

Candidate Information

# Content & Communications Manager



Constellate



SANDHURST  
TRUST

# A warm welcome



**Thank you so much for your interest in the role of Content & Communications Manager at the Sandhurst Trust – the charitable arm of the Royal Military Academy Sandhurst (RMAS). I am delighted that you are considering joining us at a pivotal moment for the organisation.**

When I speak with people about the Sandhurst community, what strikes me every time is the extraordinary warmth and loyalty that exists within it. More than 50,000 alumni around the world remain deeply connected to the Academy, to each other, and to a shared experience and sense of purpose.

I am excited about what lies ahead. The Trust is at the beginning of a significant period of growth, with a clear sense of ambition and an opportunity to deepen its reach, engagement, and impact. In less than a year, we have secured more than £30 million in philanthropic support, an extraordinary achievement, but it is only the beginning. The relationships we are building now, together with the culture and foundations we establish as a team, will help shape the future of the Trust, and in turn, scale the impact we will have on RMAS, for decades to come.

That is why the people we bring in at this stage matter so much. The team is ambitious, collaborative, and energised by the opportunity ahead, and the Content & Communications Manager will play an important part in that next phase of growth.

This is a new opportunity to join The Sandhurst Trust in a role at the heart of its growing fundraising programme. As Content & Communications Manager, you will shape the way the Trust connects with its global alumni community, makes the case for support, and tells the story of its impact to donors, partners, and prospects.

This is not a role focused on maintaining something already established. You will have an opportunity to help create and shape it, with scope to make a lasting contribution to an institution that holds deep significance for the community it serves.

I hope you will find the enclosed information useful, and I look forward to hearing from you.

Warm Regards,

**Nicola Koppelman**  
Chief Executive Officer  
The Sandhurst Trust

# About the Royal Military Academy Sandhurst



every major conflict since, adapting and evolving to meet the demands of each generation. New College was completed between 1901 and 1911, constructed from 3.5 million bricks and once home to the longest continuous corridor of any building in Europe. Women have trained at RMAS full-time since 1984, and today the Academy welcomes all officers (Regular, Reservist, and Professionally Qualified) through a 44-week commissioning course that remains amongst the most demanding and respected in the world.

Sandhurst's alumni are among the most remarkable in the world. The list extends far beyond famous generals: the Prince of Wales, Prince Harry, Duke of Sussex, Winston Churchill, David Niven, James Blunt, Tim Peake, Will Carling and countless heads of state, monarchs, ministers and diplomats share the common bond of having passed through Sandhurst's gates. It is a community defined by deep loyalty, shared experience and an enduring sense of belonging - shaped, as the Academy's doctrine has it, by the conviction that leadership is founded on character, earned through example, not bestowed by rank.

For further information, please visit [www.army.mod.uk/support-and-training/our-schools-and-colleges/rma-sandhurst](http://www.army.mod.uk/support-and-training/our-schools-and-colleges/rma-sandhurst)

Sandhurst is more than a military academy – it is a school of leadership that has, for over two centuries, prepared men and women to lead in war, in government, and in society. It is the United Kingdom's only officer training institution: unique, prestigious and elite, yet grounded in values of service, integrity and fellowship that transcend rank and nationality.

Our tradition began with Colonel John Le Marchant. Acutely aware of the disparity between his young officers and the French they were fighting, Le Marchant proposed a military academy for cavalry and infantry officers. Accepted by the War Office, the first group of Gentleman Cadets began training in 1802. The Sandhurst estate was chosen as the permanent site, with Old College constructed between 1801 and 1812. The first Sandhurst graduates were commissioned in time to take part in the Battle of Waterloo in 1815. Officer training has continued at Sandhurst through



# About The Sandhurst Trust

The Sandhurst Trust is the official charity and alumni community of the Royal Military Academy Sandhurst. Originally established in 2003 to promote leadership at the Academy, the Trust expanded its reach in 2014 to provide a comprehensive support network for Officer Cadets, serving and retired Army Officers.

As the only organisation linking all serving and former Army Officers, The Sandhurst Trust alumni community is built on a common bond of loyalty, trust and belonging. The Trust is independent of both RMAS and the Ministry of Defence, answering to its Trustees under charity law. The Board of Trustees includes the RMAS Commandant, currently Major General Nick Cowley OBE.

For further information, please visit <https://sandhursttrust.org>

## A moment of transformation

The Sandhurst Trust stands at an inflection point. For much of its history, the Trust has operated as a relatively modest membership organisation, valued by its members but reactive in its approach. It had never fully harnessed the extraordinary depth of loyalty and resource that exists within the Sandhurst alumni community.

