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CHELSEA PENSIONERS

Job Title	Assistant Director- Fundraising	Job Description Date	September 2026
Department/Team	Development, Marketing & Communications	Reports to	Director of Development, Marketing & Communications

Context

Founded in 1682, the Royal Hospital Chelsea is a unique retirement community for around 300 Army veterans, known as the Chelsea Pensioners, drawn from every corner of the United Kingdom. Located in the heart of London, it is a remarkable place defined by community, service, and a proud military heritage.

Working at the Royal Hospital Chelsea means being part of a close-knit, values-driven community where staff work collaboratively, support one another, and make a meaningful difference every day. We are looking for individuals who contribute to a welcoming and inclusive environment and lead by example with kindness, integrity, and professionalism. The RHC Way underpins how we work, guiding our behaviours and reflecting our commitment to caring for Chelsea Pensioners, colleagues, and the wider community, while striving for excellence and honouring our heritage. Built around Compassionate Approach, Community Spirit, and Courageous Engagement, it shapes how we treat others with dignity and respect, work together, and take responsibility with initiative and purpose in everything we do.

Role Purpose:

The Assistant Director of Fundraising is responsible for implementing the organisation's fundraising strategy and ensuring the effective operational delivery of income generation activity across all fundraising streams.

The postholder will provide leadership to the fundraising team, drive performance against income targets, oversee financial planning and budget management, and ensure fundraising decisions are informed by robust data, insight and forecasting. Working closely with the FR & Marcoms Director, they will translate strategic objectives into measurable operational plans, ensuring resources are deployed effectively to maximise sustainable income growth and return on investment.

Principal Accountabilities: 8-10 outcomes

The above list of responsibilities is not exhaustive, and you may be required to undertake other responsibilities and training as requested by your line manager, as well as work some events out of hours

Strategic Delivery

- Lead the implementation of the fundraising strategy, ensuring delivery against agreed organisational objectives and income targets.
- Translate strategic priorities into annual operational plans, budgets and performance measures.
- Monitor progress against strategic objectives and recommend adjustments in response to performance, emerging opportunities or external factors.
- Support the FR & Marcoms Director in developing business cases, investment proposals and growth plans for new fundraising initiatives.
- Drive a culture of accountability, performance and continuous improvement across the fundraising function.

Financial Leadership and Budget Management

- Develop and manage annual income and expenditure budgets across fundraising activities.
- Work with FR team to produce accurate income forecasts, pipeline reports and financial projections to support decision-making.
- Monitor fundraising performance against budgets and targets, identifying risks, opportunities and corrective actions.

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- Work closely with finance colleagues to improve forecasting accuracy, budgeting processes and financial reporting.

Data, Analysis and Performance Management

- Oversee the effective use of fundraising data, insight and analytics to support strategic and operational decision-making.
- Work with the Head of Supporter Experience to develop and maintain performance dashboards and KPI reporting frameworks across all income streams.
- Ensure fundraising activity is driven by evidence, supporter insight and measurable outcomes.
- Oversee income forecasting, pipeline management and performance tracking across the fundraising portfolio.
- Champion data quality and ensure CRM systems are used effectively to support fundraising performance.

Income Generation and Growth

- Support the fundraising team to develop and implement plans that increase income and supporter engagement.
- Evaluate fundraising investments and initiatives to ensure resources are focused on activities delivering the greatest impact.
- Identify opportunities to improve fundraising efficiency, effectiveness and long-term financial sustainability.
- Work collaboratively across the organisation to maximise fundraising opportunities and organisational income.

Leadership and Team Development

- Provide day-to-day leadership and management of the fundraising team.
- Establish clear objectives, responsibilities and performance expectations for direct reports.
- Support, coach and develop team members to achieve high levels of performance and professional growth.
- Foster a collaborative, inclusive and high-performing culture focused on delivery and results.

Governance and Compliance

- Ensure adherence to the Fundraising Regulator's Code of Fundraising Practice and all relevant fundraising legislation.
- Maintain a framework of policies, procedures and controls that promote ethical, transparent and supporter-centred fundraising practices.
- Ensure fundraising activities uphold the highest standards of accountability, safeguarding, data protection and supporter care, protecting the organisation's reputation and public trust.
- Support organisational compliance with data protection requirements and fundraising regulation.

Leadership expectations

- Build strong relationships with colleagues, trustees, supporters, partners and external stakeholders.
- Communicate clearly and confidently, influencing and engaging others to support fundraising objectives.
- Represent the fundraising function professionally, promoting collaboration and shared ownership of income generation across the organisation.

Skills Knowledge and Experience

Essential Skills

- Significant experience in fundraising management and operational leadership.
- Proven experience of managing substantial income and expenditure budgets.
- Strong track record of financial planning, forecasting and performance management.

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- Experience leading and developing fundraising teams.
- Experience using data, CRM systems and business intelligence to improve performance and decision-making.
- Experience delivering organisational strategies through effective operational planning and execution.

Knowledge and Experience

- Strong financial management and budgetary control skills.
- Excellent analytical, numerical and forecasting capability.
- Ability to interpret complex data and translate it into practical action.
- Strong leadership, coaching and people management skills.
- Excellent project planning and organisational skills.
- Strong communication and stakeholder management abilities.
- Knowledge of fundraising regulation, data protection and charity-sector best practice.

Competencies

- **Financial Management and Budgetary Control**
  Applies sound financial judgement and stewardship in the management of fundraising budgets and forecasts. Ensures effective budgetary control, accurate financial planning and performance monitoring, and the efficient use of charitable resources.
- **Performance and Results Focus**
  Maintains a strong focus on achieving agreed objectives and delivering measurable outcomes. Establishes clear performance expectations, monitors progress through appropriate metrics and takes timely action to address risks, challenges and underperformance and regularly reports results to FR&Marcoms Director.
- **Data and Insight-Led Decision Making**
  Uses data, forecasting, supporter insight and business intelligence to inform strategic and operational decision-making. Working with team, demonstrates the ability to analyse complex information, identify trends and opportunities, and translate evidence into effective actions that improve fundraising performance.
- **Leadership and People Management**
  Provides confident and effective management, creating a culture of accountability, collaboration and continuous improvement. Supports, develops and motivates colleagues to achieve high levels of performance.
- **Stakeholder Engagement and Influencing**
  Builds and maintains effective working relationships with trustees, colleagues, supporters, partners and external stakeholders. Communicates clearly and persuasively, gaining support for fundraising priorities and contributing to a collaborative approach to income generation across the organisation.
- **Fundraising Governance, Compliance and Integrity**
  Demonstrates a strong commitment to ethical fundraising, accountability and public trust. Ensures compliance with the Fundraising Regulator's Code of Fundraising Practice, data protection legislation and charity sector best practice, maintaining the highest standards of governance, supporter care and organisational integrity.

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Note: All RHC employees are expected to be flexible in undertaking the duties and responsibilities for their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.