals, businesses, funders and partners.	✓	
Strong planning skills, with the ability to manage a varied pipeline, competing priorities, deadlines and follow-up actions.	✓	

Criterion	Essential	Desirable
Good numerical skills and the ability to prepare budgets, forecasts and performance reports.	✓	
Experience of using a CRM, fundraising database or another structured system for managing supporters and prospects.	✓	
Understanding of donor stewardship, data protection, Gift Aid and ethical fundraising practice.	✓	
Ability to work collaboratively across two organisations and with paid colleagues, volunteers, directors, trustees and external partners.	✓	
Discretion and sound judgement when handling personal, financial and commercially sensitive information.	✓	
Self-motivated, resilient and proactive, with the confidence to create opportunities and sustain relationships over time.	✓	
Experience of leading, coordinating or supporting volunteers, with the ability to create a positive, inclusive and well-organised working environment.	✓	
Experience of charity retail, donated-goods sales, community trading or another volunteer-led income-generating activity.		✓
Experience of fundraising within heritage, museums, visitor attractions, transport or another membership/supporter-based organisation.		✓
Experience of major-donor, legacy or corporate fundraising.		✓
Experience of digital fundraising and online giving platforms.		✓
Knowledge of heritage railways and enthusiasm for preserving and developing railway heritage.		✓

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