



Forever Manchester Recruitment Pack

Forever Manchester is all about...

- ∞ Giving everyone the opportunity to be happy.
- ∞ Putting smiles on the faces of our local communities.
- ∞ Supporting local people transforming the lives of others.
- ∞ Bringing local people together to create something special.
- ∞ Caring about those people who care enough to act.
- ∞ Championing local people doing extraordinary things together.

Welcome

Director of Philanthropy Development & Marketing, a Senior Leadership Opportunity with Greater Manchester's Most Exciting Charity

A role that could shape both your career – and the future of our charity.

Forever Manchester is the only charity that raises money to fund and support community activity across Greater Manchester. We believe that everyone should have the opportunity to be happy, and that begins within our local communities. For over 30 years, we've delivered funding, support, and resources to grassroots projects led by local people, helping build stronger, more resilient neighbourhoods.

This isn't just another leadership post. It's a rare opportunity to step into a pivotal role at one of Greater Manchester's most ambitious and impactful charities. We're looking for someone with the vision, courage and humility to help steer our next chapter.

We exist for one reason: to create lasting change for the people and communities we serve. We're not about titles, ego or personal prestige. Every decision here is driven by purpose, collaboration and impact. If you're the kind of leader who measures success by the difference you make, not the spotlight you stand in, this could be the defining role of your career.

Why this role is different

- ✖ A springboard to the very top – you'll be positioned at the heart of decision-making, shaping strategy, culture and delivery.
- ✖ A moment of transformation – we're entering a new phase of growth, with the resources, partners and ambition to scale our impact.

- ✖ A legacy role – what you build now could define not just our future, but Greater Manchester's charitable landscape for years to come.

We're looking for someone who:

- ✖ Brings fresh energy, big-picture thinking and the drive to make bold ideas happen.
- ✖ Can balance visionary leadership with grounded, hands-on delivery.
- ✖ Is collaborative, empathetic and authentic – a leader people want to follow.
- ✖ Always puts mission before ego, and purpose before prestige.

What we offer:

- ✖ A senior role at the heart of a dynamic, values-led organisation.
- ✖ The chance to work with a supportive, ambitious team and Board.
- ✖ A platform to grow as a leader, stretch your potential, and make your mark.

If you're ready to step up, lead with purpose, and build something bigger than yourself, we'd love to hear from you.

Inside this pack you will find information about the role and more about our work.

With my thanks and best of luck with your application.

A handwritten signature in blue ink, appearing to read 'N Massey', with a long horizontal stroke underneath.

Nick Massey CBE
CEO, Forever Manchester



Our Purpose

Forever Manchester is the only charity that raises money to fund and support community activity across Greater Manchester.

Our Vision

Communities in Greater Manchester will be the strongest, happiest and most connected within the UK.

Our Mission

Helping Local People Build Extraordinary Communities.

Our Values

Brave, Diligent, Trusted, Kind, Passionate and Cheeky.

Our People

Our organisation is built on the compassion and expertise of our staff, trustees and volunteers who come from diverse backgrounds, with different skills, experience, and perspective.

About Forever Manchester

Forever Manchester is the only charity that raises money to fund and support community activity across Greater Manchester. We believe that connected communities make stronger, happier communities, so we love any activity that brings people together.

In every neighbourhood across Greater Manchester there are thousands of people involved in community activity. In fact, at any given time there are an unbelievable 20,000 local grassroots projects of varying sizes and interests taking place.

These activities are the lifeblood of our neighbourhoods, they are happening right now on our doorsteps, and they are being run by people who give up their precious time to make our communities happier and safer places to be.

Forever Manchester cares about those people who care enough to act. We champion local people doing extraordinary things together. And when advice, encouragement and funding is needed, Forever Manchester is there to provide a hand up to support them.

Since Forever Manchester was established in 1989 we have delivered over £59 million into local communities. All of the money raised for Forever Manchester is used to fund and support over 1,300 community projects each year. This means we will have supported community activity within one mile of your home or business if it's in Greater Manchester.

Forever Manchester is a charity for people round 'ere, supporting community activity year in and year out. But to do all this great stuff we need to raise money. Thanks to the generosity of companies and individuals, we can create something special right across Greater Manchester, keeping it great.

