Shannon Trust

Shannon Trust

Head of Fundraising & Income Generation Recruitment pack









About us

Shannon Trust is a charity that transforms lives by supporting people to learn to read and improve other basic skills. We believe nobody should be left out of learning. We operate in all prisons across England, Wales and Northern Ireland. We also work with a number of partner organisations in the community, supporting their service users to learn to read.

Two-thirds of people in prison can't read, or struggle to. Even more people struggle with numeracy. This affects their ability to understand information, access services, and move forward. It creates barriers to rehabilitation, increases isolation, and limits opportunity.

Evidence shows that where strong reading cultures exist, outcomes improve. Where they do not, people are more likely to feel frustrated and disconnected.

One person learning to read or improve their numeracy has a big impact. The positive effects are felt by the people they interact with, their loved ones, and the wider community.

Many of our employees work remotely, with colleagues currently based in all parts of the country. We've always supported home working, so you can be assured we know how to make you feel welcome and part of the team. We also have prison-based colleagues who do a fantastic job of growing our programmes in their prisons. We arrange regular in person meetings as well, to help everyone keep in touch.

Our family friendly employee benefits include flexible working, a generous holiday allowance, Employee Assistance Programme and employee discount scheme.

"I didn't think that at the age of 72 it was going to be worthwhile. I have now been reading for 2 years and enjoying it."
Shannon Trust learner



Our purpose, vision, mission and values

Vision

A future where confidence with words and numbers unlocks access to connection, dignity, and opportunity.

Mission

We build reading, numeracy and life skills through mentor-led learning to help people fully participate in society.

The problem we are trying to solve

Difficulties with reading and numeracy are linked to worse life outcomes, including offending, and they undermine rehabilitation by limiting access to the information, services and decisions that shape everyday life. Without support, systems remain hard to navigate, and opportunities remain out of reach.

Values

At Shannon Trust, we value:

Respect
We treat everyone with fairness, kindness and understanding. We see people's potential, not just their circumstances.

Connection
Strong relationships make learning possible. We build trust, communicate openly, and work together with honesty and care.

Progress
We learn, adapt and improve; for the people we support, for ourselves, and for each other.

Belonging
Everyone has a place here. We include people, welcome difference, and remove barriers so everyone can contribute and succeed.

Looking after our people

At Shannon Trust, we value great people that work hard and have the skills and abilities to make a difference. We know the work we do can be challenging, so we want to recognise and reward our team members for their dedication. Our employee benefits package puts you front and centre, so you feel valued working with us.

Pay and other benefits



Generous annual holiday allowance (30 days FTE).



Flexible working, subject to the requirements of your role.



We will pay for you to have an annual flu jab.



We will contribute up to £100 per year to support your mental and physical wellbeing.



You will have access to a confidential and independent 24/7 helpline with qualified counsellors and advisors.



We will pay for you to have a standard annual eye test and contribute £50 towards glasses or contact lenses if needed.



Once you've passed your probationary period, you will get 6 weeks of sick pay at full pay, then 6 weeks at half pay. We also support our staff with up to 5 days of paid compassionate leave, if it's needed.



In recognition of the importance of volunteering, you can take 2 days per year as paid leave to volunteer for other charities or voluntary groups.



We support parents and families with enhanced maternity, adoption and paternity leave, which is also available to same sex parents on the same basis.



Living Wage employer

We are an accredited Living Wage employer.



Pension scheme

We will contribute up to 5% towards your pension, provided you contribute 7%.



Working from home

Employees that are required to work from home will receive an annual tax free allowance.



Reward Gateway

Our employee discount platform is available to all Shannon Trust employees.



Death in service

Should the worst happen, your nominated beneficiaries will receive a payment of 2 x your salary.

Find out more about our employee benefits on our website.

Key information

Salary:	£55,000 per annum
Contract Type:	Full-time, Permanent
Hours:	35 hours per week (flexible working available)
Location:	Home-based with occasional travel across England & Wales
Reporting to:	Director of Business Support
Direct Reports:	Business Development Manager

Why Join Us?

This is an opportunity to join the Senior Leadership Team of a respected national charity with a strong reputation, proven impact and ambitious plans for the future.

As Head of Fundraising & Income Generation, you will play a pivotal role in shaping the future of Shannon Trust and helping more people unlock the life-changing benefits of reading and numeracy.

You will play a key role in shaping organisational strategy, growing and diversifying income, strengthening strategic partnerships and ensuring Shannon Trust remains financially sustainable for the long term.

Working closely with colleagues across the organisation, trustees, funders and partners, you will have the opportunity to make a significant contribution to improving outcomes for people in the criminal justice system.

