



King's Trust

YOUR NEW ROLE AT THE TRUST

JOB TITLE:	Employee Engagement Manager (Fundraising)	PAY BAND:
FUNCTION:	Fundraising, Brand & Marketing	Support Delivering Specialist/Managerial Technical Lead/Function Head Senior Leadership Team
THE TEAM:	Corporate Partnerships sits within the wider fundraising directorate and is responsible for developing strategic, high-value partnerships that enable the Trust to achieve our mission.	










WHERE YOU WILL FIT

Director of Corporate Partnerships	Senior Head of Employee Engagement (Corporate Partnerships)	Head of Employee Engagement (Fundraising)	Senior Manager of Employee Engagement (Fundraising)	Employee Engagement Manager	Employee Fundraising Executive
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HOW DOES THIS ROLE IMPACT YOUNG PEOPLE?

You will drive and support the development of Million Makers, our flagship fundraising product, to grow income over the next five years. You'll manage a portfolio of key Million Makers teams, generating the essential unrestricted income we need to transform young lives.

WHAT WILL YOU DO?

-  Support the senior manager on the development of Million Makers as our flagship fundraising product, leading on projects such as embedding our CPD accreditation, external PR, our Alumni community and driving recruitment.
-  Manage a portfolio of high-value Million Makers partnerships, driving income generation and providing a best-in-class stewardship experience
-  Be a role model within the team, supporting team members to maximise performance
-  Ensure financial targets are met and income is forecasted, received, and tracked per business plans
-  Build and maintain excellent relationships with external stakeholders at our partner organisations
-  Lead on the maintenance of our Million Makers platforms – Just Giving, Enthuse and the Million Makers HQ
-  Lead on Million Makers participant data and financial records on our fundraising database, ensuring high standards per King's Trust policy
-  Seek and deliver opportunities for additional value from Million Makers teams, such as commercial opportunities and matched funding.
-  Responsible for actively contributing to an equitable, diverse, and inclusive workplace.

THE SKILLS YOU'LL BRING

All of the roles at The Trust are key to our success and there are certain skills we need to be successful. And while we will shortlist the most qualified people for the role, we ask everyone for a supporting statement. If you think you could do the role, but don't have all the desirable experience, we would still love to see an application from you.

WE REALLY NEED YOU TO HAVE THESE

Skills & Knowledge	Why do we need this?
Strategic thinker, with the desire to manage and grow income streams	To effectively grow Million Makers' income, you need to think strategically and have a vision to make a real impact for young people
Ability to inspire people at all levels of a business, particularly to have the emotional commitment to raise money for The King's Trust. Strong presentation skills	You will manage a range of stakeholders and feel confident building relationships and representing The King's Trust at all levels
An organised, strong project manager with the ability to create budgets and strategic plans.	You will be managing different aspects of the Million Makers product, so you will need to manage conflicting priorities effectively and build project plans
Solid understanding of corporate/charity engagement, and what drives businesses to support.	You will need knowledge of how to run profitable employee fundraising events and initiatives, and the ability to support a partner in engaging mass audiences
Resilience and tenacity, with the ability to work towards ambitious long-term goals.	You need to be confident in managing difficult situations, persevering, and keeping long-term goals in sight, to contribute to the growth of Million Makers annually
Solid understanding of how to motivate and support others to get results.	As part of a team and working with a range of internal stakeholders, you'll need to be skilled in managing and motivating others to deliver successful partnership results. You'll also be a role model within the team when it comes to performance.
Experience	Why do we need this?
Employee Engagement experience, both fundraising and audience engagement	You will need to deliver successful fundraising initiatives, as well as engaging mass audiences from across our corporate partner portfolio
Demonstratable experience of growing income over time and seeking out new opportunities	Your objectives will be set around setting and achieving income targets, as well as contributing to the growth of Million Makers as a fundraising product
Proven experience of managing fundraising or marketing campaigns	You'll be contributing to the promotion of Million Makers internally and externally, seeking opportunities to grow recognition and reputation externally
Experience of leading and motivating team members to drive shared results	We are a collaborative team working towards a common fundraising goal






WE WOULD LOVE IT IF YOU COULD DO THIS

Skills & Knowledge	Why do we need this?
Ability to design and maintain content on the different platforms that we use for Million Makers – Just Giving, Enthuse, LinkedIn, and Social Media	You'll be responsible for updating and managing content on our external-facing platforms, used by teams throughout Million Makers
Experience	Why do we need this?
Experience of leading projects across large organisations	The King's Trust is a large, multi-regional organisation, which is advantageous in gathering support for Million Makers internally
Presenting to large audiences	Presenting to internal and external audiences will be a big part of your role.

WHAT DO WE EXPECT FROM YOU?

OUR VALUES

Our values are at the heart of everything we do – they articulate who we are and how we work together to achieve our aims to help young people.

 Inspiring We lead by example	 Approachable We are open minded and value diversity	 Empowering We enable positive change	 Non-Judgemental We focus on the potential, not the past	 Passionate We are absolutely committed to supporting young people
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Here at The King's Trust, we're committed to equality, diversity and inclusion. We want to be an organisation that's representative of the communities we serve, which is why we strive for diversity of age, gender identity, sexual orientation, physical or mental ability, ethnicity and perspective. Our goal is to create an environment where everyone, from any background, can be themselves and do the best work of their lives.

We're a Stonewall Diversity Champion and we are Disability Confident employer. Our staff, volunteers and young people are supported by KT CAN (our Cultural Awareness Network), KT GEN (Gender Equality Network), KT DAWN (Disability & Wellbeing Network) and PULSE (LGBTQIA+ Network). For more information, [click here](#).

OUR BEHAVIOURS

We expect certain behaviours from you about how you interact with colleagues, our partners, young people & the public. As someone who works at a specialist/managerial level, we would expect that you live these behaviours.

Leading by Example	Continuous Improvement	Effective Communication	One Team	Delivering Results
You inspire others through a passion for what we do You keep young people and our end goal in mind You build trust in others through reliability and holding self-accountable for success Resilient in the face of challenges, not taking constructive criticism personally You're authentic and bring unique talents to work, encouraging others to do the same You role model integrity and act according to our Values	You champion change initiatives and help others see the benefits and opportunities You take an entrepreneurial approach to improving how we do things You seek opportunities to enhance your own development and build expertise You role model a positive and constructive approach to giving & receiving feedback You support others in adapting to change	You're approachable, clear and assertive You cascade important and relevant information to others clearly and swiftly You treat people as individuals, tailoring communication and influencing style accordingly You communicate difficult messages and challenge others' thinking effectively You listen to and empathise with others to understand the root of situations before responding	You role model effective and mutually supportive teamwork with colleagues You manage the expectations of others, gaining buy-in where required You share knowledge and information You build and invest in relationships across The Trust You use awareness of how your own team fits within the wider organisation to find solutions	You translate The Trust's long-term vision and strategy into actionable plans & targets You take responsibility for making and implementing logical, data-based decisions You're flexible and responsive as priorities and requirements change You seek solutions and solve problems, empowering others to do the same

THE WELFARE OF OUR YOUNG PEOPLE

The King's Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks per the Codes of Practice for all roles within The Trust, and for our roles working directly with young people, at an enhanced level. Having a criminal record will not automatically exclude applicants.