

Regional Fundraiser

Role Description

Job Title: Regional Fundraiser – West Kent

Location: Home working with frequent travel to Northfleet (HQ)

Reports to: Head of Fundraising and Marketing

Salary: £26,000 - £30,000 per annum depending on experience

Contract Type: Permanent - Full-time

Hours: 37.5 hours per week based around core office hours Monday-Friday, 9:00am-5:00pm. This role will involve occasional evening and weekend work.

Application closing date: 30th January 2026

Interview date: 4th, 6th February 2026

Who we are

ADSS (Alzheimer's and Dementia Support Services) believes in enabling those who live with dementia to live well. ADSS is Kent's biggest independent charity dedicated to providing support to people affected by dementia. Following a significant expansion in 2022, the team is now supporting more people than ever before.

Summary of the role

The Regional Fundraiser is responsible for building meaningful relationships with a diverse range of audiences within West Kent and raising vital funds to support Alzheimer's and Dementia Support Services mission.

Main Purpose of Job

The Regional Fundraiser is responsible for developing and delivering a fundraising strategy to drive sustainable income growth across West Kent and contribute to the fundraising team's ambitious vision.

Working proactively with a diverse range of audiences, including individuals, community groups, corporates and schools you will build and maintain relationships to maximise engagement and support to the organisation.

The Role Responsibilities

Fundraising & donor development

- Develop and implement a regional fundraising strategy to meet agreed income targets.

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- Identify, cultivate, and steward a portfolio of donors and prospects.
- Build and maintain strong relationships with individuals, corporates, schools, and community groups.
- Support, deliver, and grow fundraising campaigns, appeals, and events.
- Create effective acquisition and retention strategies tailored to key audience groups.
- Provide high-quality stewardship to supporters to encourage long-term engagement and maximise lifetime value.

Community Engagement

- Act as the primary point of contact for supporters across West Kent.
- Represent the organisation at community events, meetings, and networking opportunities to raise awareness and build connections.
- Deliver presentations and talks to promote the organisation's work and impact.
- Support the recruitment, coordination, and motivation of volunteers involved in regional fundraising activities.

Planning, Reporting & Compliance

- Monitor and report on regional fundraising performance against objectives and targets.
- Maintain accurate supporter records and ensure compliance with fundraising regulations, organisational policies, and best practice standards.
- Manage budgets, resources, and fundraising materials effectively to ensure cost-efficiency and impact.

This job description is not exhaustive and serves only to highlight the main requirements of the post holder. The Chief Executive Officer may stipulate other reasonable requirements.

THIS POST IS SUBJECT TO A DISCLOSURE AND BARRING SERVICE CHECK

Person Specification	Essential	Desirable
EXPERIENCE		
Have fundraising or sales experience	✓	
Experience of meeting income targets	✓	
Have experience of community and corporate funding campaigns	✓	
Have experience of working with volunteers		✓
SKILLS & ABILITIES		
Have great people skills	✓	
Be able to embrace hybrid working	✓	
Have experience of using CRM systems	✓	
Have experience of using Salesforce		✓
An ability to write high impact communications and updates	✓	
A good working knowledge of MS Office 365	✓	
KNOWLEDGE		
An understanding of dementia, the needs of people with dementia and their carers		✓

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Have understanding of the Fundraising Regulator Code of Practice.		✓
PERSONAL QUALITIES		
Be a logical, organised planner with a high level of attention to detail	✓	
Able to prioritise work to meet deadlines and targets	✓	
QUALIFICATIONS		
NVQ Level 3 or equivalent experience	✓	
Have a certificate in Fundraising		✓
Full UK Driving License and access to a car	✓	