That is now changing. In January 2026, the Trust appointed Nicola Koppelman as Chief Executive Officer, charged with leading a transformation from a small-scale operation into an ambitious, best-in-class philanthropic development programme. The results to date speak for themselves: in less than a year, and still in the quiet phase of what will become a major public campaign, the Trust has raised more than £30 million in philanthropic income.

Wealth screening has identified a significant number of prospects capable of giving at transformational levels. The potential of this community, when properly cultivated and asked, is extraordinary.

*This is a community of exceptional individuals - united by shared experience, driven by shared values, and ready to invest in the institution that shaped them. They have simply never been asked.*

The Trust's membership programme, while historically entirely reactive, already achieves a 12% participation rate without systematic engagement activity, a figure that speaks powerfully to the depth of affection alumni hold for Sandhurst, and to the scale of what becomes possible with dedicated, professional stewardship.

The Sandhurst alumni community is one of the most distinctive in the world. It spans more than 60 nations, encompasses serving officers and retired generals, heads of state and business leaders, and is united by bonds forged during some of the most formative times of their lives. It is a community that alumni return to with pride throughout their careers and beyond.

Yet until now, this community has been largely untapped as a source of philanthropic investment. No systematic major donor programme has existed. Wealth screening has only recently revealed the true scale of capacity within the alumni base. And the eagerness of alumni to give back when properly asked has been demonstrated beyond doubt by early results.

Communities of particular depth and enthusiasm exist across three key geographies: the Gulf states, the United States and the United Kingdom. These represent alumni cohorts whose members are not only financially capable but deeply motivated, connected by the Sandhurst bond and eager to see the Academy thrive in a world where its mission has never felt more urgent.

Against the backdrop of a rapidly changing geopolitical landscape with global instability, complex threats and rapid technological disruption reshaping the security environment, the values that Sandhurst represents have never been more relevant.

# The Opportunity



This is a new opportunity to join The Sandhurst Trust in a role at the heart of its growing fundraising programme. As Content & Communications Manager, you will shape the way the Trust connects with its global alumni community, makes the case for support, and tells the story of its impact to donors, partners, and prospects.

The Sandhurst Trust is at an exciting point in its journey. Under the leadership of CEO Nicola Koppelman, the organisation has already raised more than £30 million in the quiet phase of a significant forthcoming campaign. The Trust is now ready to invest in the quality and ambition of its communications, and this role has been created to help lead that work.

The Trust's alumni community is one of its greatest assets: a global network of more than 50,000 individuals united by their time at Sandhurst and bound by a loyalty that endures long after graduation. These are people who care deeply about the institution and what it stands for. This role is an opportunity to deepen those connections, and to channel that loyalty into lasting philanthropic support.

In this position, you will develop and deliver a communications plan that spans regular giving, major gifts, alumni engagement, events, and stewardship, ensuring that every piece of communication is purposeful, high-quality, and supports the Trust's fundraising goals. You will write proposals, campaigns, and materials that inspire alumni and donors to reconnect and give – and help bring to life the difference that giving makes. You will report directly to the CEO and work closely with the Director of Alumni Engagement and Regular Giving, and the wider leadership team, contributing to some of the most important communications the Trust has with its community.

The ideal candidate will be an excellent writer with a strong feel for audience, someone who can adapt their tone and style whether writing for a major donor, an alumni newsletter, or a giving campaign. A good understanding of how communications supports fundraising is important, and experience in a charitable, alumni, or mission-driven organisation would be an advantage. Above all, we are looking for someone who takes pride in their work and brings both creativity and rigour to everything they produce.

# The Opportunity

## Why join The Sandhurst Trust?

This appointment offers something that is genuinely rare in the fundraising profession: the opportunity to build something exceptional from the ground up, at an institution whose story, community and moment in time combine to make the case for philanthropy almost uniquely compelling.