Join the movement.
Get involved.

ForeverManchester.com

Greater Manchester's Community Foundation

Forever Manchester is part of a global movement of more than 2,000 Community Foundations.

In the UK we are part of UK Community Foundations (UKCF); a national network of 47 community foundations, bringing together people and organisations that want to improve their communities. UKCF is the only national network of charitable funders with a physical presence in every part of the UK.

The community foundation model is place-based. This means that funds are distributed to the local area or region in which the funder is based. Place-based funding works on the principles of community engagement and collaboration.

Its success as a model depends on long-term partnerships, relationship building and being able to leverage local philanthropy to address local problems. Over time community foundations have developed an expert understanding of the issues in an area and how best to deliver funding to tackle them.

For community foundations no place or neighbourhood is "forgotten" or "left behind". Their understanding of need isn't shaped by stereotypes, preconceptions, or assumptions about a locality, rather it is shaped by decades of listening, learning, and living in the places that they operate. Typically, community foundations are independent registered philanthropic charities serving geographically defined area.

Characteristics of a Community Foundation

- ∞ Act as grant-making foundations.
- ∞ Their mission is broadly defined.
- ∞ Serve geographically defined communities.
- ∞ Are supported by a broad range of private as well as public donors and seek philanthropic contributions primarily from inside the community.
- ∞ Are governed by multi-sectoral, local boards reflecting the community.
- ∞ Build capital endowment, which is an important element of sustainability.

Role Profile

Job Title:	Director of Philanthropy Development & Marketing
Responsible to:	Chief Executive
Hours of work:	35 hours per week
Location:	Manchester
Salary:	£50,000 - £64,000 per annum, dependent upon experience

Overview of the Role

As Director of Philanthropy Development & Marketing, you'll be a key member of the senior leadership team, responsible for developing and delivering an integrated income generation and marketing strategy. You will lead the development of new funding opportunities across corporate partnerships, philanthropy, commercial ventures, and consumer fundraising campaigns. You will also manage the Philanthropy Development team, ensuring that our brand, campaigns, and messaging effectively engage supporters and strengthen Forever Manchester's visibility and impact.

This is a broad, strategic role combining business development, partnership building, and marketing leadership.

Key Responsibilities

Strategic Leadership

- ✎ Lead the development and delivery of Forever Manchester's income generation, marketing, and partnership strategy.
- ✎ Work closely with the CEO and Board to set and deliver ambitious growth targets aligned with organisational goals.
- ✎ Manage and support the Philanthropy Development team, which incorporates business development, marketing and events.

Income Generation

- ✎ Identify, secure, and steward high-value funding opportunities from corporate sponsors, philanthropic partners, trusts, and commercial ventures.
- ✎ Lead on the development and execution of consumer-facing fundraising initiatives and campaigns, including events, merchandise, and digital fundraising.
- ✎ Innovate new income streams and business models that diversify revenue and build long-term sustainability.

Marketing & Communications

- ✎ Direct the Marketing and Communications strategy, ensuring alignment with business development goals.
- ✎ Shape and strengthen Forever Manchester's brand, messaging, digital presence, and campaigns.

- ∞ Ensure communications effectively support income generation, public engagement, and stakeholder relationships, working with internal and outsourced teams.

Relationship Management

- ∞ Build and maintain long-term partnerships with key stakeholders, funders, supporters, and businesses across Greater Manchester and beyond.
- ∞ Represent Forever Manchester at senior-level meetings, networking events, and in the media.

Team Leadership & Collaboration

- ∞ Lead, support, and inspire the Philanthropy Development teams
- ∞ Foster a collaborative, creative, and performance-driven culture across all income and engagement activities.

Monitoring & Reporting

- ∞ Agree and establish performance KPIs across income and marketing functions; report regularly to the CEO and Board.
- ∞ Use data, insights, and market trends to inform strategic decisions and continuous improvement.

Person Specification

We're not looking for someone who wants a title. We're looking for someone who wants to make a difference.

