

Role description: Fundraising Lead

Job title	Fundraising Lead
Employment status	Permanent (subject to completion of 6-month probation)
Working pattern	Flexible, full time or part time
Salary	£37,000 per annum full time equivalent (pro rata if part-time)
Location	Flexible; office-based (London) or hybrid. Travel will be necessary to office-based team meetings and training days as required, and to UK locations to meet the requirements of the role
Reports to	CEO
Management responsibilities	Potential for management of staff and volunteers as the fundraising structure develops
Benefits	5% employer pension Access to cycle to work scheme (after probationary period) Access to Employee Assistance Programme 24 days annual leave, in addition to bank holidays, increasing after 5 years of service

About the role

Are you an experienced fundraiser with a passion for using your skills to improve the lives of older people? Join our team!

We are looking for a results-driven Fundraising Lead to build our fundraising programme. You will work alongside our CEO to drive forward the charity's fundraising work and create a culture of fundraising across the team.

This is a rare opportunity to:

- Lead our income-generation as a sole dedicated fundraiser
- Build and shape our fundraising, with a focus on individual giving and corporate partnerships
- Deliver our new strategy
- Join a small but influential charity with a strong cause

Having laid the groundwork for our fundraising over the past year, we are looking to accelerate our income generating efforts and implement our new fundraising strategy. You will engage with individuals, communities and corporate organisations to build and strengthen our supporter base.

This could be an excellent opportunity for an ambitious fundraiser who is ready to take the next step in their career. While previous experience leading an entire fundraising function is not essential, we are looking for someone with a successful track record in fundraising who is excited by the opportunity to shape and grow our income and make a real difference to the lives of older people needing care.

Leading this work, you will have the opportunity to think creatively to develop our income-generating potential and roll out a programme of work. It is a varied and diverse role; developing and delivering our fundraising success.

Being welcomed into our small, friendly team, you will work closely with colleagues to ensure our fundraising reflects our unique, in-demand advice service and our influencing work to improve the care system. Working alongside colleagues who are experts in their field, there will be dedicated time for co-learning and sharing knowledge and skills.

You will join the organisation during an exciting period of change. As a longstanding charity, we have been providing support to older people needing care for over 30 years. With a healthy balance sheet, we are investing in growth and seeking to diversify and increase our reach across the UK. You will be part of a small charity having a big impact, as a leading voice in the sector.

The ideal candidate will be a proactive, creative, can-do person who enjoys being hands-on and capitalising on opportunities. You will have a passion for championing the rights of older people needing care, and an enthusiasm for using your skills to affect change. Even if you feel you don't meet all the criteria outlined in the person specification, if you're keen to learn and to apply your skills, we'd love to hear from you!

We are committed to providing inclusive services, accessible to everyone. We value equality and inclusion and are committed to encouraging diversity amongst our team. We respect and value people's differences and aim to create a culture where every team member feels respected and able to give their best. We particularly encourage applications from minoritised groups including carers and people with lived experience of care. This helps us to ensure our staff team reflects the diversity of the communities we exist to serve.

"Leading our small, dedicated, friendly team is a real privilege. As we seek to grow our supporter base and push for a better care system, now is an exciting time to join us. We are looking forward to welcoming a new member to the team."

Helen Wildbore, CEO of Care Rights UK

Main purpose of the role

- Lead the charity's fundraising work to deliver our fundraising targets
- Create a culture of fundraising across the organisation to grow our supporter base

Role description

Responsibilities for the role include:

- Lead on our fundraising efforts by implementing strategies to meet short-, medium-, and long-term income targets.
- Manage diverse income streams, focusing on individual giving and corporate partnerships, while fostering a fundraising culture.
- Plan and execute fundraising campaigns to attract new supporters, engage existing ones, and raise the charity's profile.
- Develop supporter acquisition and engagement plans, including segmentation and supporter journeys.
- Organise and attend fundraising activities, network for new opportunities, and enhance the charity's visibility and profile.
- In collaboration with the Operations Coordinator, oversee donation administration, supporter relations, and database accuracy.
- Monitor, evaluate, and report on fundraising activities to inform future strategies and improve performance.
- Ensure all fundraising activities comply with policies, regulations, and risk management procedures.

