

Age UK fundraising

Join our team

Age UK
Let's change how we age

Hello and thank you for considering a career at Age UK.



Thank you for considering this role at Age UK. Fundraising is the life-blood of everything we're doing to build a world where every older person feels valued and included. As we embark on a new, ambitious five year strategy we need talented, passionate colleagues to join our award-winning fundraising team to help make this happen.

Millions of older people face intolerable hardships and inequalities: poverty, isolation, lack of dignity and support in our struggling health and care system. There is an urgent need for Age UK to do even more to tackle this.

As such we're ambitious to grow our income by taking the stories of older people to new audiences, bringing more supporters to our cause, and deepening the relationships we already have with our loyal, passionate donors. Our whole organisation is behind this vision – from our Board of Trustees to staff and volunteers across our services, marketing and influencing teams and retail network.

You may be familiar with some of our fundraising already. Our Christmas campaign shines on light on loneliness at a time for year that is particularly difficult for older people. Our Spread the Warmth campaign integrates fundraising messages with advice and support for older people during the colder winter months. Our Big Knit partnership with innocent has been running for over 20 years: winning numerous marketing and charity awards. And we were delighted this year to launch our new three year partnership with home retailer Dunelm: aiming to raise £2 million to build communities that feel like home for older people. We're also proud of the high-value grants we secure from trusts, foundations and bodies such as the National Lottery and Sport England and our flourishing Legacies Fundraising programme comprising thousands of kind individuals who remember Age UK in their wills.

In this pack you'll find more information about our cause and hear from other colleagues in our Fundraising team. I've been at this amazing charity 12 years: what inspires me every day is the collaborative spirit across teams, the expertise and determination of colleagues and the measurable difference our fundraising has on the lives of vulnerable and overlooked older people locally, nationally and internationally.

Our team is ambitious. We're driven by insight and what our supporters tell us, as well as amplifying the authentic voices and needs of the older people we serve. We're also good fun to work with!

I hope you will consider bringing your expertise and passion to help Age UK build a better world for older people.

Thank you,

Hannorah Lee

Fundraising and Engagement Director

Message from our fundraising director

Age UK
Let's change how we age

Age UK is the national charity for older people.

Our mission is simple – to be here for older people who need our help the most.

Right now, millions of people in later life are facing some of the toughest challenges imaginable:

- Over 2 million older people were already living below the poverty line before the current cost of living crisis, struggling to afford the basics such as adequate food and heating.
- 1.6million older people are going without the care they need
- 1.2 million older people often feel lonely, and rely on the TV or radio just to hear another voice.

Sadly, all too often older people have to face these issues and more all alone with no help. 225,000 older people often go a week without talking to anyone.

That's why Age UK exists. We are here when older people need us.

Our free national advice line is open every day of the year. Our 130+ local Age UKs provide frontline friendship and practical services in the heart of communities everywhere. Through our campaigning we stand up for the most vulnerable older people in out society.

Together with our local Age UKs, we helped over 7 million people last year.

But there's so many more older people who desperately need our help. We can only be here for every older person who needs us if we act together with others.

We rely on the generosity of hundreds of thousands of supporters. Those who choose to donate to us, fundraise for us, or remember us in their wills. Our corporate partners, trusts, foundations and public sector bodies, and the staff who work for them, as well as the skills and expertise they provide in kind.



