Recruitment pack



Product Fundraising Manager

Permanent

Closing date: 16th November at 23:59

What you need to know about the role

Job title: Product Fundraising Manager

Reports to: Head of Public Fundraising

Location: We currently offer a hybrid-working model. This means you may usually work from your home or remote location but are expected to attend meetings and pay for your own travel to the office in London Bridge when required.

Hours: Full-time 35 hours per week, Monday to Friday. The charity has a core hours policy with core hours of 10am – 4pm and flexibility around remaining hours.

Salary: £36,000 - £38,000 (depending on experience)

Show The Salary

About Target Ovarian Cancer

At Target Ovarian Cancer, we target what's important to stop ovarian cancer devastating lives.

We give trusted information, to help people ask questions and make decisions that are right for them. We connect people with shared experiences, and we support families every step of the way.

We stand together as a powerful community for everyone facing ovarian cancer across the UK, sharing stories and raising voices, to make sure that ovarian cancer becomes a health priority.

We know that early diagnosis saves lives, so we work closely with GPs who are at the heart of this, to help them diagnose ovarian cancer faster and earlier – giving everyone the best chance of living.

And our investment in research to find new, better and more targeted treatments means that everyone can live with hope for their future.

We're fighting for a world where everyone with ovarian cancer lives, and we're targeting what's important - symptoms awareness, early diagnosis, better treatments and support for all.

Our values

Learn about the values we expect from ourselves and each other, at every level of the organisation, every day.

> My favourite thing about working at Target Ovarian Cancer is definitely the people – it's an absolute pleasure to be part of such a passionate and dedicated team who are super friendly and fun to work with!"
>
> **– Helen, Head of Public Fundraising**



Supportive

Working together to be there for women with ovarian cancer and their families.



Expert

Bringing together the knowledge, skills and experience to succeed.



Pioneering

Constantly pushing boundaries, innovating and working to be the very best we can be.



Empowering

Helping people to achieve their goals.



Passionate

Women with ovarian cancer are at the heart of everything we do.



Impactful

Delivering the changes that women with ovarian cancer and their families need.

Specific responsibilities

About this role

This is an exciting new role in our small but mighty Public Fundraising team. The Product Fundraising Manager will grow our portfolio of fundraising products and campaigns, while shaping what comes next.

You'll design and deliver integrated campaigns and supporter journeys across email, direct mail, phone, SMS and social media, helping to increase income, strengthen loyalty and improve retention. Working closely with the Head of Public Fundraising, you'll develop a product and campaign strategy that supports our wider growth and retention plans.

You'll manage budgets and performance reporting, use data and supporter insight to improve results, and oversee our online giving platforms. You'll also collaborate with colleagues and external agencies on strategy, audiences, content and marketing delivery, while contributing to a supportive, feedback-led and insight-driven culture.

As well as having all the necessary experience to meet the person spec of the role, we're looking for someone curious, innovative and supporter-centric. As we launch a new fundraising strategy, we're moving from a traditional income-stream-led approach to one that puts audiences at the heart of our work. We don't have all the answers, so we need someone ready to test new ideas, learn from failure and help shape what comes next. If that sounds like you, we'd love you to join our team.

1st Interviews will be held online on Friday 20th November

2nd interviews will be in person at our office in London Bridge on Wednesday 25th November

Specific responsibilities

Strategy and Delivery

- Create and deliver a fundraising plan that uses products and campaigns to grow income, lifetime value and retention.
- Own the fundraising product portfolio, including Regular Giving, Lottery, Christmas Cards, virtual fundraising, awareness campaigns, always-on products such as DIY fundraising, and future products.
- Work closely with relevant stakeholders to project manage, and deliver, integrated fundraising campaigns and appeals.
- Consult and support on other income streams within the Public Fundraising team where products and fundraising campaigns form part of delivery.
- Support the development of the detailed Public Fundraising operational plans, ensuring product-led and campaign activity is delivered on time, on budget and to a high standard.
- Prepare full briefs on fundraising campaigns and products for internal and external stakeholders.

Supporter Journeys and Experience

- Design, deliver, evaluate and optimise supporter experience and journeys for all Public Fundraising products and campaigns
- Lead on the design and delivery of the IG, Legacy and Community mass email journeys, working with key stakeholders to maximise their potential.
- Support the Public Fundraising Officer and Events team to deliver supporter journeys on platforms where this role is the product owner (e.g. SocialSync, Committed Giving etc)
- Brief any reactive stewardship requirements to the Public Fundraising team, ensuring they have the information needed to respond to enquiries.
- Identify opportunities to optimise or create fundraising resources linked to products or campaigns, and brief requirements to relevant stakeholders.

Budget, Reporting and Evaluation

- Set and manage income and expenditure budgets and provide regular performance updates to Head of Public Fundraising and other key stakeholders.
- Design, monitor and report on KPIs and targets for products and campaigns, completing timely post-campaign evaluations and sharing and applying learning to improve future activity.
- Use performance data and supporter insight to inform decisions and provide regular updates across relevant platforms.

Specific responsibilities

Platforms, Suppliers and Marketing Collaboration

- Product ownership of all online giving platforms (e.g. JustGiving, Committed Giving, Funraisin, merchandise shop), ensuring they are optimised and fit for purpose, and recommending new or different platforms where relevant.
- Own and manage relationships with external suppliers, agencies and consultants on products and campaigns.
- Work with the Marketing and Communications team to design and deliver acquisition and growth plans for products and campaigns across paid social and other relevant channels.
- Brief product and campaign marketing delivery (e.g. website, social, paid social) into the Marketing and Communications team
- Work with the Data team to ensure all products and associated data are imported and aligned to the relevant databases.

Innovation, Improvement and Sector Awareness

- Keep the product and campaign portfolio under regular review, identifying opportunities to improve performance, supporter experience and income generation.
- Guided by data and insight, innovate and develop new products and campaigns.
- Stay on top of key sector trends and changes, proactively identifying risks and challenges, flagging issues and developing solutions to mitigate them.

Contributing to our culture

In addition, all colleagues are expected to:

- Role model our culture by creating a welcoming and inclusive environment for all colleagues, working collaboratively and taking accountability.
- Proactively raise misalignment to the strategy or inefficiency.
- Highlight opportunities to capture high-quality data for insight and suggest ways to achieve this.
- Apply and role model the charity's approach to open, regular, well delivered feedback.
- Flag risks and follow processes to manage risk.
- Undertake any other responsibilities as required

Due to nature of the role, you will sometimes be asked to work outside of office hours and there may be occasional travel across the UK. This will be recompensed with time off in lieu (TOIL)

Person specification

The best person for this role will have experience of:	Essential	Desirable
Ownership of a product, campaign or income-generating portfolio	X	
Delivering campaigns across one of more channels (i.e. email, direct mail, phone and social)	X	
Setting and managing KPIs and income and expenditure budgets, including regular reporting against performance and risk management	X	
Using performance data and supporter insight to inform decisions, optimise activity and evaluate activity	X	
Working with online giving or e-commerce platforms (e.g. JustGiving, donation/committed-giving tools, online shops)		X
Supporter experience design and implementation for IG & Legacy audiences		X
Leading multi-channel integrated campaigns, from planning through to execution and evaluation including stakeholder management		X
The best person for this role will have the skills to:	**Essential**	**Desirable**
Plan, prioritise and deliver multiple products or campaigns at once, to time, budget and a high standard	X	
Communicate clearly and influence stakeholders across teams, including where there's no direct authority	X	
Spot sector trends, risks and opportunities early, and translate them into action	X	
The best person for this role will be (behaviours):	**Essential**	**Desirable**
Collaborative, with a flexible approach to supporting across the department	X	
Open to feedback and driven to deliver high quality work	X	
Curious, externally facing and driven to implement learning from elsewhere	X	
Supporter-centred, keeping the fundraiser/donor experience front of mind in every decision	X	
Genuinely motivated by Target Ovarian Cancer's cause and mission.		X
The best person for this role will be qualified in:	**Essential**	**Desirable**
No specific qualifications required	N/A	N/A

Benefits

Holidays

Staff start with 25 days' annual leave entitlement, rising to 27 days after one year's service and 30 days after two years' service and also receive statutory public holidays. This is pro- rated for part time staff.

Employee assistance programme

All members of staff, their partners and any dependants between the ages of 16 & 24 in full time education, have access to a free and anonymous service providing information, expert advice and specialist counselling to deal with a wide range of issues staff may encounter in their personal or work lives.

Health Service Discounts

All Target Ovarian Cancer staff are eligible to sign up to the NHS Health Service Discounts website as healthcare-related charity staff and receive discounts on shopping, insurance, mobiles, and more!

Volunteering

All staff are encouraged to volunteer at Target Ovarian Cancer events at least twice a year. Time off in lieu is given for these volunteering times when staff volunteer out of working hours.

Pension

5 per cent employer contribution.

Meet the team

"I was made to feel so welcome by everyone at Target Ovarian Cancer from my very first day, and that support has definitely continued. The hybrid working model works well, but there are still plenty of great opportunities for us all to meet in person. Everyone has a really strong understanding and passion for our work and what we're here to achieve, and it's fantastic to be a part of that."

- Sinead, Events Fundraising Manager

Benefits

Interest-free season ticket loan
Allowing staff to spread the cost of annual public travel to and from the office over a set period of time.

Childcare vouchers
Available to those already on the childcare voucher scheme.

Buddy system
All new starters are allocated a buddy to help welcome them into the charity and support them in settling in.

Hybrid working
Our hybrid working policy means staff may usually work from their home or remote location, and are expected to attend meetings and pay for their own travel to the office in Angel, London when required.

Social committee
Target Ovarian Cancer's social committee organises fun social events creating a sense of togetherness and wellbeing among our valued staff.

Flexible working
Our standard full-time working week is 35 hours. We make every effort to support flexible working requests where possible (we respect people's different working preferences and the need for a healthy work-life balance).

Equal opportunities

Target Ovarian Cancer is committed to the promotion of equal opportunity and does not discriminate against employees for job applications on the basis of race, sexual orientation, religion, colour, sex, age, national origin, disability or any other status or condition protected by applicable law. This policy extends to but is not limited to recruitment, selection, remuneration, benefits, promotion, training, transfer and termination.

How to apply

Please download and read the recruitment pack, then click Apply to complete your application. You'll need to upload your CV and cover letter and answer the application questions for this role.

Please also complete this Equal opportunities monitoring form (CTRL+click to complete) Please submit your application by 23:59 on Monday 16th November 2026.

If you would like to receive a paper copy of the recruitment pack, please call 0207 923 5470 or email jobs@targetovariancancer.org.uk with the address you would like us to post it to.

We want to make our recruitment accessible to all, if there is a way we can support you in your application, please contact us at jobs@targetovariancancer.org.uk.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981).
Registered office: 10-18 Union Street, London, SE1 1SZ. Registered charity numbers 1125038 (England and Wales) and SC042920 (Scotland).

Find out more

targetovariancancer.org.uk/jobs

TargetOvarianCancer

@TargetOvarian

@TargetOvarian

@TargetOvarianCancer

Target Ovarian Cancer