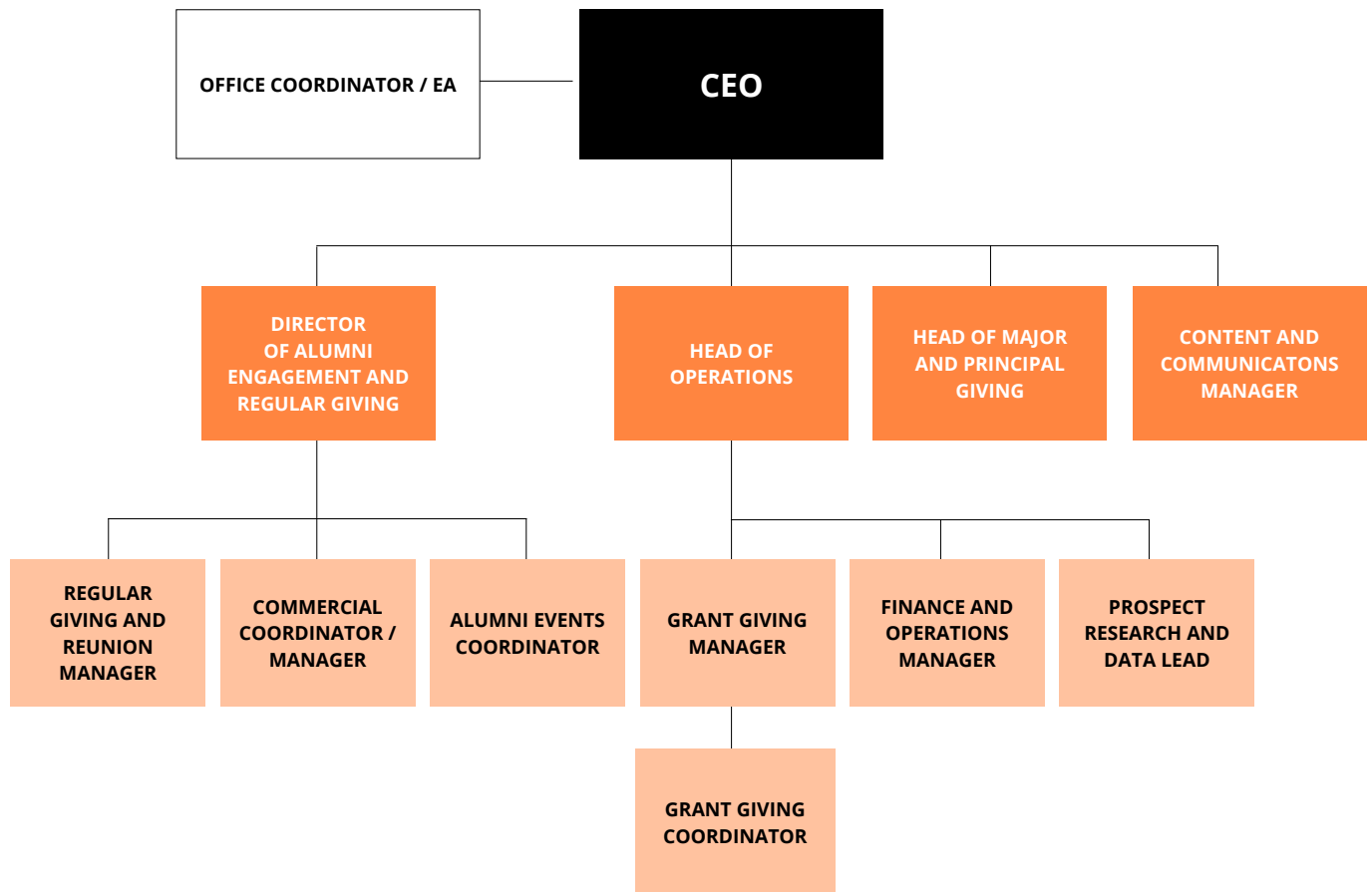
- A once-in-a-generation mandate - you will be joining at the pivotal moment of transformation, with the leadership, momentum and resources to build something that lasts.
- An extraordinary community to work with - global, loyal, deeply engaged and, until now, largely untapped.
- A campaign with real momentum.
- An institution of singular national and international importance, whose relevance has never been greater.
- The chance to set the standard.

## Equality and Diversity

We seek to develop a work environment where we treat all employees as individuals, fairly and in a consistent way. We work within the spirit and the practice of the Equality Act 2010 by promoting a culture of respect and dignity and actively challenging discrimination, should it ever arise. We will remove unnecessary barriers for our employees seeking opportunities through training and development, promotion and career planning.



# Organisation Chart



# Job Description

<b>Reports to</b>	Chief Executive Officer
<b>Key relationships</b>	Trust leadership and senior leadership

## Purpose of the Role

The Content & Communications Manager is responsible for shaping and delivering a compelling, consistent, and strategically aligned narrative across all fundraising and alumni engagement activity. The postholder will lead the development of high-quality content and communications that support regular giving, major and principal gifts, alumni engagement, and events.

## Key Responsibilities

### Content Strategy & Delivery

- Develop and deliver an integrated content and communications plan aligned to fundraising and alumni engagement priorities.
- Shift communications from reactive outputs to a proactive, planned programme that supports donor journeys and engagement objectives.
- Ensure consistency of messaging, tone, and brand across all channels and touchpoints.

