

Job Description

JOB TITLE:	Head of Income Growth* <i>Integrated Fundraising, Marketing & Communications</i>
DEPARTMENT:	Leadership team <i>Working with colleagues across the charity at all levels</i>
REPORTING TO:	CEO
DIRECT REPORTS:	<ul style="list-style-type: none"> • Planned Giving Officer • Marketing and Communications Manager • Marketing Assistant/s and Officer/s • Fundraising (Supporter Services) Admin <p>It is anticipated the post may line manage up to 6 reports covering all fundraising, marketing, communications roles across the group. The post will lead / manage cross departmental projects.</p>
MEMBER OF:	Leadership team (and current Heads & Subject Matter Leads group); routinely attends Board and Committee meetings (e.g. Finance, Fundraising).
WORK HOURS:	Permanent Full time 35 hours per week (0.8FTE to be considered)
SALARY:	circa £55k
LOCATION:	Hybrid (minimum 3 days/week in the Abingdon office)
DBS CHECK LEVEL:	Enhanced DBS

About us:

Employing some 140+ people and engaging 300+ volunteers, the charity has an exceptional record of innovation, advocacy and enabling support to the most disadvantaged carers and older people in the county, as well as a strong influencing role in line with the national work of Age UK.

Our **distinctives and differentiators** include:

- Trusted brand / household name / '65yr old' story (founded in 1960s).
- Well-suited people with relevant lived and/or work experience (checked / vetted).
- Specialist knowledge, skills (training) to work with older people and unpaid carers
- Local community / professional system knowledge (adult social care and health).
- The time our workforce spends with older people (relative to other professionals).

Our **Underpinning Principles** (How we think about our work, act, and behave):

1. We keep our focus on the rights and needs of older people / unpaid carers.
2. We value individuals, go beyond JEDI compliance, taking an intersectional view.
3. We use data/evidence to simplify things, to plan, make decisions, report impact.
4. We embrace continuous improvement, latest ideas, perspectives, and change.
5. We achieve success as 'one team' with clarity over roles and responsibilities.
6. We are willing to make choices / take tough decisions for the good of the charity.

Our 2025 staff survey highlighted the importance of clearer, more joined-up fundraising, marketing, and communications activity. Colleagues told us they want:

- Clearer, **more consistent organisational messaging and branding**, so people understand what the charity does, how services fit together, and how decisions are communicated and followed through.
- **Clear roles, priorities and collective capability** in fundraising, marketing and communications, aligned to delivery at pace and the charity's income and growth ambitions.

This **new role** is an investment and will lead a step-change in line with our Underpinning Principles (above) and staff-expressed appetite for clearer, more joined-up external engagement. The postholder will lead on two strategic priorities:

- To diversify and grow income by strengthening our public profile, propositions, and routes to support.
- To increase voluntary support by growing and energising our community of supporters, volunteers, and ambassadors.

Job Purpose:

Working closely with the CEO to ensure the charity's ambitions, as described in the Strategy to 2030 and the 2026–27 Plan on a Page are delivered, the role holder will proactively lead integrated fundraising, marketing, and communications work. The role is *pivotal* in aligning planning and tactical decisions to build a sustainable income engine, strengthening the charity's profile, performance, and impact at scale.

Role Description

1. **Income strategy and delivery**
Lead the development and delivery of a clear, evidence-based income growth strategy, diversifying and growing income streams to deliver the charity's agreed income ambitions and reduce reliance on any single source.
2. **Integrated fundraising, marketing, and communications**
Hold full accountability for all fundraising, marketing and communications activity, ensuring strategy, brand, propositions, campaigns, and channels are integrated, coherent and focused on measurable impact.
3. **Supporter growth and engagement**
Grow and deepen relationships with supporters, including donors, volunteers, ambassadors and advocates, increasing participation, loyalty, and lifetime value in line with our strategic ambitions.
4. **Insight, data, and performance discipline**
Use insight, data, and performance management to inform decision-making, strengthen propositions, improve return on investment, and give the CEO and Board a clear grip on income and engagement performance.
5. **Leadership, culture, and capability**
Lead and line-manage all fundraising, marketing and communications staff, setting clear priorities, expectations and accountability, and building a confident, high-performing culture aligned with the organisation's values and Principles.
6. **Organisational leadership and profile-raising**
Act as the organisation's most senior income and external-engagement leader,

7. working closely with the CEO and trustees to raise the charity's profile, influence, and credibility, contributing actively to collective leadership and strategic delivery. The above list is comprehensive but not exhaustive. You will be expected to undertake other responsibilities, reasonable and relevant to the role.