We campaign and research



We provide information and advice



We transform health and care services



We deliver wellbeing programmes



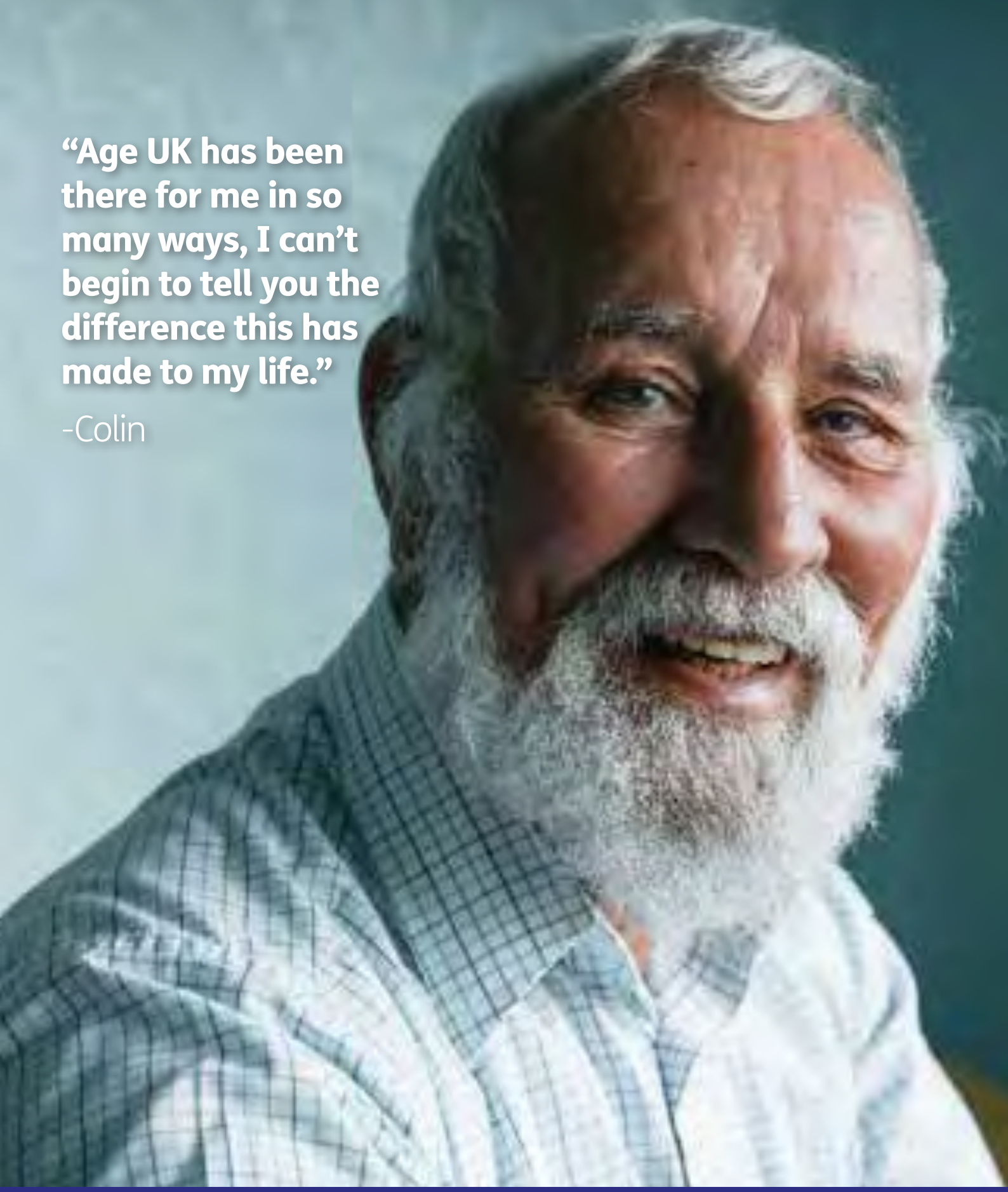
We support the Age UK network



We work internationally

The facts

Let's change how we age



Our strategy

Age UK
Let’s change how we age

Colin is why we do what we do.

"Nothing can prepare you for losing the love of your life. Or the terrible loneliness and feelings of complete emptiness that follow. When my beautiful wife Joan Ann died from cancer after 25 wonderful years together, in a cruel instant, I went from two to one.

My gorgeous wife had gone, but I would have given anything just to hold her hand and look into her eyes again.

That first Christmas on my own was a particularly difficult time. Everyone else seemed to be enjoying the festivities, but it made me feel even more alone and an outsider.

It was Age UK that became my lifeline. Just having someone to talk to can make a world of difference

I first called Age UK's advice line for some advice about money. They were so helpful and caring and must have sensed that I was lonely and needed someone to talk to. So they told me about the charity's Call in Time befriending service too. I was paired with a lady who calls me every week. We get on so well, she's like another daughter to me. It made me feel like there's light at the end of the tunnel.

Age UK has been there for me in so many ways, I can't begin to tell you the difference this has made to my life.