Essential qualities:

- ∞ Mission-driven: You put purpose above personal recognition. Success is measured in impact, not in credit.
- ∞ Humble leader: You inspire confidence without ego. You listen as much as you speak, and you share success generously.
- ∞ Collaborative: You bring people with you — staff, trustees, partners and communities — creating space for others to thrive.
- ∞ Visionary yet grounded: You can think strategically about the future, while staying close enough to the work to understand what it takes.
- ∞ Resilient: You thrive in complexity and change, holding your nerve when the path isn't simple.
- ∞ Values-led: You act with integrity and authenticity, always true to our mission and communities.
- ∞ Excellent communication and presentation skills.

Desirable experience:

- ∞ Experience working with trustees/boards and building strong governance relationships.
- ∞ Leading partnerships and collaborations that achieved tangible impact.
- ∞ Demonstrated commitment to personal growth and leadership development.

- ∞ Knowledge of Greater Manchester's social, economic, and corporate landscape.
- ∞ Existing networks in funding, CSR, or consumer marketing sectors.
- ∞ Shaping strategy and leading teams in a charity, social enterprise, public sector or mission driven business.

Forever Manchester is proud to be affiliated to and support:



UKCF
MEMBER



What We Can Offer

At Forever Manchester, we want people to grow and succeed.

Alongside our values, we expect everyone to display the behaviours (see diagram) needed to contribute to our mission and purpose.

In return we offer an inclusive, rewarding, and collaborative environment along with a number of benefits.



Key Highlights Include:

Stay and grow

- ✂ 30 days holiday (38 incl. bank holidays) pro rata.
- ✂ Team training and development opportunities.
- ✂ Up to 10% employer match contribution pension scheme.

Keeping healthy

- ✂ Healthcare scheme*
(access to healthcare services such as Medical Diagnostics, Medical Treatment and Surgery, Physiotherapy, 24/7 GP and Mental Health helplines).
- ✂ Health Cash plan scheme*
(cash back for your dental, optical and other healthcare purchases).
- ✂ Flexible working.
- ✂ Up to 3 additional paid leave days over the Christmas period.
- ✂ Birthday day off.

Great environment

- ✂ Hybrid working is supported.
- ✂ Monthly full team get togethers in the office.
- ✂ Quarterly staff socials.
- ✂ Rewards platform*
(e-vouchers, promo codes and pre-discounted websites allowing you to save money instantly at hundreds of top retailers).
- ✂ Opportunities to engage with our Board of Trustees.

** Upon completion of 6 months' probation*

How to Apply

Please submit your CV and covering letter to recruitment@forevermanchester.com by 1pm Thursday 27th November 2025

In your covering letter please clearly outline your experience and how you meet the requirements of the role as outlined in the person specification.

If you do not include a covering letter with your CV, your application will not be considered.

At Forever Manchester, we are committed to ensuring that how we are governed, our team and our partnerships all reflect the true diversity of the communities we support.

Forever Manchester is committed to increasing accessibility for people from diverse backgrounds to join our team. We seek to collect equalities data at the first stage of application so we can analyse and challenge where and how we recruit.

We encourage candidates to complete a diversity monitoring form for this reason. Equalities data is collected and stored separately to applications to adhere to data regulations. We aim to appoint the most suitable candidate at all times, and welcome applications from people from all different backgrounds.

If you are a close contact or family member of any current employees of Forever Manchester, please mention this in your covering letter so that we can ensure that they are not part of any of the decision making processes for this round of recruitment.

Recruitment Timetable

Deadline for Applications: 1:00pm Thursday 27th November 2025

1st Stage Interview: December Date TBC

2nd Stage Interview - Development Board: Date TBC

To represent Greater Manchester in all its diversity, our people must reflect our work. At Forever Manchester we are committed to challenging ourselves to be more inclusive and diverse in how we operate. This includes our recruitment experience. We have a series of commitments to help us attract diverse talent and throughout our recruitment process, we will:

- ✕ Ensure a diverse interview panel wherever possible.
- ✕ Provide additional accessibility support for applicants, where requested.
- ✕ Share first-stage interview questions with candidates beforehand.
- ✕ Always advertise the salary for our vacancies.

Please let us know if you will require any special provision, should you be called for interview.

Queries

If you have any queries on any aspect of the appointment process, need additional information or would like an informal chat about the role, please contact Nick Massey CEO via email:

recruitment@forevermanchester.com

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