



## Welcome

I'm delighted that you're interested in finding out more about this role and about Prisoners Abroad. We're a truly unique charity and a genuinely rewarding place to work. We nurture creativity and embrace ideas with the freedom and support to build success in a collaborative and inclusive environment.

Prisoners Abroad is a small but powerful organisation supporting people through some of the most isolating and traumatic experiences imaginable. Whether it's someone surviving a prison sentence overseas, returning to the UK with nothing, or a family facing the distress of having a family member imprisoned abroad, your work here will have a direct and lasting impact.

Last year, we launched a new five-year strategy that sets out a clear vision for how we will sustain and strengthen our support, respond to growing need, and advocate for people whose voices are too often unheard.

Within the fundraising and communications team, there's a shared energy about delivering this strategy. With well-established income streams, a strong case for support and a busy programme of donor and supporter communications, this role offers the chance to lead across fundraising and communications at an important and energising moment for the charity.

We're looking for a Fundraising & Communications Manager on a 12-month maternity cover contract to provide leadership to a talented team and help drive income from individual giving, major donors and legacies, while also overseeing supporter communications that inspire people to engage with and support our work. It's a varied and rewarding opportunity for someone who enjoys both strategic oversight and hands-on delivery.

This recruitment pack brings together more information about the charity, our work and this role.

We hope you'll consider joining us.

Warmest wishes,



Zeta MacDonald  
Deputy Chief Executive

## About Prisoners Abroad

Prisoners Abroad is a unique UK-based human rights and welfare charity providing advice and support to people affected by overseas imprisonment. We help British people during their incarceration, when they return to the UK and need support to resettle and reintegrate, and we also support their family and friends throughout the trauma.

It doesn't matter to us the reasons people find themselves in need of our support– and we never judge. Our range of support makes sure they survive, mentally and physically, so that they can face the future with hope.

## Our support and history

Prisoners Abroad is now in its 48th year, and with the launch of our new strategy, this is a particularly important time to join the organisation. We work with some 1,400 people in prison, 1,750 family members and 300 returnees each year. The services we provide range from grants for food and vital supplies to newspapers, magazines and books to help reduce isolation. Our resettlement support enables returnees to rebuild their lives and desist from crime after release and return to the UK.

Our excellence has been recognised over the years by being chosen as a winner of the 2010 Guardian Awards Public Service Awards; by the award of the prestigious Longford Prize; by a Metropolitan Police Commendation; shortlisted for the first Una Padel award by the Centre for Criminal Justice Studies; receiving second prize in the London Homelessness Awards and winning a highly commended award in the 2024 Robin Corbett Award for Prisoner Reintegration.

## Our vision

Our vision is of a world where the health, welfare and human rights of British people in prison abroad are protected so that they and their families survive with dignity, face the future with hope and build a positive life on return to the UK.

## Our people

Like every charity, Prisoners Abroad has a board of trustees (a group of unpaid voluntary non-executive directors). Trustees are responsible for overseeing the work of the charity, ensuring it is financially stable, well-run and fulfilling its charitable obligations. Our trustee board comprises of up to fifteen people from a variety of backgrounds who provide their advice and expertise to guide the staff team in managing the organisation and delivering effective services. The details of our current trustees can be found [on our website](#).

The day-to-day running is delegated to our chief executive and leadership team made up of our chief executive and heads of department, and our staff team which is made up of 26

people in total. The staff team is high performing, stable, committed to the work and dedicated to delivering the best possible support.

### **The benefits of working at Prisoners Abroad**

The opportunity to work for an organisation that is making a positive difference to the lives of vulnerable people worldwide, a friendly and supportive culture, and working with values-driven and highly engaged colleagues are just some of the reasons we think Prisoners Abroad is a great place to work.

Our open plan offices are located a 2-minute walk from Finsbury Park tube station. In addition, we offer the following benefits:

- Competitive salary, with a generous pay policy involving annual increases within salary band and in line with the NJC scales
- 35-hour working week with flexible working possible
- 30 days' annual leave plus bank holidays and an additional day of annual leave on your birthday
- Strong commitment to staff development and training
- Generous pension scheme (6.5% employer contribution)
- Range of enhanced family leave such as up to 5 days paid dependency leave a year
- Free-to-access Employee Assistance Programme supporting mental health and wellbeing in the workplace
- Cycle to Work scheme
- Reimbursement of eye tests up to £25 a year
- Team away days and social events
- A range of teas, ground coffee and milks.