As I know only too well, when you are just one, having the advice line and also someone to chat to about anything and everything, can be a lifesaver when they might otherwise feel at their loneliest and most desperate."

Colin describes his befriender as his second daughter and 'light at the end of the tunnel'. Their weekly conversations have also inspired Colin to start a counselling course, to help other people in similar circumstances who might also be struggling.

How Age UK helps

Our fundraising

Age UK is powered by the funds we raise. We're bold about asking for support. We innovate to reach our target audiences. We partner with organisations who share our vision and brands that can help tell our story. We build deep, long-term relationships with our supporters because it's only thanks to them that we can be here for older people.



Some of our proudest achievements include...

Our fundraising

Age UK
Let's change how we age

No One Should Have No One To Turn To

Our award-winning 'No One' campaign is an integrated above and below the line collaboration of colleagues across Fundraising, Brand, PR, Campaigning and our front line teams.

The campaign raises awareness of the challenges getting older can bring, such as coming to terms with a bereavement or becoming a carer for a loved one, and calls on the public to donate to help Age UK be there for the older people who need them.

Annually the campaign raises over £750,000 and provides long term support for older people as thousands of supporters set up regular gifts and text-to-donate. Through partnerships we bring the issue of loneliness front of mind across the UK – we've collaborated with well known and loved brands such as John Lewis with 'The Man on the Moon' Christmas TV advertisement.



Our fundraising

Age UK
Let's change how we age

Donate Your Words

Our award-winning cause related marketing partnership with Cadbury Dairy Milk helped to shine a light on the devastating effects of loneliness on older people and raised over £300,000 to fund Age UK's vital friendship and support services.

To highlight the fact that 225,000 older people often go a whole week without speaking to anyone, Cadbury created a limited-edition Dairy Milk bar, removing all the words and 'donating' them to Age UK. The charity received 30p from the sale of each bar. The campaign also encouraged the public to take action to end loneliness by donating their words and acts of kindness - more than 460,000 people pledged their support.



The innocent Big Knit

One of the most iconic corporate partnerships in the charity sector, The innocent Big Knit has been running since 2003 and has raised millions of pounds. This surprising collaboration between Age UK and innocent drinks has inspired thousands of people of all ages to knit tiny woolly hats for smoothie bottles. Every be-hatted smoothie sold raises 25p to help Age UK be there for older people through our local and national work.

Each tiny hat is unique and knitted by hand. Designs range from the beautiful to the bizarre. Even after almost 20 years this campaign feels as fresh as fresh-fruit smoothie and brings new supporters to Age UK.



Our Sport England partnership

We've secured a number of high value partnerships with large strategic funders from The Big Lottery to the Ministry of Defence to utility companies and banks. Our partners share our ambition to provide direct, practical support to older people most in need.

Through a multi-million pound partnership with 14 health charities, funded by Sport England through the National Lottery Community Fund, we have recently led a ground-breaking national behaviour change campaign called We Are Undefeatable to inspire older people and those with long-term health conditions to get active. Through the strength of this collaboration, the campaign has reached millions of people in the UK through social media content, PR, national print, outdoor and broadcast advertising.



Our fundraising

Let's change how we age

Age UK Lottery and Raffles

Age UK has one of the largest charity lotteries in the sector, it's a significant and reliable source of funding for Age UK, raising c£11 million per annum. We are the only charity lottery in the sector that runs two draws per week - one on Friday and one on Tuesday.

Our quarterly Superdraws and Raffles give players the chance to win the largest prize fund in the charity market, with a total prize pool of £75,000. We market the Lottery across a range of marketing channels and the team are always looking for new ways to promote the product as a win-win way to support Age UK.

Legacy Giving

Thanks to the generosity of our supporters, Legacies are the biggest single source of voluntary income for Age UK. Our marketing and management teams work closely together to ensure that we continue to receive gifts in wills, into the future.

Our marketing programme works across multiple channels and takes a bold approach to innovation and are always testing new ways to engage our supporters; prospective and existing. Our management team looks to operate at the forefront of the sector and provide the best experience for legal professionals and lay executors working with Age UK.

What's it like to work at Age UK?

What do you love about working here?