Role Purpose

The Head of Fundraising & Income Generation is accountable for the strategic leadership, performance and long-term sustainability of Shannon Trust's income generation activity.

As a member of the Senior Leadership Team, the postholder will lead delivery of the organisation's Diverse and Sustainable Income strategic pillar, set the income generation strategy and ensure a balanced, resilient portfolio of income streams. You will also develop innovative approaches to income generation which increase our reach and impact.

The postholder will inspire and develop a high performing Fundraising and Income Generation team, providing oversight of income planning, forecasting, stewardship, performance management and fundraising governance.

You will be accountable for achieving organisational income targets, maintaining key strategic partnerships, and fostering a strong fundraising culture across the organisation.

Working closely with the Director of Operations, the postholder will also strengthen Shannon Trust's relationships with HM Prison and Probation Service (HMPPS), the Ministry of Justice and other statutory partners, helping to influence commissioning priorities, secure sustainable investment and maximise opportunities for strategic partnership and growth.

The role will work with colleagues across the organisation to strengthen supporter engagement and enhance Shannon Trust's profile.

This is an opportunity for an experienced and strategic fundraising leader to make a lasting difference, maximising opportunities to generate income in support of the charity's crucial mission.

Accountabilities

- Delivery of the Diverse and Sustainable Income strategic pillar.
- Achievement of organisational income targets.
- Strategic development of Shannon Trust's income portfolio.
- Fundraising governance, compliance and risk management.
- Income forecasting, reporting and advice to the Board and Senior Leadership Team.

Key Responsibilities

Strategic Leadership

- Development, implementation and continuous review of Shannon Trust's income generation strategy, ensuring a balanced and sustainable portfolio of statutory, charitable, corporate and individual giving income streams.
- Provide strategic advice and insight to the CEO, Directors, Senior Leadership Team and Board on income generation risks, opportunities and market trends.
- Act as a visible ambassador for Shannon Trust, developing strategic relationships across the charitable, corporate, public and philanthropic sectors to raise the organisation's profile and unlock new opportunities for partnership and investment.

Income Growth and Development

- Lead the development and delivery of plans to grow and diversify income across trusts and foundations, statutory funding, individual giving and corporate partnerships.
- Build and maintain senior-level relationships with commissioners and strategic partners.
- Oversee the development, quality assurance and approval of major funding applications, tenders and partnership proposals.
- Ensure funding opportunities are aligned to organisational priorities, capacity and long-term sustainability.
- Maximise the effective deployment of organisational expertise and resources in support of income generation activity.

Leadership and Management

- Be accountable for the performance, development and effectiveness of the fundraising and income generation function, ensuring appropriate skills, systems and resources are in place to achieve organisational objectives.
- Provide leadership, management and development support to the Business Development Manager, supporting them in turn to provide this to the Trusts and Foundations Officer.
- Support the team in securing and stewarding high-value funding partnerships where senior organisational representation is required.
- Foster a high-performance, collaborative and values-led fundraising culture across the organisation, building understanding of the role all staff and trustees play in donor engagement and stewardship.

Performance, Insight and Reporting

- Develop multi-year income forecasts and plans aligned to organisational objectives.
- Lead annual income planning, target-setting and budget development.
- Develop and oversee organisational income performance frameworks, dashboards and reporting processes.
- Maintain strategic oversight of the income generation pipeline, ensuring robust forecasting, risk management, resource allocation and delivery against targets.
- Produce reports, analysis and recommendations for Senior Leadership Team, Finance and Risk Committee and Board.
- Ensure fundraising decisions are informed by data, insight and supporter intelligence.

Fundraising Operations and Governance

- Lead the development of fundraising systems, processes and infrastructure.
- Provide oversight to the fundraising team to ensure compliance with fundraising regulation, data protection requirements and fundraising best practice.
- Oversee fundraising policies, procedures and governance arrangements.
- Work alongside colleagues responsible for CRM and data systems to maximise fundraising effectiveness.
- Ensure robust risk management across fundraising activities.

Organisational Leadership

- Contribute actively as a member of the Senior Leadership Team.
- Support organisational planning, budgeting and performance management.
- Champion Shannon Trust's values and strategic priorities.
- Represent the organisation externally with funders, partners and stakeholders.
- Undertake any other duties commensurate with the post.

Person specification

Experience

Essential requirements	Desirable requirements
• Significant experience in a senior fundraising, income generation or business development leadership role. • Experience developing and delivering fundraising strategies and income growth plans. • Experience leading fundraising across multiple income streams including trusts and foundations, statutory funding, corporate partnerships and individual giving. • Experience setting and managing income targets, budgets and performance measures. • Demonstrable success in securing and growing income from multiple funding streams. • Experience managing and developing high-performing teams. • Demonstrable success influencing and securing investment from senior funders, commissioners or strategic partners. • Experience contributing to organisational strategy and decision-making as part of a senior leadership team.	• Experience within the criminal justice, education, rehabilitation or wider social impact sectors. • Experience working with HM Prison and Probation Service (HMPPS), the Ministry of Justice or similar public sector bodies. • Experience leading fundraising growth, diversification or transformation programmes. • Experience of commissioned services, procurement or public sector funding.

Skills and abilities

Essential requirements
• Strategic leadership and planning capability. • Strong people leadership, coaching and development skills. • Excellent written and verbal communication skills. • Strong financial planning, budgeting and forecasting skills. • Ability to analyse complex information and make evidence-based decisions. • Ability to influence, negotiate and build credibility with senior stakeholders. • Strong project management, prioritisation and organisational skills. • Ability to balance strategic leadership with effective operational oversight.

Knowledge and understanding

Essential requirements	Desirable requirements
• Strong understanding of strategic fundraising and income diversification. • Understanding of fundraising governance, compliance and regulatory requirements. • Knowledge of fundraising planning, forecasting and performance management. • Understanding of donor stewardship and supporter engagement principles. • Knowledge of grant funding, statutory funding and commissioning environments.	• Understanding of the reasons why adults might not be able to read, and the personal and practical barriers to engaging with education faced by people in the criminal justice system. • Knowledge and understanding of the criminal justice system.

Personal Attributes

Essential requirements
• Demonstrable ability to build trusted, collaborative relationships across diverse teams, bringing colleagues with you through change and fostering a culture of openness, partnership and shared ownership. • Comfortable operating at both senior leadership and Board level, providing challenge, assurance and strategic advice. • Commitment to Shannon Trust's vision, mission and values. • Learner-focused and impact-driven. • Collaborative and inclusive leadership style. • Commercially aware while remaining mission led. • Resilient, adaptable and proactive. • Able to work with ambiguity and identify opportunities for growth. • Committed to equality, diversity and inclusion.

Working at Shannon Trust

At Shannon Trust we value the individual. We are supportive and non-judgmental – with our learners, mentors, volunteers and each other.

We work with many people across the criminal justice system and beyond, supporting them to improve their basic literacy and numeracy skills. Developing those skills is critical in reducing re-offending and improving life chances. We want to take every step possible to encourage those with lived experience into employment.

We are an accredited ‘Ban the Box’ employer, meaning we do not ask applicants to declare convictions at the application or interview stage. We only ask for this information where necessary for the role, and not until after an offer of employment has been made.

We are a Disability Confident employer and commit to inviting any disabled applicant who meets the minimum role criteria to interview.

If a role involves prison security vetting, it's important to acknowledge that this process can involve lengthy wait times for the vetting to be completed, particularly for candidates with lived experience. At Shannon Trust, we're here to stand by our candidates, offering support every step of the way.

Equity, diversity, inclusion & belonging

We want everyone to feel welcome, respected, and able to do their best work. We’re an equitable and inclusive organisation and actively encourage applications from underrepresented or marginalised communities.

We’re committed to making the recruitment process as accessible as possible so if you need any reasonable adjustments at any stage, just let us know and we’re happy to support you. Also to help you prepare and feel confident, we share the key interview questions in advance with all candidates.

Use of AI

Shannon Trust commits to not using Artificial Intelligence (AI) at any stage in the recruitment process; all applications are fully assessed by a member of our team.

We know applying for jobs can take time and can feel tricky to get right. At Shannon Trust, we want to hear your voice, your experience and your motivation, not something generated by AI tools like ChatGPT or CoPilot.

Applications written in your own words help us understand what makes you the right fit for the role and allow us to assess everyone fairly. To keep the process fair for all candidates, applications that appear to be generated by AI may not be considered.

Right to work in the UK and visa sponsorship

To work at Shannon Trust, you must already live in, and have the right to work in, the UK (for example, UK citizenship, settled or pre-settled status or a visa that allows you to work). Unfortunately, we're not able to provide visa sponsorship for any roles at this time.

If you have any questions about the above or the recruitment process, we're here to help, please get in touch at hr@shannontrust.org.uk

How to apply

- find out more and apply

Closing date: Friday 11th December

Interview dates TBC

*Please note that this job role is advertised subject to ongoing internal consultation.