



Job Title	Head of Income and Engagement	Reports to	Chief Executive
Location	Remote with regular travel across the UK		
Department	Income and Engagement		
Salary	SCP 46 (£58,523 per annum) – SCP 49 (£62,852 per annum)		
Job purpose			
Provide strategic leadership and vision for two critical functions–Fundraising and Marketing & Communications–bringing them together into a unified, high–performing team. Shape the strategy, build external relationships, and drive organisational growth through income generation and brand engagement.			
Jobs reporting into the job holder		Marketing and Communications Manager, Media Manager, Fundraising Manager, Income Generation Manager	
Key responsibilities and duties			
Strategic Leadership			
<ul style="list-style-type: none"> Define and deliver a long–term fundraising and engagement strategy aligned with Papyrus’s mission and values. Oversee the integration of fundraising and marketing/communications into a cohesive, outcome–focused function. Champion Papyrus’s brand and voice at a national level, ensuring consistency and impact. Ensure the charity promotes the unique contribution that each individual can make to suicide prevention, championing equality, celebrating diversity and achieving inclusion for all. Evaluate and manage risks to ensure business continuity and operational security. 			
Income Growth			
<ul style="list-style-type: none"> Set ambitious income targets and empower managers to deliver through diverse streams, including: <ul style="list-style-type: none"> Grants and Trusts – build on our strong track record to secure and grow funding. Voluntary Giving – nurture and expand our passionate supporter base, including bereaved families and community fundraisers. Corporate Partnerships – develop high–value relationships with businesses and sponsors. Identify new opportunities for growth and innovation in fundraising and engagement. 			
External Influence			
<ul style="list-style-type: none"> Act as a senior ambassador for Papyrus, representing the charity at high–profile events, meetings, and media opportunities. Develop networks with corporate leaders, influencers, and stakeholders to secure organisational support and advocacy. 			
Team Leadership and Management			
<ul style="list-style-type: none"> Provide strategic direction and guidance to fundraising and marketing managers, ensuring alignment and collaboration. Drive a culture of high performance across the Income and Engagement department to enhance quality, efficiency and success. Inspire all managers and staff to embrace a culture of excellence, innovation, and accountability. 			

- Promote a positive and inclusive work environment, supporting professional development and growth.
- Monitor and analyse key performance indicators (KPIs)/ Objectives and Key Results (OKRs) to evaluate operational efficiency and productivity.
- Identify areas for improvement and implement corrective actions as necessary.

Health and safety

- Fully endorse, demonstrate, and carry out the health and safety policy.
- Comply with all policies and statutory regulations relating to health and safety, safe working practices, hygiene, cleanliness, fire and COSHH. This will include your awareness of any specific hazards in your workplace and assist if required with the amending of risk assessments periodically.
- Identify and resolve maintenance requirements or hazards within the workplace and encourage any workforce to do the same to avoid injury.

Safeguarding

- Papyrus is committed to safeguarding the welfare of children, young people and adults at risk and expects all staff and volunteers to endorse this commitment.
- The employee must act to protect all children, young people and adults at risk that they interact with. The employee must report any misconduct or suspected misconduct to their manager and the Designated Safeguarding Lead.

General

- Cooperate fully with colleagues and be flexible when assisting them in response to business needs.
- Ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and promoting positive working relations amongst employees and customers.
- Act in accordance with Papyrus values: Collaboration, Curiosity, Integrity and Respect.
- Always comply with all policies and procedures and act in the best interest of the charity.
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The above job description is not intended to be exhaustive; the duties and responsibilities may therefore vary over time according to the changing needs of the charity.

DBS check required

Yes – basic

Person specification

* Method of Assessment: A = Application Form; I = Interview/ Assessment; C = Certification or other evidence		Essential/ Desirable	Method *
Qualifications	• Bachelor’s degree level or equivalent professional qualification in Marketing and Communications, Fundraising, Leadership, Management, or Business Development	D	A, C
	• Evidence of continued professional development	D	A, C
Experience	• Demonstrable success in leading income growth strategies for a charity, particularly through corporate partnerships.	E	A, I
	• Demonstrable success in setting the direction for brand identity, campaigns, media presence and digital engagement.	E	A, I
	• Proven track record of shaping and delivering integrated fundraising and engagement strategies	E	A, I
		E	A, I

	<ul style="list-style-type: none"> • Proven track record of being part of a leadership team which shapes an organisation’s strategy and drives effective delivery • Previous experience in a high-level ambassadorial role, being an authoritative spokesperson of the organisation • Experience in suicide prevention and/or mental health promotion • Proven track record of engaging with, developing and maintaining strategic networks and partnerships • Oversight of Budgeting and Pricing • Demonstrable experience of leadership across a multi-site and remote working economy to deliver our Strategic Plan • Proven track record of creating and leading an effective team, driving their performance and enabling their development • A record of championing diversity, equity and inclusion • Experienced in risk identification and management 	E D E E E E E E	A, I A, I A, I A, I A, I A, I A, I A, I
Knowledge, skills, and qualities	<ul style="list-style-type: none"> • Knowledge of charity law and fundraising regulations. • Exceptional relationship-building, relationship management and negotiation skills at executive level. • Values-driven approach with commitment to PAPYRUS’s mission. • Proven ability to make an informed decision • Resourceful, practical, solutions-focused collaborative Leader • Has good financial acumen for budgeting and planning • Knowledge of suicide prevention core principles • Ability to create and deliver strategic plans • Ability to identify market opportunities • Ability to develop new business • Have excellent and persuasive communication skills and proven ability to work with the print and broadcast media • Willing to learn and continuously develop • Ability to travel across the UK and anywhere as required by the charity 	E E E E E E D E E E E E E E	A, I A, I A, I A, I A, I A, I A, I A, I A, I A, I A, I I I

I confirm that I have read and agreed to this job description outlining the main duties of my job role.

Job holder name:

Signature:

Date: