

Job Pack
Head of Income Generation & Engagement



Job Summary – Head of Income Generation & Engagement

About the role

We are recruiting a **Head of Income Generation & Engagement**, who will be an integral part of the Executive Team, working closely with colleagues to help shape the organisation's direction, contribute to key decisions, and drive income generation, marketing and engagement. You will be central to delivering our shared vision, values and mission, and will be fundamentally values-led in your approach.

The Head of Income Generation & Engagement is responsible for developing and delivering an ambitious, integrated strategy that maximises sustainable charitable income, strengthens Age UK Merton's brand and reputation, and deepens engagement across the communities we serve.

This a commercially focused role, developing and expanding our current paid-for services, ensuring service processes, staffing structures and client pathways are robust and underpin Age UK Merton's continued sustainability and good reputation. The role will be responsible for the startup of strategic fundraising activity across the borough, decreasing our reliance on our current income streams, and diversifying our avenues of income to support long-term service development & growth.

About you

We are looking for a compassionate, yet dynamic leader, with the credibility and gravitas to quickly gain the trust and respect of peers and colleagues, and who will be able to connect, inspire and motivate staff, volunteers, partners and the wider community.

You will come to the table with a deep expertise in strategic income generation, engagement and communications. You will have a strong commercial acumen, with a demonstrable track record and proven ability to develop and shape strategy and implement transformational change that drives sustainable growth in both income and audience engagement.

We are looking for someone innovative and ambitious, professional and personable; you will be an outstanding communicator, with the ability to engage and influence a wide range of stakeholders.

You will be empathetic and passionate about the Age UK Merton mission, with the dynamism to inspire and unite diverse, multidisciplinary teams around clear, shared business objectives.

Job Description

We are an equal opportunities employer, aspiring to reflect the communities that we serve, and we welcome applications from people of all backgrounds and experiences. We value diversity and believe our differences enrich the services we provide to local older adults. They also help us as colleagues by encouraging us to challenge ourselves, learn, innovate, and adapt.

Job title: Head of Income Generation & Engagement

Salary: £50k to £60k (dependant on experience)

Hours: 37.5 hours per week (1.0 WTE)

Responsible to: CEO

Based at: Elmwood Centre, 277 London Road, Mitcham, CR4 3NT and hybrid working from home, frequent travel throughout the borough required

Contract: Permanent

Direct reports: Community Outreach Officer, Activity Centre Coordinator, At Home Manager

Key result areas:

Fundraising

- To set the strategic direction for income generation at Age UK Merton, developing and delivering a sustainable portfolio of future-focused fundraising that grows income and optimises the supporter journey over the long term.
- To lead the diversification of income, reducing reliance on any single partner or activity and building a resilient, balanced fundraising portfolio that represents a high return on investment and grows our supporter base. This will be via individuals, corporates, trusts & foundations, statutory bodies and the community; cultivating long-term, meaningful partnerships, enhancing Age UK Merton's reach, influence and income-generating potential.
- To strengthen and grow the legacy pipeline, overseeing effective stewardship and marketing, and oversee the external lottery, ensuring regulatory compliance and annual growth.
- To maintain an agile, insight-driven approach to stay ahead of sector trends and competitor activity.
- To develop sound business cases for investment in new income generation posts or activity.
- To build organisational resource capability and resilience to facilitate future growth.

Commercial Services

- To develop and expand our paid-for services, with a focus on outreach activity to widen reach and access to services, and to increase client numbers and those in underrepresented and underserved populations.

- To ensure our paid-for services represent a strong return on investment and to ensure the business model is regularly reviewed for cost efficiencies and potential for growth.
- To ensure service processes, staffing structures and client pathways are robust and underpin Age UK Merton's good reputation.
- Where appropriate, to seek out funding via grants, trusts and foundations to bolster paid-for service activity, overseeing bid development processes, ensuring quality, competitiveness, transparency and appropriate risk assessment.
- To continuously evaluate the potential for partnership working and collaboration to increase impact and improve performance.

Engagement

- To shape and deliver an engagement strategy that spans all Age UK Merton audiences, growing brand awareness and deepening engagement, understanding motivations and behaviours, and ensuring we focus our efforts where they can make the greatest difference.
- To identify underrepresentation and underserved groups within our borough, building relationships with communities and community leaders to create two-way dialogues to understand unmet need and inform future service development.
- To champion digital, data-led ways of working across engagement activity, working to strengthen our digital presence, and using insights to create relevant, compelling and personalised experiences across all channels.
- As custodian of the Age UK Merton brand, to ensure consistency, clarity and strength of messaging across the organisation.
- To lead the development and delivery of integrated marketing, communications and public relations strategies, ensuring a seamless omni-channel approach.
- To ensure that external communications are accurate, values-led, and reflective of organisational impact, maintaining confidence among funders, partners, and the wider public.

Communications & Marketing

- To lead the development and delivery of a communications strategy that maximises opportunities to increase Age UK Merton's profile locally and nationally.
- To oversee the development and delivery of our digital channels, in particular social media and the website.
- To oversee the editorial direction, design, production, distribution and quality of the organisation's publications.

Strategy and Partnerships

- To work as part of the Executive Team, shaping the organisational strategy, culture and cross departmental ways of working.
- To lead the development and delivery of seamless income generation and engagement strategies and annual operating plans aligned to organisational priorities.

- To set, manage and monitor budgets, ensuring clear targets, KPIs and accountability across teams.
- To provide high-quality analysis, reporting and insight to inform strategic decision-making, Board reporting and accountability to funders.
- To ensure robust management of restricted and contractual funding, setting financial controls, to comply with internal policies and regulatory requirements.
- To act as an ambassador and spokesperson for Age UK Merton, representing with professionalism, confidence and compassion.
- To build and maintain strategic partnerships, networks and relationships to strengthen visibility, influence and community engagement.