NB. The postholder is expected to ensure full compliance with Charity Commission guidance and the Fundraising Regulator's Code of Fundraising Practice, and to apply recognised sector best practice in all fundraising, marketing and communications activity, safeguarding public trust, the charity's reputation, and regulatory standing.

Person Specification:

Qualifications

- a) Educated to degree level or demonstrable equivalent (i.e. capacity to learn at pace, analyse information, apply insight, exercise judgement, and sustain delivery through complexity and challenge).
- b) Professional qualification in a relevant field (e.g. fundraising, marketing, communications), and membership of a relevant professional body (e.g. IoF, CIM)

Desirable: Evidence of accredited continuous professional development (Level 7), e.g. digital transformation, data-led growth, commercial strategy.

Experience

- c) Substantial senior-level experience across most areas of income generation, including at least two from:
 - *voluntary income (e.g. trusts & foundations, legacies, individuals, community)*
 - *marketing and communications*
 - *supporter or audience growth and engagement*
 - *digital fundraising or campaigns*
 - *brand, proposition, or programme development*
- d) Proven experience of successfully leading multi-disciplinary teams and managing people, including line management and leadership through influence/matrix working to deliver shared outcomes.
- e) Experience demonstrating a strong understanding of integrated income and engagement models, with proficiency in leading fundraising, marketing, and communications as a joined-up system rather than discrete functions.
- f) A proven record of developing and implementing income or growth strategy aligned to organisational purpose, values and long-term direction, including delivering measurable results or step-change improvement.

Desirable: Demonstrable success delivering income growth, diversification, or transformation in a VCSE or mission-driven organisation operating at scale.

Knowledge

- g) Strong grip of contemporary fundraising, marketing, communications models, inc. audience-led growth, brand-led fundraising, digital, data-driven approaches.
- h) Knowledge of the regulatory, ethical and governance framework for fundraising in the UK, inc. Charity Commission guidance and Fundraising Regulator's Code.
- i) Knowledge of risk management, public trust considerations, and safeguarding principles as they apply to fundraising, communications, public-facing activity.
- j) Awareness of current VCSE sector trends, income challenges and emerging best practice in income generation, supporter engagement and profile-raising.

Desirable: Authoritative knowledge level in one or more specialist areas e.g. major giving, digital fundraising, brand and communications strategy, income diversification

Skills

- k) Strategic and analytical thinking skills, with the ability to set direction, prioritise effectively and translate strategy into delivery at pace.
- l) Excellent communication skills, including the ability to present complex information, develop compelling narratives and write credible Board-level papers.
- m) Advanced interpersonal and influencing skills, able to build strong relationships, collaborate across functions and influence stakeholders, including trustees.
- n) Excellent organisational and planning skills, including leading and delivering programmes of work, managing competing priorities and meeting deadlines.
- o) Advanced people leadership and team development skills, including leading high-performing teams through change, integration, and growth.
- p) Strong capability in using data, insight, and evidence (e.g. income metrics, ROI, pipeline performance, benchmarks) to plan, monitor, report and make decisions.
- q) Ability to establish professional credibility quickly and operate effectively with staff, volunteers, managers, and trustees across the organisation and externally.
- r) High-level of self-awareness and commitment to continuous professional and personal development.
- s) Commitment to justice, equity, diversity and inclusion (JEDI) and understanding of how this informs ethical, inclusive fundraising and communications.
- t) Confident user of MS Office applications, with the capacity to master CRM, digital fundraising platforms and insight or marketing systems (e.g. Donorfy, Just Giving)

You are expected to commit to the vision, mission, and values of the Age UK Oxfordshire group, and be keen to learn / develop new skills and take on challenges.

v.2 (PR)