### Fundraising Communications & Case for Support

- Support the development and articulation of the organisation's Case for Support, ensuring it is clear, compelling, and adaptable for different audiences.
- Work closely with the Head of Major and Principal Giving and CEO to develop high-quality, tailored donor materials, including proposals, presentations, and stewardship reports.
- Create content that supports the full donor lifecycle—from acquisition through to stewardship and repeat giving.

### Alumni Engagement & Regular Giving

- Develop engaging communications that strengthen alumni connection and pride, supporting the transition to a relationship-led regular giving programme.
- Work with the Regular Giving & Reunion Manager to design and deliver campaigns that drive participation, retention, and income.
- Ensure reunion and alumni activity is supported by coherent and compelling communications.

### Events & Stewardship Content

- Partner with the Alumni Events Coordinator to ensure all events are supported by high-quality communications, including invitations, briefing materials, and follow-up content.
- Capture and communicate the impact and outcomes of events to support ongoing engagement and stewardship.
- Develop creative approaches to donor recognition and impact storytelling.

### Digital & Channel Management

- Oversee and develop key communication channels (e.g. email, website, social platforms), ensuring they are used effectively to reach and engage a global audience.
- Use digital tools and platforms to enhance reach, personalisation, and engagement.
- Monitor performance and use insights to refine content and approach.

# Job Description

## **Collaboration & Stakeholder Engagement**

- Work closely with the CEO, Director, and wider team to ensure alignment between communications, fundraising priorities, and institutional messaging.
- Engage with Academy colleagues to source content, stories, and insights that strengthen communications and propositions.
- Act as a central point of coordination for communications activity across the team.

## **Brand, Reputation & Quality Control**

- Ensure all communications reflect the quality, heritage, and reputation of the Academy.
- Maintain high editorial standards, with strong attention to detail and accuracy.
- Act as a guardian of tone, messaging, and brand consistency.

# Person Specification

## Essential Experience

- Proven experience in communications, content development, or marketing, ideally within fundraising, alumni relations, or a mission-driven organisation.
- Excellent writing and storytelling skills, with the ability to translate complex ideas into clear, compelling content.
- Experience developing content for a range of audiences, including high-net-worth individuals and senior stakeholders.
- Strong understanding of how communications supports fundraising and donor engagement.
- Experience managing multiple channels and delivering integrated communications plans.
- Strong organisational skills, with the ability to manage competing priorities and deadlines.
- High attention to detail and commitment to quality.

## Desirable Experience

- Experience supporting fundraising campaigns or developing Cases for Support.
- Experience creating donor-facing materials such as proposals and impact reports.
- Experience working with global audiences or alumni communities.
- Familiarity with digital analytics and performance tracking.
- Experience of/links with the military community.

## Personal Attributes

- Creative, thoughtful, and audience-focused.
- Proactive and able to anticipate needs and opportunities.
- Collaborative and comfortable working across teams and with senior stakeholders.
- Highly organised with a strong sense of ownership and accountability.
- Committed to excellence and to protecting and enhancing organisational reputation.
- Strong commitment to the Trust's mission and the community it supports.

# Terms & Conditions

**Salary** £45,000 - £50,000 depending on experience

## **Contract Type**

Permanent

## **Pension**

Auto-enrolment pension (The Sandhurst Trust contributes 8% and employee 4% minimum)

## **Location & Hybrid working**

2 days a week in the office (Old College, Royal Military Academy Sandhurst, Camberley, GU15 4PQ)

## **Hours of work**

Normal working hours are 35 hours per week, typically worked between 9:00am and 5:00pm, Monday to Friday.

## **Probation period**

3 months

## **Annual leave**

28 days (plus bank holidays)

## **Other**

Enhanced parental leave, life assurance benefit, volunteering days. Gym and Swimming Pool Access for a nominal annual fee.

## **Standard checks**

If you are offered the post, the offer will be subject to standard pre-employment checks including Baseline security checks. You will be asked to provide proof of your right-to-work in the UK; proof of your identity; and we will contact the referees you have nominated.

## **Diversity and Inclusivity**

Should you require reasonable adjustments made to the recruitment process, please let us know. Please also let us know of any reasonable adjustments that we would need to make for you to attend an interview.

# How to Apply

To apply, please send your CV and cover letter no later than midnight on 30 June 2026 to [info@weareconstellate.com](mailto:info@weareconstellate.com) or upload to [www.weareconstellate.com](http://www.weareconstellate.com)

The Sandhurst Trust is partnering with Joanna Logan and Erin Hall-Westfall of Constellate Global Talent on this search. If you would like to have a confidential discussion about the position, please email [info@weareconstellate.com](mailto:info@weareconstellate.com)



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