



Community and Events Fundraising Manager Recruitment Pack

Closing date: 10/05/2026



What we do

Bipolar UK is the only national charity dedicated to empowering individuals and families affected by bipolar. At the heart of our work is peer support, and each month we reach around 10,000 people with the ambition to reach thousands more.

Our integrated service includes:

- A hybrid network of 90 local peer support groups, both online and in person, facilitated by trained and supported volunteers
- A moderated eCommunity with over 15,000 members, offering a safe space for connection and shared experience
- One-to-one peer support via telephone and email
- Research partnerships focused on improving treatments and outcomes for bipolar
- A wide range of information and resources available on our website
- Campaigns for better diagnosis and access to specialist care, including our 'Maybe it's bipolar?' campaign

Why we exist

Bipolar is one of the most significant mental health challenges of the 21st century:

- Over one million people in the UK live with bipolar - that's 1 in every 50 people
- Having bipolar increases a person's risk of suicide by at least 20 times
- On average, it takes 9.5 years to get a correct diagnosis
- Bipolar has a profound and lasting impact on families and friends
- 56% of people living with bipolar receive no treatment or support
- People affected by bipolar need specialist support and services



Why join us

This is an exciting opportunity to be part of a passionate, supportive team and to help grow fundraising that directly enables Bipolar UK to reach more people, reduce harm, and save lives. You will be trusted to lead, encouraged to innovate, and supported to do your best work.

Fair and inclusive recruitment

- Bipolar UK is committed to building a diverse and inclusive organisation. We use CharityJob's blind recruitment process for this role to support fairer recruitment and help reduce bias. This means that personal details such as name, age, gender and educational background are removed from applications at shortlisting stage.
- We actively welcome applications from people with lived experience of bipolar, from underrepresented communities, and from all backgrounds. If you require any reasonable adjustments at any stage of the recruitment process, please let us know - we are very happy to support you.
- The appointment is subject to satisfactory references and relevant DBS disclosure.



Key details

- **Job Title:** Community and Events Fundraising Manager
- **Location:** Home-based (occasional travel to events and team meetings required)
- **Salary:** £42,000. 35 hours per week. 25 days annual leave (plus Bank Holidays)
- **Reporting to:** Director of Fundraising
- **Direct reports:** Fundraising Officer; Supporter Engagement Assistant

Summary

Bipolar UK is seeking an experienced Community and Events Fundraising Manager to lead and develop our community and events fundraising programme. This is a management role focused on strategic planning, enabling delivery, and leading a small team to perform at their best.

Working closely with the Director of Fundraising and alongside the Strategic Partnerships and Trusts teams, you will be responsible for setting clear plans, developing effective fundraising approaches, and ensuring strong systems, processes and supporter experiences are in place to drive sustainable income growth.

You will lead the delivery and development of community fundraising, challenge events, individual giving through community activity, and in-memory fundraising. A key part of the role will be developing a clear and engaging events and fundraising volunteer offer, including an effective induction process that enables volunteers to fundraise confidently on behalf of Bipolar UK.

This role requires a thoughtful, organised and people-centred manager who understands how to balance ambition with compassion in a mental health charity context.



Thank you to you all at Bipolar UK for all that you do - it's a lifeline.



1. Strategic leadership and planning

- Develop and deliver a clear community and events fundraising strategy aligned with Bipolar UK's wider fundraising and organisational goals.
- Translate strategy into achievable annual plans, income targets and team objectives.
- Use insight, data and evaluation to inform decision-making and continuous improvement.
- Work with the Director of Fundraising to forecast income, manage risk and maximise return on investment.

2. Community and events fundraising delivery

- Lead the planning, delivery and growth of a portfolio of community fundraising initiatives and challenge events, both in person and online.
- Ensure a consistently high-quality supporter experience across all community and events activity.
- Oversee web content and digital resources to support community and event fundraising
- Identify and develop new fundraising opportunities that align with Bipolar UK's mission, values and supporter base.
- Act as an ambassador for Bipolar UK at key events when required.

3. Volunteer fundraising offer

- Develop a clear, accessible and motivating events and community fundraising volunteer offer.
- Design and implement an effective volunteer induction process, ensuring fundraisers feel confident, supported and well-equipped.
- Work with colleagues to ensure volunteer fundraising activity is aligned with safeguarding, wellbeing and organisational policies.

4. Digital campaigns and income growth

- Lead on the planning and delivery of digital-led community and events fundraising campaigns.
- Work collaboratively with Marketing and Communications colleagues to develop supporter journeys, content and communications that drive engagement and income.
- Develop approaches to grow connected income streams, including regular giving and in-memory giving, through community and digital activity.
- Monitor performance, assess impact and report clearly on outcomes and learning.

5. Supporter experience and stewardship

- Ensure supporters are stewarded with care, empathy and professionalism, recognising the personal connection many have to bipolar.
- Oversee thanking, updating and re-engagement activity to build long-term supporter relationships.
- Ensure accurate and compliant use of the CRM and fundraising data.

6. Team leadership and organisational contribution

- Line-manage and support the Fundraising Officer and Supporter Engagement Assistant, providing clear direction, coaching and development.
- Create a positive, supportive and high-performing team culture focused on impact and learning.
- Oversee income and expenditure for the community and events portfolio, monitoring budgets and performance against targets.
- Contribute to organisational planning, cross-team working and the development of efficient systems and processes.
- Evaluate performance and produce insight-led reports to support decision-making and improvement.
- Uphold Bipolar UK's values at all times.

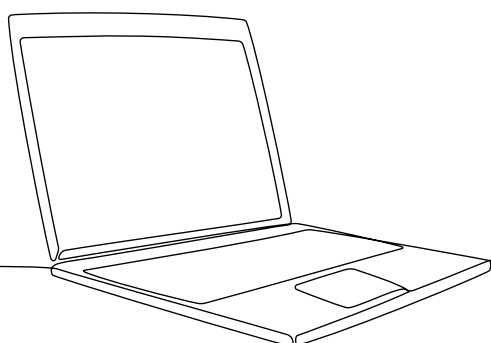


Essential

- Significant experience managing community and/or events fundraising, with a track record of achieving income and engagement targets.
- Experience of line-managing staff and leading a small team to deliver effectively.
- Strong planning and organisational skills, with experience translating strategy into delivery plans.
- Experience of managing budgets and reporting on performance and impact.
- Demonstrable experience of digital fundraising and use of online fundraising platforms.
- Experience working with volunteers or community fundraisers.
- Strong communication skills, with the ability to motivate and inspire others.
- Confidence using CRM systems and fundraising data.
- Knowledge of the UK charity sector, GDPR and fundraising best practice.
- A compassionate, values-led approach and confidence working in a mental health context.

Desirable

- Fundraising qualification or Chartered Institute of Fundraising membership.
- Lived experience of bipolar, or a close personal connection to someone affected by the condition.





How to apply

Please apply for the role by submitting a CV and covering letter of no more than 2 pages through [Charity Job](#). The closing date is Sunday 10 May - however, we will be reviewing applications as they are received and may close this opportunity early. Please submit your application as soon as you can.

Online interviews to be held wc Monday 17 May.

[Click here to apply on CharityJob](#)

Stay in touch



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