I enjoy working in Fundraising because I get to work closely with people who are passionate about their work. The team is really inspired by the difference Age UK makes to the lives of older people. This motivates everyone to continually try new ideas and improve our performance. Everybody brings such great experience and expertise to their roles. I love that I have the opportunity to work with people across all the different Fundraising Teams and support them to achieve their ambitious plans.

Katherine, Fundraising Planning and Performance

Why would you recommend working for Age UK?



Working for Age UK allows you to take great pride in the Charity and the wider organisation in all the vital work that Age UK does up and down the country. It allows you to be part of a team effort to improve the lives of older people, and gives a platform for older people to raise their concerns and worries and how Age UK can help to address these. Age UK provides a truly collaborative environment to work in, that really allows you to be making a contribution to creating a better society. No two days are ever the same!

Will, Lotteries and Raffle

Age UK is a great place to work because...

We are committed to supporting staff and creating an environment where all colleagues feel empowered and working to their potential. Our **My Time** programme enables our employees to take ownership and map out their personal development journey through six core programmes.

Age UK recognises that every person has different needs, preferences and abilities and we strive to reflect this diversity in everything we do. This includes being accessible to people from all sectors of the community, attracting and retaining a diverse workforce and making our services and products inclusive. By positively valuing these differences and harnessing different life experiences, attributes and contributions Age UK will be a better place to work'

We are driven by our values

Collaborative



Impactful



Ambitious



Inclusive



What's it like to work at Age UK?

Age UK
Let's change how we age

What we offer you

At Age UK, we're a team. And that means we look after each other. We offer a range of benefits to help you take care of your health, plan for retirement and maintain a great work-life balance.

Money and pension

- A competitive salary.
- A great pension where we contribute 8%.
- Generous life assurance up to 4 times your annual salary.
- Season ticket loans to help to cover the costs of your commute.
- Paid carers leave for those with caring responsibilities.
- The option to support your favourite charities through payroll giving.

Working culture

- Hybrid and flexible working.
- Fantastic training and development opportunities.
- A welcoming, supportive workplace where we recognise a job well done.
- Part of a team making a real difference to older people's lives.
- Employee Recognition Scheme.

Health and lifestyle

- Company sick pay.
- Bupa healthcare cash plan on optical treatments, dentistry plus much more.
- Help to get on your bike through our Cycle to Work scheme.
- Access to a brand new car with car leasing scheme Tusker.
- Great shopping discounts and rewards with BenefitHub.
- Discount on gym membership with HEKA.
- Techscheme - buy any tech from Currys PC World, up to £1000 and spread the cost over 12 months.
- Employee assistance programme offering both phone and face to face support.
- Staff discounts available on some Age Co products.
- Cushon – ISA savings

Time off work

- Over 5 weeks holiday a year.
- The opportunity to buy more holiday days if you need them through our Annual Leave Purchase Scheme.

How to apply

To apply for this role please use the apply button via the jobs page on our website. Submit your application and be sure to outline your interest and explain how you meet the criteria for the role.

All applications are managed by our Recruitment team. However, if you have any questions or would like an informal chat with the hiring manager we'd love to hear from you. Our Recruitment team can help to set this up, just drop them a line on recruitment@ageuk.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.



Fundraising



Direct Marketing Manager

age UK
Let's change how we age

Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

Based in the Loyalty Team, you'll be responsible for stewarding donors by delivering excellent supporter experiences on a mass level across a number of channels. Working with a range of stakeholders, you'll bring project management skills, data fluency and a strategic mindset to design journeys which deepen Age UK's relationships with our charity audiences, growing income across cash, regular giving and in memory support.

What you'll do for us

- Be responsible for briefing, developing and delivering campaigns, as well as managing their fundraising objectives and targets. This may include implementing new activity across previously unused channels.
- Use audience insight and fundraising best practice to inform the messaging and approach across loyalty campaigns, ensuring the needs of Age UK's supporters remain at the forefront of all external communications.
- Ensure that all campaigns are project managed to deliver quality, high performance communications in budget, with response handling processes in place.



"Working in the fundraising team allows me to see how our work positively supports our organisation and beneficiaries."