Person Specification

Essential criteria:

We would expect candidates to explain in their application how they meet most of the criteria listed below

- Commitment to Care Rights UK's vision, purpose and values
- Proven track record in developing and implementing successful fundraising campaigns
- Knowledge and understanding of corporate and/or individual giving fundraising
- Experience in budget management, project management, reporting, and forecasting

- Excellent written and oral communication skills and ability to translate complex information into accessible, plain English for different audiences
- Excellent influencing and relationship building skills
- Strong planning and organisational skills and ability to work independently and prioritise competing demands
- Ability to work creatively and flexibly, generate new ideas and use initiative to create and seize opportunities
- Ability to analyse data and use the findings to resolve issues or develop work programmes
- Experience of working effectively as a member of a small team and a proactive, resilient, problem-solving approach

Desirable criteria:

These are 'nice to haves' – you may reference these in your application too

- Knowledge and understanding of legacy fundraising
- Experience of or interest in the adult social care sector in the UK
- Experience of using Beacon or other supporter databases
- Experience of working as a sole fundraiser
- Experience of working for a small charity

Other requirements:

You do not need to address these directly in your cover letter

- A strong commitment to equality, diversity and human rights
- Entitlement to work in the UK
- Ability and willingness to work to local policies and procedures, including confidentiality, safeguarding, lone working and health and safety
- Successful applicants will be required to undergo a Disclosure and Barring Service check

How to apply

To apply, please send us the following via email:

Your CV, and cover letter that addresses the following three questions:

1. *Why do you want to apply for this role at Care Rights UK? 300 words max*
2. *How do your skills and experience make you an ideal candidate for this role (checking against the person specification)? 500 words max*
3. *Can you share an example of a fundraising success or highlight from your career so far you are proud of? 500 words max*

The cover letter plays a key part in our selection process. We use the information you provide in the letter about your skills and experience to decide whether or not to invite you for an interview.

We ask candidates not to use generative AI to create their cover letter. We want to hear about your skills and experience in your own voice. Applications written with generative AI are unlikely to get through our sifting process. Your unique perspective and story matter, and we'd love to hear it!

CLOSING DATE: 9am, Tuesday 1 September
INTERVIEWS: 14 or 15 September

Interviews will be one stage and held online (via Zoom). Interview date and time will be confirmed with shortlisted candidates.

Please send your cover letter and CV to Philippa Randle at Charity People, our chosen recruitment partner: philippa@charitypeople.co.uk

Disability and adjustments

Please let us know if you require any adjustments to be made to the application process or would like to provide any information you wish us to take into account when we are considering your application.

Hearing from us

As a small charity, unfortunately we will be unable to reply to all candidates about their application. If you haven't heard from us by 13 September, please assume that your application has not been shortlisted on this occasion.

About Care Rights UK

What you can expect from us

- **Friendly, welcoming, supportive colleagues** in the staff team and on the Board of Trustees
- A Trustee Board which recognises and drives the strategic importance of fundraising
- One-to-one support from an **experienced, empathetic line manager**
- **Peer support** from colleagues in the staff team
- **Regular contact** with colleagues and **weekly team meetings** to share advice insights, updates and impact
- **A thorough induction** to the charity, our work and mission
- **Training** to help you fulfil your role and to **develop your knowledge** of care issues across the UK
- Opportunities for **sharing skills and knowledge** with colleagues who are experts in their fields
- Being part of a **dynamic team** pushing for real change in the care sector
- Access to **24/7 Employee Assistance Programme** – access to counselling, advice line and other wellbeing support
- **Hybrid working** – the role can be carried out from anywhere in the UK, although attendance at face-to-face team meetings and training days will be required
- **Flexible working** – we welcome applications from candidates wishing to work full time or part time and will consider job shares or other options such as compressed hours

Our vision

The best quality of life for older people needing care.

Our purpose

Care Rights UK is your care champion, the charity focused on promoting the rights of older people in care.

We want people to know their rights and how to use them. We offer information, advice and support to empower people using care services and the relatives and friends who help them.

As a community of families and experts, we fight for better lives for people in care. We identify poor care and highlight good practice, and demand a better care system.

“Working with my colleagues at Care Rights UK is a such an honour. The shared values, enthusiasm and passion of staff, volunteers and those that support the charity to bring about change is perpetually inspiring. Expanding our dedicated team is a really exciting time, and hope that you will join us.”

Emma Williams, Advice and Programmes Manager at Care Rights UK

Our values

Well-informed

We value knowledge, particularly from people's every day experiences of care and support services. We are trusted for our expertise on care and rights, and for our integrity.

Independent

We're proud of our independence. It gives us the freedom to speak out, adapt to changing circumstances and work with others to make care services better.

Courageous

We fight for change where it's needed so that people who need care and support have their rights respected.

Empowering

We value each other and are more powerful together. We listen and we support one another. Our community makes us stronger.

More information

Information about our staff team and Board of Trustees is available on our [website](#).

Information about our three-year strategic plan is on our [website](#).

We wish you the best of luck with your application and we look forward to hearing from you.