



# Fundraising Executive

September 2026

Sported  
Job Information Pack



# Note from our CEO

Thank you for expressing an interest in this important and exciting role.

It has never been a harder time to be a young person growing up in the UK. One in four children live in poverty. Recorded knife crime has more than doubled in the past five years. 80% of young people note their mental health has worsened in recent months and youth unemployment is at an all-time high. Equally, grassroots sport remains underfunded and undervalued – and local clubs and communities lack the resources and expertise they need to make the difference.

These organisations operate, not to create the next sporting superstar but to remove barriers from young people's lives to allow them to thrive against the odds. Sported sits at the heart of the UK's largest network of community sports groups and we exist to provide our groups with the resources and funding needed to ensure that everyone, and every community, has equal access to the life-changing benefits of sport.

If successful, you'll join a remarkable Sported team of around 53 people with backgrounds and specialisms ranging from social/youth work and business development to sport development and econometrics. The delivery team are local to their members and reside across the UK, with a central office in London.

Even more capacity is provided by our skilled, knowledgeable and passionate volunteers, who now number more than 200, and who work with the leaders of our member groups. Our purpose, in supporting them, is to create sustainable grassroots sports clubs, deliver high impact programmes, distribute funding and be a trusted source of Research and Advocacy.

For more information about Sported, our services, and our impact, please visit [www.sported.org.uk](http://www.sported.org.uk)

Whether or not you apply for this role, and whether you are successful or not, I'm grateful to you for considering bringing your skills and energy to Sported and the amazing organisations we help.

Yours faithfully,

**Nathan Persaud**  
Sported Interim CEO



# Strategic Framework

**We unleash the power of grassroots sport  
to transform lives and strengthen communities**

## Our mission

To ensure every community has access to the life-changing benefits of sport, we deliver vital support to the local heroes who make it all possible.

## Our goals

- To ensure **opportunities for everyone**
- To improve **health & wellbeing**
- To empower **communities**



# Sported staff benefits

In-house virtual  
training sessions  
where staff learn  
from each other on  
a variety of  
subjects related to  
our work

**At Sported, the wellbeing  
of our staff is  
paramount. We are  
proud to offer benefits to  
promote a happy and  
healthy team**

**Flexible working arrangements**, including working from home and flexibility around caring responsibilities

**A confidential counselling service** is available to all employees free of charge

**Annual leave entitlement of 25 days**, in addition to public holidays (pro-rata for part-time colleagues)

Access to a **Pension Scheme** to give you peace of mind

A Sported '**Culture Club**' made up of six members of staff, who come together to discuss Sported staff culture, issues and promote innovation

**Cycle to Work Scheme** available to support our commitment to promoting healthy living

**Volunteer Days** – two additional days of paid leave each year to volunteer for another charity or indeed our Sported members

**Study Leave** – Up to five days paid study leave (for any self-funded education/training)

**Wellbeing Days** – Up to two days paid wellbeing days each year.

**Personal growth is a  
key component to the  
success of our  
organisation. At  
Sported we invest in  
learning and  
development  
opportunities.**



# Our Values

Act with  
**integrity**

We **lead** by example

We are honest, open and **trustworthy**

We are **diligent** and committed

We are **accountable** and learn from our mistakes

Champion  
**inclusion**

We are positive, **supportive**, and approachable

We **actively** work to create an inclusive culture

We demonstrate respect and **equality** for all

We seek and value **lived experience**

**Transform**  
together

We are **strongest** when we unite as a team

We are led by the **needs** of our young people and our network

We connect and **collaborate** across communities

Drive  
**change**

We act **creatively** to enable solutions

We challenge ourselves and others to **improve** and innovate

We deliver significant impact through **actions** large and small

# Role Overview and Responsibilities

# Role Overview

**We are looking to recruit...**

|                   |                                                      |
|-------------------|------------------------------------------------------|
| • Job title:      | Fundraising Executive                                |
| • Reporting into: | Senior Fundraising and Marketing Manager             |
| • Hours:          | 37.5 hours per week (Full-time)                      |
| • Contract:       | Monday – Friday                                      |
| • Salary:         | £31,000 – £34,000 (dependent on experience)          |
| • Location:       | Working from Home with travel to meet business needs |
| • Annual Leave:   | 25 Days in addition to statutory bank holidays       |

A proactive, commercially minded fundraiser responsible for identifying and developing new income opportunities for Sported.

The role will focus on generating new corporate and sponsorship prospects, responding to reactive opportunities, and managing selected fundraising activity including London Marathon places, sponsorship opportunities and supporter stewardship.

## **Key objectives and priorities:**

- Research and drive new income opportunities for the charity
- Be alive to reactive opportunities and act with pace when they occur
- Play a key role in ensuring the charity has a healthy pipeline with suitable prospects.
- Support a culture of fundraising across the charity

# Role and Responsibilities

Proactively research, identify and approach new corporate, Philanthropic and sponsorship opportunities.

Build and manage a strong pipeline of prospective supporters and partners.

Respond to reactive fundraising opportunities and help convert them into income.

Lead on Sported's London Marathon charity places, including recruitment, fundraising support and stewardship.

Identify and develop sponsorship opportunities across Sported's events, campaigns and activities.

Support the wider fundraising team with proposals, pitches, relationship management and income generation.

Bring new ideas, leads and opportunities to the team and take ownership of turning them into action.





# Person Specification

# Skills and Experience Required

## Essential Experience

- Experience in fundraising or sales environments, with proven results of new business and income generation.
- Confident communicator, with great people skills – able to engage effectively with stakeholders across every level.
- Project management and analytical skills.
- Working knowledge of Microsoft 365 and experience of database management.

## Desirable Experience

- Experience of working within the non-profit or fundraising sector.
- Experience of working on corporate partnerships (or equivalent).
- Confident working independently, while being part of a dispersed team.
- Experience of remote working.

## Personal Qualities

- Ambitious and commercially driven with an eye for opportunities and partnerships
- Proactive, self-starting and comfortable creating their own opportunities.
- Commercially minded, with an eye for opportunities and partnerships.
- Organised and able to manage multiple priorities and a developing pipeline.
- Resilient and comfortable with outreach, rejection and persistence.
- Interested in sport, charities and the potential of grassroots sport to change lives.
- Acts with integrity, supports others and not afraid to put ideas forward.

**We actively encourage applicants from diverse backgrounds especially from ethnically diverse, LGBTQ+ and disabled communities as well as those with lived experiences of tackling inequalities, as we believe diverse voices are instrumental in creating transformational change.**

Recruitment timeline:

Closing date for applications internally: 23rd September 2026

External release: 24th September 2026

Closing date for applications externally: 8th October 2026

Notify successful applicants by: 13th October 2026

Interviews: W/C 26th October 2026

Role commences: **ASAP**

\*We reserve the right to close this advertisement early should we receive a high volume of suitable applications\*

You are required to upload your CV and supporting statement providing clear examples of how you meet the person specification, ideally including a work portfolio.

If you have any questions  
about the role, please  
contact Rhi Rowson:  
[recruitment@sported.org.uk](mailto:recruitment@sported.org.uk)