### **What people say about us**

This is what people say they like about working at Prisoners Abroad:

- *“Prisoners Abroad is a brilliant place to work; the work is challenging, stimulating and rewarding. Everyone is here for the same reason – we all care deeply about the cause.”*
- *“The work is varied and interesting, and it is lovely to be a part of both the team and the wider organisation, as we all get along and work well together.”*
- *“I have never worked with such a passionate, caring set of colleagues – every day it is simply a joy to do this job and to know we are making a difference.”*

## **JOB DESCRIPTION**

<b>Job title:</b>	Fundraising and Communications Manager
<b>Reporting to:</b>	Deputy Chief Executive
<b>Line management of:</b>	Fundraising & Communications Officer, Philanthropy Officer, Fundraising Assistant
<b>Salary:</b>	£50,551 (Band 7.5, scale point 42)
<b>Hours:</b>	35 hours p/wk
<b>Contract:</b>	Fixed term - 12 month (maternity cover)
<b>Level of criminal record check:</b>	None – self-disclosure at the job offer stage
<b>Location:</b>	Office-based, London N4 (with the flexibility to work from home for part of the week)

**Prisoners Abroad is a UK-based charity that protects, supports and advocates for the health, welfare and human rights of British citizens in prison overseas and on return to the UK.**

### **1. JOB PURPOSE**

- Accountable for delivering income targets across individual giving, major donors and legacies, and for leading a high-performing individual giving and communications team.
- Oversee our engaging communications programme to inspire new and existing donors.
- Provide clear leadership and line management for the individual giving and communications team, setting priorities and objectives, supporting development, and ensuring high-quality delivery.

### **2. KEY AREAS OF RESPONSIBILITY**

#### **Individual Giving (20%)**

- Oversee and be involved in the creation of engaging content for supporters.
- Deliver a tailored annual programme of dynamic approaches and activities and manage a calendar of supporter communications.
- Lead on the development of supporter journeys across individual giving fundraising activity and channels – in both print and digital.
- Working with the Fundraising and Communications Officer, maintain the acquisition and retention programme to inform and convert individual donors, inspiring them to act and respond to campaigns and appeals.

#### **Major Donor and events (45%)**

- Lead and drive the development and growth of our major donor programme building on existing relationships with supporters and identifying new prospects.
- Working with the Philanthropy Officer, deliver inspired stewardship and donor care to existing high value, major donors and prospects through a programme of creative approaches and activities.

- Managing our portfolio of major donors and prospects through insight, research, cultivation and stewardship and assigning account handlers amongst the team.
- With support from the Deputy Chief Executive, manage two donor events with communications that inspires our audiences.
- Refine our cases for support so that messaging is tailored to meet donors' personal interests, describing donor impact to inspire long term and multi-year gifts and communicating Prisoners Abroad's vision, plans and the impact their support has had.
- Set the approach to prospecting and pipeline development; coach and support the Philanthropy Officer to make these approaches in line with their cultivation portfolio.
- Liaising with the trust and statutory team to share ideas, content and prospects.

### **Communications and publications (15%)**

- Produce a compelling Trustee Annual Report and Annual Review for 2026-27.
- Own and maintain the supporter communications content calendar across fundraising and communications activity, coordinating inputs from colleagues, scheduling key moments (appeals, updates and stewardship), and ensuring deadlines are met.
- Plan and oversee digital supporter communications with the Fundraising and Communications Officer, using audience segmentation and clear calls to action to drive engagement, donations and retention; monitor performance (e.g., open/click-through rates) and use learning to improve future activity.
- Collect and develop stories from people with lived experience to strengthen fundraising and communications content across channels.
- Act as a guardian of Prisoners Abroad's brand and tone of voice across fundraising and supporter-facing materials, ensuring accuracy, accessibility and consistency across print and digital channels (and coordinating approvals where required).

### **Line management, reporting and finance (20%)**

- Line manage and support the progress and activity of the Philanthropy Officer, Fundraising & Communications Officer and the Fundraising Assistant to achieve individual and team objectives through regular supervision. Ensure the smooth running of a busy, productive and successful team.
- Manage the individual giving income target and expenditure budgets, and provide the Deputy Chief Executive with quarterly reports on activities and performance against budget/ KPI's.

### **3. GENERAL/ ORGANISATIONAL DUTIES**

#### **Work collaboratively across the Fundraising & Communications team and Prisoners Abroad's departments to:**

- Contribute to the development and implementation of the fundraising strategy.
- Integrate approaches with fellow team members and share knowledge to achieve team targets and organisational objectives.
- Liaise with internal staff to compile project information and performance for reports.

#### **All staff are expected to:**

- Maintain appropriate confidentiality at all times and ensure information is handled in line with UK GDPR and the Data Protection Act 2018.

- Carry out all duties with full regard to Prisoners Abroad's Equality & Diversity Policy.
- Take reasonable steps to ensure health and safety at work at all times.
- Undertake any other duties as reasonably requested relevant to the role and to my skills and abilities.