Governance, Compliance & Risk

- Ensure compliance with the Charity Commission, Fundraising Regulator, the Gambling Commission, advertising standards and GDPR/data-protection legislation.
- To contribute to strong risk-management frameworks, ensuring early identification, mitigation, and appropriate investigation of risks.
- Oversee policy development as applicable for the department.

People

- To grow and develop a high-performing team, and to make the case for further resource investment where appropriate, in order to recruit and develop a multi-disciplinary team covering income generation, marketing, communications and engagement, with a view to develop a culture of creativity and professionalism across the entire team.
- To ensure effective performance management, with regular 1:1s, appraisal, individual and team development and succession planning.
- To embed, review and optimise new team structures and systems to maximise efficiency, impact and income.
- To ensure volunteers are effectively integrated, supported and aligned to organisational priorities.

General

- To establish good working relationships with all relevant stakeholders and liaise as required
- To comply at all times with the policies and procedures of Age UK Merton.
- To ensure that Age UK Merton's Equal Opportunities policies, principles and practices are observed and implemented throughout service delivery.
- To carry out any other relevant tasks as required, to ensure the effective development of the organisation and the delivery of its services, this may include supporting weekend and out of hours events for time off in lieu.
- To attend staff meetings, 1:1s, and appraisal meetings.
- To be aware of own training needs and participate in training/education to improve performance considered relevant to the post and to achieve agreed targets.
- To act as a representative of the values, beliefs and principles of AUKM at all times.

- To undertake any other duties that are requested and commensurate with the grade and remit of the post.

Person specification

| | Job title: Head of Income Generation & Engagement | Criteria |
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| | Education and Training | |
| 1 | Educated to degree-level education or equivalent professional experience | Essential |
| 2 | Evidence of continuous professional development in fundraising, marketing, communications, commercial development, or related discipline | Essential |
| | Experience | |
| 3 | Significant experience in the field of income generation, marketing, communications & engagement | Essential |
| 4 | Significant experience of line management and development of a large team of staff | Essential |
| 5 | Proven track record of innovation and income growth in fundraising | Essential |
| 6 | At least 2 years' experience in a leadership role within a charity, or equivalent service setting | Essential |
| 7 | Experience of growing a diverse portfolio of commercial activity | Essential |
| 8 | Experience managing project budgets, including salaries, staffing costs, training and other project delivery costs | Essential |
| 9 | Experience leading people and services through change and transformation | Essential |
| 10 | Experience of the drafting, development, implementation and execution of strategy | Essential |
| 11 | Experience of developing and maintaining policies and procedures and monitoring compliance | Essential |
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| | Knowledge and skills | |
| 12 | Strong leadership skills and ability to motivate and develop staff in a transformation context | Essential |
| 13 | Excellent communication and relationship management skills, including ability to liaise effectively with people from a wide range of backgrounds, including staff, volunteers, clients and partners across the system | Essential |
| 14 | Highly organised with excellent attention to detail | Essential |
| 15 | High levels of emotional intelligence and empathy | Essential |
| 16 | Proven ability to navigate change and transformation | Desirable |
| 17 | Excellent communication skills with sound written and analytical skills as relevant to service development, funding applications and monitoring | Essential |
| 18 | Excellent financial management skills, with experience of building cases for investment, and managing complex budgets | Essential |
| 19 | Strong understanding of charity fundraising regulation and GDPR /data protection | Essential |
| 20 | Ability to work strategically towards a clear organisational and departmental vision | Essential |

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| 21 | Excellent IT skills, with an understanding of CRM systems, digital engagement and data-driven decision-making | Essential |
| 22 | Ability to work without direct supervision and demonstrate initiative | Essential |
| | Other requirements | |
| 23 | Ability to demonstrate personal/ professional empathy with, and commitment to Age UK Merton's mission, vision and values as they apply to the role/ work | Essential |
| 24 | To be committed to the principles of DEI | Essential |
| 25 | An enhanced DBS check will be required as part of this role | Essential |

How to apply

Send your **CV and a supporting statement** outlining your skills and experience in relation to the Job Description and Person Specification above to sarah@ageukmerton.org.uk. Please limit your CV and supporting statement to two pages each.

Please inform us by emailing sarah@ageukmerton.org.uk of any reasonable adjustments we can make to support you through our recruitment process.

Deadline for applications will be Friday 10th April 2026.

Interviews will take place w/c 20th April 2026.

If you have not heard from us within three weeks of submitting an application, you can assume that you have not been shortlisted.

General information about Age UK Merton

Age UK Merton is an independent charity operating within the national Age UK network to provide services for older adults in the London Borough of Merton. Our role is to ensure that older adults can easily access the support, services and care they need as they get older.

Our priorities

We are passionate about making a difference to the lives of older people in Merton. Our Strategic Plan outlines our three key priorities to improve health and wellbeing by:

1. Providing high quality advice and practical support
2. Building social connection
3. Creating opportunities for lifelong active ageing

Our vision

Supporting our community with opportunities to love later life

Our mission

To provide quality advice and services that meet the needs of older adults in Merton

Our values

We want to be known for:

Inclusivity – a safe, inclusive place to be for all clients, volunteers and staff

Collaboration – Working with partners across sectors to get the best outcomes for Merton's older adults

Integrity – Robust privacy and confidentiality procedures - trusted staff and volunteers

Kindness – A supportive, empathic place to work, volunteer or receive support

Quality – Providing accredited, person-centred services, respected throughout the borough

Check out our website here: <https://www.ageuk.org.uk/merton/>