

Senior Proposals Manager (UK)

Job Level	5	Job Reference No:	
		Role review date:	February 2026
Directorate	Marketing & Fundraising	Function	Proposals & Grants
Service	Partnerships & Philanthropy	Reports to:	Head of Proposals & Grants

Scale and scope of role

Direct reports	2	Indirect reports	0
Budget responsibility/ accountability	NA	Accountable for other resources	NA

Context

We help anyone, anywhere in the UK and around the world to get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over. We help them to recover and move on with their lives.

We are part of the Red Cross and Red Crescent global humanitarian network.

Our Values and Principles

Our values (compassionate, courageous, inclusive and dynamic) underpin everything that we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Diversity

At the British Red Cross, we are looking for the right people to help us provide support to millions of people affected by crisis. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone regardless of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

Purpose of the role

The role will work in the Proposals & Grants team, which is the internal powerhouse behind high-value fundraising at the British Red Cross. This team works directly with both

fundraisers and operations colleagues to identify and shape compelling external cases for support and leads on reporting against the impact of existing investments. The team works together to provide end-to-end support for Philanthropy and Partnerships colleagues and supports their efforts to significantly increase transformational funding that supports the organisation's strategy.

The role of Senior Proposals Manager (UK) is a pivotal one. It is responsible for developing compelling materials and assets to equip fundraisers with the tools required for them to secure income and report back on impact. They are responsible for the development and updating of new cross divisional funding propositions or 'hero proposals'. To support the delivery of their work, the role will manage two staff who will support them to meet the high demands of fundraising teams making frequent requests for funding and reporting to tight schedules. To be successful, the post-holder will need a solid understanding of donor needs and a sound understanding of programme work. With this knowledge they will play a key role in identifying suitable funding opportunities and advising on fundraising strategies. They will also be expected to look for new and efficient ways of working and offer strategic insights.

Key responsibilities

- Personally facilitate the development and delivery of compelling funding propositions for high value strategic opportunities £500k+, including managing cross organisational project teams, leading proposition development workshops and writing propositions.
- In team, oversee the production of informative resources required to maximise fundraising opportunities, including propositions, proposals, operational updates and impact reports.
- Lead on the coordination of complex funding bids, tracking income and opportunities across multiple income streams.
- Lead programme knowledge and expertise within the Proposals & Grants team for UK work, gathered through internal stakeholder engagement.
- Act as lead adviser for fundraisers looking to strategically align new opportunities. Achieve this through proactively working with a variety of teams from Operations and Finance, through to Volunteering and Policy, Research and Advocacy.
- Act as a focal point for key senior stakeholders in UK Operations, identifying new opportunities and inputting into key initiatives, organisational planning and other cross-organisational projects.
- Oversee the curation, management and sharing of relevant and up-to-date information required to connect fundraisers to the cause.
- Develop and refine effective systems and processes to best enable the development of compelling high value propositions and communications in a timely way.
- Oversee and effectively manage team members reporting on output and Key Performance Indicators.

Leadership Behaviours

- Authentic, consistent and honest leader.
- Actively listens and allows others to be heard.
- Adaptable to changing needs, pressures and opportunities.
- Empowers others based on their skills and expertise.
- Dynamic, inclusive, compassionate and courageous.

Team Leader

- All team members understand their responsibilities and objectives.
- All resources involving staff are managed in accordance with BRC policies and procedures.
- All staff are kept informed of all relevant organisational plans and updates on development.
- Team ideas and comments are communicated and forwarded appropriately.

Team Member

- Actively participates in all team meetings.
- Supports other team members.
- Works and behaves in accordance with all BRC policies, procedures and in line with our Values in Action.
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamics).

The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.

Pre-engagement checks

Criminal Records

Type of criminal record checks required for this role:

England and Wales – Disclosure and Barring Service (DBS)
• None
Scotland
• None
Northern Ireland
• None

Drivers Check - Required – No

Person Specification

Requirements	Evidence obtained through		
Knowledge and Skills	Shortlisting (S), Interview (I), Assessment (A)		
Essential	S	I	A
in-depth knowledge of fundraising, with a strong understanding of the needs of different high value donors including one or more of institutions, corporates, trusts and foundations and/or major donors.	S	I	
Excellent written communication skills, with the ability to write clearly, succinctly and produce compelling materials for a range of donor audiences, including one or more of institutions, corporates, trusts and foundations and/or major donors.	S		A
Highly accurate with strong attention to detail, especially when handling complex and/or technical programme information.	S	I	
Excellent interpersonal, relationship building and stakeholder management skills, including the ability to build strong and collaborative relationships with stakeholders and successfully negotiate to influence positive change.	S	I	
Good financial literacy and Excel skills, with the ability to interpret and compose programme budgets and financial information for supporter audiences.	S	I	
Excellent time management skills, with the ability to manage a busy workload and delegate effectively to meet deadlines and targets, including during emergencies.	S	I	A
Strong strategic thinking and problem-solving skills, with the ability to proactively seek and pursue solutions to challenges.	S	I	
Ability to work in a flexible and agile way and to drive change.	S		
Knowledge and understanding of how to develop team members to thrive.	S	I	
Desirable			
A good understanding of humanitarian causes.	S		

Experience	S	I	A
Essential			
Strong experience working in fundraising, with one or more of institutions, corporates, trusts and foundations and/or major donors.	S	I	
Demonstrable experience developing winning high value funding propositions for one or more of institutions, corporates, trusts and foundations and/or major donors.	S	I	A
Line management experience.	S	I	
Desirable			
Experience working with tools to develop strong programmes for propositions, including log frames to ensure strong project logic with realistic, measurable and achievable objectives and outcomes, activity plans and monitoring frameworks.	S	I	
Experience of setting up and/or developing systems, processes, tools and ways of working to facilitate effective high value proposition development.	S	I	
Experience of tracking income and reporting for large programmes across multiple sources of funding.	S	I	
Demonstrable experience driving strong and collaborative relationships and cross-organisational working between Fundraising and Operations (programme delivery teams).	S	I	
Experience working in the UK charity or health sector.	S	I	
Additional requirements			
Essential Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy		I	
Values in Action			

Dynamic - We move forward as one team.

- Every day, we're adapting, innovating and learning.
- When the unexpected happens, we are calm, quick and efficient.
- We respond smartly, using clear processes and systems.

Compassionate - We stand for kindness.

- People come first, no matter who or where they are.
- We have genuine, open-minded conversations.
- Together, we're a united force for good.

Inclusive - We are open to all.

- We treat each other with dignity and respect.
- Every person's uniqueness is valued, supported and celebrated.
- Our individual backgrounds and experiences make our organisation stronger.

Courageous - We are bold.

- We show our strength by doing the right thing.
- We aren't scared to test our creative ideas.
- As humanitarians, we go the extra mile to help people in crisis

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.