#### 4. PERSON SPECIFICATION

<b>Knowledge &amp; experience</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
A professional background in charity fundraising, with at least five years' experience and a track record of delivering income from individuals and major donors.	✓	
Proven experience of leading or significantly contributing to an individual giving and major donor programme to secure financial support.	✓	
Strong track record of effective stewardship of donors, funders and prospects.	✓	
Experience developing supporter journeys and delivering multi-channel fundraising communications (print and digital), including planning a communications/content calendar.	✓	
Excellent written communication skills, with the ability to produce creative, compelling fundraising copy and edit content to a consistent brand and tone of voice to a high standard and with excellent attention to detail.	✓	
Experience of planning and delivering engaging stewardship and fundraising events.		✓
Strong numeracy and analytical skills, including monitoring and reporting on performance against budgets and KPIs and using insights to improve future activity.	✓	
Experience of using Beacon (or other CRM) to manage pipelines and other direct marketing related uses.		✓

<b>Abilities, skills and qualities</b>		
Outstanding relationship management and communication skills, with experience stewarding and engaging donors and building positive rapport with a wide range of stakeholders.	✓	
Excellent people and team management skills, including setting objectives, coaching and supporting staff to deliver high-quality work and fundraising results.	✓	
Organised and self-motivated with the ability to prioritise workload, manage time and meet deadlines	✓	

Collaborative team player who works effectively across teams, shares knowledge openly, and contributes to a positive, inclusive team culture.	✓	
A proactive and flexible approach with the ability to work independently and act on initiative where appropriate	✓	
Lived experience of the criminal justice systems and/or overseas imprisonment.		✓
Committed to and demonstrates Prisoners Abroad's values: empathetic, respectful and non-judgemental; able to handle sensitive stories and data with care.	✓	

### Equity, diversity and inclusion

Prisoners Abroad is committed to equity, diversity and inclusion (EDI), supporting a fairer society through our work. The people we support are diverse individuals, and so are we.

We understand EDI through the lens and context in which Prisoners Abroad is operating. As a charity that supports people in and affected by criminal justice systems around the world, it is important to recognise that the system itself disproportionately impacts people from the global majority, given the overrepresentation of the global majority in London, UK prisons and in criminal justice systems worldwide. Global majority is a collective term that refers to people who are Black, Asian, Brown, dual-heritage, indigenous to the global south, and who have been racialised as 'ethnic minorities'. Globally, these groups currently represent approximately eighty per cent (80%) of the world's population.

For Prisoners Abroad, that means we have a particular focus on increasing the proportion of our people that are from the global majority, as well as those who have lived experience of the criminal justice system and overseas imprisonment.

When we advertise roles at the charity, we ask applicants to complete an equalities and diversity monitoring form. The form is anonymous and does not request a name. We use this data to conduct an annual analysis of people who have applied for roles at the charity.

### Lived experience of the criminal justice system / Applicants with a criminal record

We believe it is important to ensure that we are reflective of the people that we serve. As well as protected characteristics such as gender, ethnicity, disability, age and sexual orientation, we consider lived experience of the criminal justice system and overseas imprisonment as part of our approach and commitment to EDI, and given we support people with lived experience of the criminal justice system, we believe this should be reflected in our workforce too.

We welcome applications from people with lived experience of the criminal justice system. In line with the [Ban the Box campaign](#), we do not require applicants to disclose their criminal record at the application stage. For most roles, we will ask about unspent convictions, although some roles will require a higher level of disclosure and an enhanced criminal record check. The job description will explain what information will be required.

To ensure we encourage applications from people with lived experience and shortlist applications purely on merit, we will only ask for criminal record information at the job offer stage, after which we will consider the relevance to the job role and make an assessment that includes considering any adjustments that can be made.

### How to apply

We hope you are interested in joining Prisoners Abroad.

To apply for this position, please read the role description and person specification carefully, [complete this online application form](#) and press 'submit'. You will be shown a screen that confirms we have received your application, and on that page, you will have the opportunity to save a copy of your application (by clicking "Save my response").

#### **MS Forms does NOT send an email confirming your submission.**

We would be very grateful if you could also complete our [online equalities and diversity monitoring form](#). This is intended to be anonymous, and it does not request your name. The data will not be made available to the people who make the decision on who to appoint.

The deadline for applications is **Thursday 25<sup>th</sup> June at 10am**, however we will be reviewing applications as we receive them, so please apply when you are ready and you may be contacted about your application before the closing date. To ensure inclusivity, all applications received up to the closing date will be considered equally. Interviews are scheduled for **w/c 29<sup>th</sup> June**.

If you have any questions about the application or recruitment process, or require adjustments to support you during the application process, please email [jobs@prisonersabroad.org.uk](mailto:jobs@prisonersabroad.org.uk)

Thank you for your interest in working for Prisoners Abroad.

We kindly request no contact from agencies, and we do not offer conversations to explore the role during the recruitment process to ensure equity to all those who apply.

Applicants must have the right to work in the UK. Prisoners Abroad cannot support visa applications.