Muyiwa Adigun
STRATEGIC DIGITAL MARKETING MANAGER

Our values

Collaborative · Impactful · Ambitious · Inclusive

Direct Marketing Manager

Let's change how we age

- Manage the business plan and budget for your areas of responsibility, in order to meet objectives. Complete monthly and quarterly reforecasts and adapt plans where necessary, keeping relevant internal and external stakeholders informed.
- Conduct project and programme reviews for your areas of responsibility, evaluating activity against budgets and KPIs. Ensure trends or opportunities are identified, and any issues are resolved quickly.
- Regularly assess supporter stewardship and thanking processes, identifying areas of improvement, and work with internal teams to ensure an excellent supporter experience across channels and giving methods.
- Foster positive working relationships with cross-org stakeholders, advocating for the needs of your team. Use your initiative to find solutions, improve processes and drive your programme towards success.
- Manage relationships with external agencies and suppliers to ensure that your programme is running smoothly, including holding regular meetings to review results. Work with colleagues and the Legal team to ensure contracts are up to date, and monitor the quality of suppliers' work in line with relevant regulations.
- Line manage a Senior Direct Marketing Executive, following all relevant Age UK policies and procedures including training and development of staff. Conduct regular 121s and performance reviews against objectives, and oversee implementation of agreed activities to ensure compliance and best practice.
- Take a bold approach to innovation; continually test and learn in order to grow donor loyalty. Work collaboratively with other team members and departments to generate ideas and ensure opportunities for innovation are explored, eg by organising ideation sessions or preparing or feeding into business cases.
- Ensure all activity reflects Age UK's brand guidelines, aims and objectives, and that all communications follow Charity and data protection legislation and meet relevant Fundraising Regulator, DMA, TPS & Charity Commission guidelines.

Location

Hybrid: Remote (home) and office (1 America Square, London) one team day a week on Thursdays.

People management

Yes – line manager to Senior Direct Marketing Executive (x1)

Division

Fundraising - Individual Marketing

We're an Age-friendly Employer

enei

disability confident

ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Direct Marketing Manager

Must haves:

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Test = T, Presentation = P

Experience	
Proven experience within the direct marketing discipline, with a successful record of driving cash and regular giving income through online and offline marketing activities, such as direct mail, telemarketing and email campaigns.	**A, I**
Proven financial planning experience, including reforecasting and budget-setting, with a history of strategic decision making when building forecasts.	**A, I**
Extensive experience analysing and reporting on the performance of online and offline direct marketing campaigns, in order to maximise income.	**A, I**
Experience of using databases for reporting.	**A, I**

Skills and knowledge	
Clear communication and interpersonal skills, with the ability to work with people at all levels.	**I**
Ability to work on own initiative as well as part of a team.	**I**
Confident proactively finding solutions in complex situations, navigating different stakeholder needs and expectations.	**I**
Highly organised and ability to manage a range of competing priorities at the same time.	**I, T**
An understanding of membership or stewardship programmes and how to drive supporter loyalty.	**A, I**
Excellent project management skills.	**A, I, T**
Strong numerical and analytical skills.	**I, T**
Ability to critically assess concepts and copy based on fundraising best practice, in order to meet income targets.	**A, I, T**
Proficient in the use of MS Office applications, particularly Excel and Word.	**T**

Location

Hybrid: Remote (home) and office (1 America Square, London) one team day a week on Thursdays.

People management

Yes – line manager to Senior Direct Marketing Executive (x1)

Division

Fundraising - Individual Marketing

We're an Age-friendly Employer

enei

disability confident

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Direct Marketing Manager

Great to haves:

The below competencies will be assessed at the indicated stage of the recruitment process:
Application = A, Interview = I, Test = T, Presentation = P

Experience	
Experience of line management and performance management.	**A, I**
Knowledge of the function of a Fundraising division, and the role of Individual Giving within this.	**A, I**

Any other details:

- The role may involve occasional travel, including some overnight stays.
- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.
- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.
- Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

Location

Hybrid: Remote (home) and office (1 America Square, London) one team day a week on Thursdays.

People management

Yes – line manager to Senior Direct Marketing Executive (x1)

Division

Fundraising - Individual Marketing

We're an Age-friendly Employer

enei

disability confident

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Age UK is a charity registered in England and Wales
(charity number 1128267), our registered address is 7th Floor,
One America Square, 17 Crosswall, London EC3N 2LB.

Age UK
Let's change how we age